

DANUBE BLUE WEEK 2017



The 7th Blue Week Festival took place between 14-16 June in Golubac, Donji Milanovac and Kladovo, while between 15-17 July, it was organized in Kladovo and Drobeta Turnu Severin. This year's theme of the festival was focused on the promotion of the Iron Gate Cycling Route, new cycling product that connects major touristic attractions in the Iron Gate Region.

The highlight of the event was the promotional race that gathered different passionate cyclists, from kids to the members of cycling associations. Before the beginning of the race, participants could see new video that promotes Iron Gate Cycling Route. The second part of the event started by gathering of the Romanian and Serbian cyclists in Kladovo, after which group cycled together through Drobeta Turnu Severin towards the Balotesti camp. In the camp, participants had the opportunity to take part in various cycling games, relax in the swimming pool or continue to cycle along one of the surrounding routes.

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UNWTO CONFERENCE:

Sustainable Tourism Development in the DANUBE REGION: New Perspectives

International conference "Sustainable Tourism Development in the Danube Region: New Perspectives", took place from 29th to 30th June in Belgrade. The event gathered tourism policymakers and decision-makers, as well as other public and private sector stakeholders from the Danube Region and beyond. It was organized in the framework of the International Danube Day, by the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia in collaboration with the World Tourism Organization (UNWTO) and Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH in the name of German Development Cooperation.

The aim of the Conference was to lay the policy and strategic groundwork for the development of joint sustainable tourism products and marketing platforms in the Danube Region and beyond. Considering the United Nations (UN) designation of the 2017 as The International Year of Sustainable Tourism for Development 2017, this was an appropriate momentum to perceive the current situation in tourism, to share experiences and ideas regarding the advantage of a rapidly evolving tourism sector, gearing to a joint agreement on main priorities.

During the Opening Ceremony, the participants were addressed by Mr. Rasim Ljajić, Deputy Prime Minister and Minister of Trade, Tourism and Telecommunications of the Republic of Serbia, Ms. Karla Hershey, UN Resident Coordinator & UNDP Resident Representative in the Republic of Serbia and Mr. Taleb Rifai, Secretary-General, UNWTO. High level panel that followed, gathered prominent speakers in the field of tourism. Then, after public reading of the Joint Statement on Sustainable Tourism in the Danube Region (you may read it [here](#)), participants attended the Signing Ceremony of the Private Sector Commitment to the Global Code of Ethics. Second panel session was dedicated to "Investing in People: Bridging the Skills Gap".



On the second day of the Conference, participants had opportunity to visit to the Golubac Fortress, board the cruising boat and cruise down the beautiful Danube, through Iron Gate Gorge till Donji Milanovac town. Two panels took place on the boat: "Development and Promotion of Danube Transnational Tourism products" and "Bringing Heritage to Life through the Creative Industries".

Mr. Zoltan Somogyi, Executive Director, UNWTO gave the Closing remarks.



At the end of this comprehensive event, the group visited the archaeological site Lepenski Vir.



BLOGGERS' TRIP TO IRON GATE



Under the name Ten plus Ten (Zehn plus Zehn), the group of 10 German and 10 Serbian bloggers had the opportunity to visit Serbia between 14-16th July, and learn more about practical impact of the projects that are established and developed in Serbia by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). One of the presented themes was "Discover the Danube by bicycle": it focuses on cycling tourism along the Danube and is one of the key tasks of Danube Competence Center office in Belgrade.



During the one-day trip to Eastern Serbia, 5 bloggers had a chance to see how cycling tourism along EuroVelo 6 evolved in the last 7 years, as well as to learn about the future steps. Bloggers cycled along Iron Gate Cycling route, enjoyed local gastronomical experience and also cruised through the Iron Gate Gorge, which provided enough material for the clear and comprehensive presentation on social networks.

CITY FAIR LONDON

Between 11th and 13th of June, DCC participated at City Fair London - event that gathers cities, destinations and suppliers to present their products to the international travel trade. DCC representative had 22 meetings, presenting touristic offer of DCC members, focusing both on the Danube as touristic destination, and individual touristic offers of DCC members.



The event was useful insight into demands of international market that mostly focuses on certain aspect of touristic offer that DCC develops along the Danube, such as cruising, adventure and cultural tourism.

