

DCC at the 7th Cultural Routes Annual Advisory Forum in Lucca, Italy

The 7th Cultural Routes of the Council of Europe Annual Advisory Forum took place in Italian city Lucca between 27th and 29th September. The event celebrated 30th Anniversary of the Cultural Routes of the Council of Europe programme, highlighting its past, present and future contributions to the promotion of the values of the Council of Europe in the field of human rights, democratic citizenship, cultural heritage and intercultural dialogue. During the



flash news session, where cultural routes managers had an opportunity to present latest information along their cultural routes, DCC project coordinator Vladan Krečković talked about improvement of cultural interpretation on Roman sites. Second part of the event was dedicated to B2B meetings, where member of DCC network Robinson Travel presented the touristic packages of the Route.

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THE THIRD GENERAL MEETING OF THE ROMAN EMPERORS AND DANUBE WINE ROUTE

The 3rd General Meeting of the Roman Emperors and Danube Wine Route took place between 14th and 15th December in Belgrade in the Center for Promotion of Science and gathered around 50 participants coming from the field of archaeology, tourism, culture and education.



First day of the event was opened with the welcoming notes of DCC President of the Board Ms. Gordana Plamenac, DCC Project Coordinator Mr. Vladan Krečković and President of Scientific Committee of the Roman Emperors and Danube Wine Route Mr. Michael Werner.

The programme during the first day was divided into the two panels during which the six representatives of the Roman sites and seven local touristic organisations that are part of the Route presented the themes, events, itineraries and other important cultural and touristic content on sites and in the surrounding area. Goal of this part of the event was to showcase the cultural and touristic potential of the Route and provide elements for the discussion during the following sessions of the meeting.

During the second day of the event, DCC Director of Programmes Mr. Danko Ćosić pointed out the importance of cooperation between all present stakeholders and also establishment of management body that will take care of the Route development. In next session several good practice examples and trends in the field of cultural tourism were showcased.

Mr. Antonio Barone presented the work of Phoenicians Route – one of the most successful models of cultural routes currently existing in Europe. Ms. Marie Gaillard presented the recently approved ERASMUS project DECRA (Developing Cultural Routes for All) while Mr. Mislav Matišić presented Central Danube Tour project that enhances tourism in Central Danube cross-border region.

Last session was dedicated to the practical examples and questions and answers session. Director of touristic agencies WEDRU Thematical Cultural Tours and Robinson Travel Mr. Arnold Wennekers and Mr. Ljubiša Nešovanović talked about their experience in the terms of selling the route as a touristic product, showcasing both positive and negative elements through which the overall touristic potential of the route can be improved.

During the closing session Professor of Business Economy at the Faculty of Economics in Belgrade Mr. Goran Petković presented the future steps for Route development focusing on the term “dominus nodi” or the hubs through which everyday administrative and operational tasks of the route will be distributed in a decentralised way to the key stakeholders along the Route.

After the conference, participants had an opportunity to enjoy in the guided tour through the Belgrade city center.



The 3rd Partner Meeting of TRANSDANUBE.Pearls project in Bulgaria

The 3rd Partner Meeting of TRANSDANUBE.Pearls project took place in Bulgarian city Ruse between 2nd and 3rd October. Gathered partners presented the statuses of working packages, roadmap for network implementation and also status in elaboration of the regional mobility plans. Special attention was dedicated to sustainable mobility offers and establishment of regional mobility centers. The project partner meeting was followed by Training of trainers that took place in Silistra between 4th and 6th October. Organised by the Environment Agency Austria (Lead Partner) and the Club “Sustainable Development of Civil Society” the training program was based on a mix of class work and interactive training sessions, group work and further elaboration of discussed contents, individual study and elaboration of participants on how to adapt presented tools and measures to their respective territories.



DCC at “Vistula river and the potential for development of tourism brands” conference

Celebrating the year of Vistula river, Ministry of Sport and Tourism of Poland invited Danube Competence Center to participate in the conference “Vistula river and the potential for development of tourism brands” that took place in Warsaw on November 16th, 2017. The event gathered more than 60 representatives from government, local authorities, tourism sector including the higher education institutions in tourism related fields. Following the panels “Water Safety” and “Building the tourism brand of Vistula River”, the presentation of DCC’s Marketing and Sales Manager Nikola Stanisavljević, on the topic of “Eco-tourism on the Danube” opened the third panel called “Examples of commercializations of tourism products”. The focus was on EuroVelo 6: Danube Cycle Route mobile application where the experience in creating such product was shared with the delegates, followed by a short overview of Birdwatching related micro site on danube.travel.



Presentation of DCC at Join International Seminar on Transnational tourism themes and routes

Joint international seminar on transnational tourism themes and routes took place in Santiago de Compostela (Spain) between 16th and 17th November. The event was organized by European Travel Commission (ETC) and World Tourism Organisation (UNWTO) with goal to provide insights into the development, management and promotion of transnational tourism themes and routes in Europe and Worldwide as well as practical guidance for DMOs, NTOs and NTAs on how to market and promote destinations through transnational thematic tourism experiences and products.

The seminar was also aiming at exchanging best-practices showcasing the different approaches taken by different destinations. also provided an opportunity to officially launch the brand new ETC-UNWTO Handbook on Marketing Transnational Tourism Themes & Routes. Having in mind that DCC and The Roman Emperors and Danube Wine Route were selected as one of the best case examples for the Handbook, DCC was invited to provide input for the expert panel – MAKING THEMED-BASED TOURISM TRANSNATIONAL. The panel gathered together experts in transnational tourism with the aim to discuss challenges and opportunities and perspectives to transnational development.



