

BELGRADE DECLARATION

on the occasion of the
*International Conference on Sustainable Tourism Development in the
Danube Region: New Perspectives*
held from 29 to 30 June 2017, in Belgrade, Republic of Serbia

We, the participants of The International Conference on Sustainable Tourism Development in the Danube Region: New Perspectives, held from 29th to 30th June 2017, in Belgrade, Republic of Serbia;

Considering that in 2015, the United Nations General Assembly approved the adoption of 2017 as the International Year of Sustainable Tourism for Development;

Acknowledging the significant role of tourism in protecting and enhancing the natural and cultural heritage leading towards sustainable development;

Convinced that cooperation among participants in the field of tourism development is on mutual benefit and will promote the development of the friendly relationship between the countries;

Taking into consideration the positive effects of the trans-boundary sustainable tourism development;

Being aware of the issues hindering the tourism development in the Danube region and the urgency to find lasting solution in addressing these issues through cross-border cooperation,

Affirm our longstanding commitment to:

- Develop a strategy for Sustainable Tourism Development in the Danube region that will:
 - Encourage tourism activities that contribute to increasing public awareness and support the protection and conservation of natural and cultural heritage;
 - Ensure that future tourism employees are given holistic, industry-centric educational experience, specifically tailored to fit the industry's requirement; and
 - Build partnerships between tourism and creative industries, by involving local cultural traditions, museums and contemporary creative industries in the development of the programmes for sustainable development.
- Work together to assure regulatory framework, institutional support and economic environment required for transnational collaboration in the Danube region and beyond.
- Attract investments and funding for sustainable tourism-related projects.
- Seize the potential and leverage on great cultural and natural diversified offer in the Danube region, and use transnational tourism products to enhance the attractiveness, competitiveness and sustainability of tourism in the area.
- Continue close cooperation with the European Commission, World Tourism Organization (UNWTO), UN Educational, Scientific and Cultural Organization (UNESCO), European Travel Commission, Danube Competence Center and other international and regional organizations or entities, committed to development and promotion of sustainable tourism, in order to benefit from their experience and know-how.

We express our deep appreciation to the Ministry of Trade, Tourism and Telecommunications of Republic of Serbia and the German Development Cooperation for the professionally arranged Conference, heartfelt hospitality and the valuable contribution to sustainable tourism development in the Danube region.

Belgrade, Republic of Serbia
29 June 2017.