ONLINE MANUALS

In cooperation with Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH, the DCC team prepared two sets of online manuals related to Online marketing and Customer relations in tourism industry.



Manuals are made for SMEs in the tourism sector, but they contain lots of useful information for all tourism stakeholders who want to learn more about online marketing and customer relations. You may download the manuals free of charge on links below:

[Online marketing in tourism sector](#)

[Customer relations in tourism sector](#)

TRANSDANUBE.PEARLS PARTNERS MEETING

Fifteen organisations from nine European countries along the Danube encourage the development of a Network of Destinations ("Pearls") to offer their visitors and inhabitants the possibility to travel and explore the Danube region with sustainable means of transport.



In the course of a study visit organized as part of the project "Transdanube.Pearls", around 40 participants visited the Upper Austrian Danube region and Werfenweng, a best-practice example of the Alpine Pearls. This trip was followed by a partners' meeting, where the participants continued their work on the implementation of new/improved mobility services, regional mobility centres and new tourist packages for inhabitants and tourists in the regions along the Danube.

DANUBE CULTURE PLATFORM – CREATIVE SPACES OF THE 21ST CENTURY



The ambitious EU funded project "Danube Culture Platform – Creative Spaces of the 21st Century" was launched on 20th April 2017 in Vienna. The goal of the project is to boost cultural and touristic ties in the countries of Central and Eastern Europe. By signing a "Memorandum of Understanding of project partners" DCC also confirmed participation in the project. More about the project on this link: [Signing of Memorandum of understanding](#).

GREEN DANUBE – SECOND PARTNERS MEETING



The second partners' meeting in the framework of GREEN DANUBE project development took place on 30th and 31st of May in Belgrade. During the two days, project team discussed the key administrative and communicational aspects of the project, while special attention was given to the activities inside the Working Package 4 (Green technologies), where participants had a fruitful discussion on methodology and technical questions regarding the measurement and involvement of innovative technologies for emission reduction on the Danube.



A CULINARY JOURNEY THROUGH BADEN-WÜRTTEMBERG AND BAVARIA

German cuisine is rich in variety, with the 16 federal states offering a fantastic choice of food and drink ranging from the traditional to the modern. There's something for everyone to enjoy, whether it's franzbrötchen pastries from Hamburg, äppelwoi cider from Hessen or schweinshaxe, the Bavarian take on ham hock.



The German National Tourist Board (GNTB) has chosen the theme of Culinary Germany for its 2018 campaign, because a visit to Germany is worthwhile for its food and drink alone. Another initiative that focuses on nature, culture and cuisine, particularly with regard to beer and regional products, is the Young Danube campaign. A joint project by the tourist boards of Bavaria and Baden-Württemberg and the GNTB, it aims to present the Danube region as an attractive travel destination that has a character and charm all of its own.

Find more on these websites:

www.germany.travel/de/staedte-kultur/tradition-brauchtum/brezel.html

www.die-junge-donau.de/im-kleinsten-weinbaugebiet

www.germany.travel/de/staedte-kultur/essen-trinken/essen-trinken.html



DESTINATION VUKOVAR – VUČEDOL – ILOK WON EDEN AWARD FOR 2016 / 2017

Destination „Vukovar – Vučedol – Ilok“ won national European Destinations of Excellence award for 2016/ 2017 in the field of cultural tourism. In competition of five destinations, prize was given to the Danube destination that is highlighted by important historical, cultural and gastronomic touristic offer. The destination will be promoted on official page of European Commission (www.edenineurope.eu), while this years Croatian national winner will take part on official prize ceremony, event which will be organized in March 2018 in the framework of European year of cultural heritage.

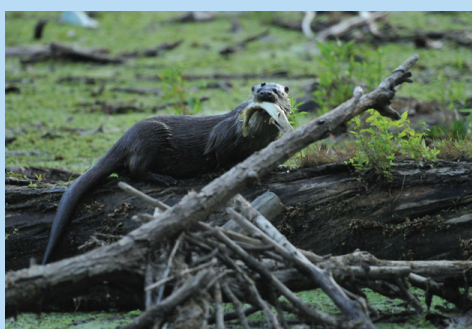


ECO-DANUBE DELTA ESTABLISHMENT

A new association promoting responsible tourism - “Eco Delta Dunării” - was born in the Danube Delta. Association was created by local tourist operators, in order to offer tourists the chance to enjoy ecotourism and slow tourism, while supporting the development of the eco-tourist destination.

Its main objective is to encourage tourists to discover and preserve the natural wonders that made Delta famous, and to generate the premises for sustainable tourism in the Danube Delta. Moreover, it fosters local customs and traditions, to everyone's benefit: nature's, residents' and tourists'.

For extra information visit: <http://turismlent.ro/crisan/?id2=0000&lng=1>, www.ecoturism.ecodeltadunarii.ro/en/ & www.pescaturism.ecodeltadunarii.ro, or contact us at: office@rowmania.ro



ENJOY ODESSA WITH ODESSACARD

ODESSACARD 

While traveling, we try to see the most interesting and famous places, enjoy local cuisine, have a good rest in a homely hotel, etc. and do it all in a short period of time. So-called City Cards or «Guest (tourist) cards» can help to plan the trip competently and save money at the same time. Since 2016, similar cards are available in Odessa.

ODESSACARD is a unique tourist product. It is revealed as a smart card that allows Odessa citizens and tourists to visit sights without buying individual tickets. At the moment, two types of ODESSACARD are available for purchase by one and two persons, with a validity period of 24, 48 or 72 hours after activation as a single ticket.

See more information: odessacard.com



BAČKO PODUNAVLJE - NEW UNESCO BIOSPHERE RESERVE IN SERBIA

International coordination council of the UNESCO „Man and Biosphere“ program included Bačko Podunavlje biosphere reserve into their World List of Biosphere Reserves. The reserve is at the north-west of Vojvodina region, as part of the „Amazon of Europe“, one of the most undisturbed river and wetland regions in the whole Danube river basin. This unique landscape is of precious biological diversity and is home to rare natural habitats such as gravel islands, side-arms and sandy river shores.



CYCLING FRIENDLY BUS BETWEEN BELGRADE AND KLADOVO

First cycling friendly bus that connects Belgrade and Kladovo started to operate from 1st of August 2017. Supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and in partnership with Arriva Litas company, the cycling rack with capacity to carry



five bicycles has been installed on the bus that connects Belgrade with major destinations along the Danube in Serbia.

Every morning the bus departs from Belgrade at 6 AM, while return from Kladovo is scheduled for 16:15. The price of return ticket is 2.300 rsd (approximately 19 EUR) while for the ticket in one direction, tourists will pay 1.550 rsd (approximately 13 EUR).

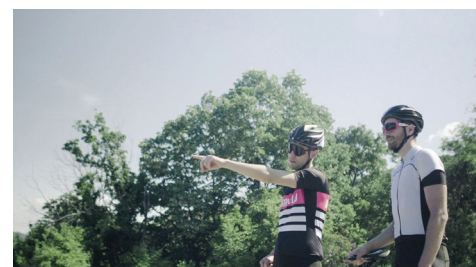
The bus with cycling racks is the first of this type in Serbia. After setting up of Iron Gate Cycling Route – cycling touristic product that connects Serbian cities of Golubac, Donji Milanovac, Kladovo and Romanian Drobeta Turnu Severin, it became clear that certain steps should be taken in order to create space for tourists to approach the destination, in a much safer and easier manner.

Since DCC is National EuroVelo Coordination Center (NECC) for EuroVelo routes in Serbia, one of the major goals of this initiative is to improve soft mobility transport and sustainable development of cycling tourism in the Danube Region, which is inline with the policy of European Cyclists Federation (ECF).



The route almost completely matches EuroVelo 6 cycling route, except that certain trails around Kladovo and Drobeta Turnu Severin provide interesting one weekend D-Tour. Except from 15 different highlights located between Kladovo and Drobeta Turnu Severin, tourist will now also have the chance to visit Golubac Fortress or archaeological site Lepenski Vir near Donji Milanovac. By visiting these attractions, tourist can experience variety of Danube region in its essence – rich cultural and historical heritage, beautiful landscapes, gastronomical delights and most important, friendly local population.

This summer, except for the promotion of the cycling route itself, the Danube Competence Center started with the online campaign #posetidjerdap (visit Iron Gate) with a goal to attract local tourists to visit Iron Gate in Serbia. For the purposes of the campaign, DCC



also developed two promotional videos. One focuses on Iron Gate Cycling Route highlights while the other is animated presentation of the whole route.