The 3rd Partners and GREEN Danube SCOM Meeting

The 3rd GREEN Danube partners meeting took place in Graffit Hotel in Varna between 27th and 29th November. The event was hosted by Black Sea – Danube Association of Research and Development – BDCA. During the first day of the meeting the team discussed about administrative, management and financial issues and organization of the upcoming activities and the first two thematic packages, focusing on the measurements performed by the partnership in the selected Danube areas and concluded with a nice surprise for everybody, the video of the expedition for the first set of field measurements. During the second day, major themes that were covered were related with WP 5 and WP6 - EU Policy Support and Raising Public Awareness. The end of the meeting was highlighted by SCOM meeting where representatives of the partners organisations agreed about the next steps and further development of the project.

“CYCLING ALONG THE DANUBE IN SERBIA” FREE MAPS

During this autumn, DCC redesigned and reprinted the cycling map related to the Serbian part of EuroVelo 6 route which was previously available as a part of our Bed&Bike guide. The map is available in three languages – Serbian, English and German though the last one may be distributed only on fairs and events in Germany. Our partners and members showed great interest and during first month after publishing we’ve already distributed around 7,000 copies to 16 different partners. In case you would need some of them, please don’t hesitate to contact DCC office.



First steps in Central Danube Tour (CDT) project

The Kick-off and Steering Committee meeting of Central Danube Tour project was held in Osijek on 7th September. The project is funded by Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020.

During the meeting partners presented their organizations and experiences in implementation of the EU projects after which they discussed about the overall project goals, activities, financial and reporting procedures.

After the kick-off meeting, First Tourism Network workshop was organized by DCC in Novi Sad, Serbia, at the premises of Novi Sad Fair, on October 5th 2017, with 46 participants. The goal of the networking workshop was to achieve better coordination between regional and local authorities and organizations operating in the Danube Region and finding solutions that can contribute to the prosperous and sustainable development of the Danube Region.

Project aims to foster tourism development by creation and promotion of Central Danube destination in the cross-border Danube area between Serbia and Croatia (Slavonia and Baranja region in Croatia, Bačka and Srem region in Serbia).

DECRA project Kick-off meeting

First Project Partners' Meeting of the Developing European Cultural Routes for All (DECRA) project (funded by ERASMUS+) was held in Paris between 18th and 19th October. During the meeting 13 participants presented the work of their organisations, administrative and reporting procedures, organisation of transnational meetings, internal and external communication of the network and most important – procedures of information gathering inside the networks.

One of the most important goal to be achieved through the DECRA project is not only to gather, but also and most importantly the discussion and transmission of collected data about practices, good practices and best practices existing in the networks of the European Cultural Routes.

11th International Danube Festival Ulm/Neu-Ulm

The 11th International Danube Festival Ulm/Neu-Ulm will be officially opened on 6th July 2018 on the banks of the Danube. Around 300.000 visitors are expected to be present during the event between 6th and 15th July. The international cultural program offers an ambitious mixture of various artistic and cultural genres: music from classic to Jazz, Balkan-Beats, world music, folk and pop as well as literature and dance, completed by the mutual exchange in the fields of politics, society and environment. The majority of events is free for everyone to enjoy, both young and old. The colorful market of the Danube countries offering a broad range of arts and crafts and culinary art, gives everyone the opportunity to experience the Danube Region in its cultural variety. Further information on: www.donaufest.de



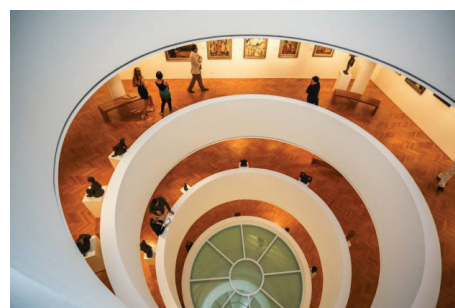
BRATISLAVA – An epic MICE destination

This winter colleagues from Bratislava Tourist Board prepared something different for us. On these links you can find texts that promote Bratislava from another angle – as an attractive MICE destination! If you ever thought to organise an event, FAM trip or a conference, right next to the banks of a beautiful Danube, these two texts will serve you as a best possible guide:

[Say "Hello" to Bratislava](#)

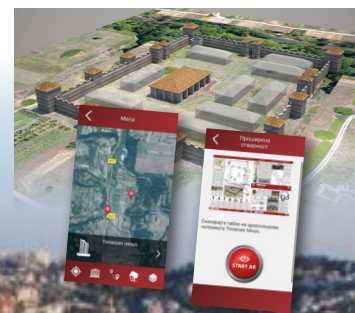
[Bratislava – An epic MICE destination](#)

Both texts are written by editor of Kongres Magazine Mr. Gorazd Čad



Interpretation and presentation of the archaeological site Timacum Minus and the Archaeo-ethno Park in Ravna, Knjaževac, Eastern Serbia

The Homeland Museum in Knjaževac, has implemented the project for improvement of interpretation and presentation of the archaeological site Timacum Minus and the Archaeo-ethno Park in the village Ravna. This project was supported by Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) and DCC with a goal to improve interpretation on the tourism sites. In partnership with ArchiMedia Group (CIIT Lab, the Electronic Faculty in Niš) [free e-guide Android App](#) for smart devices was developed. Available in three languages (Serbian, English and German) the application provides information about the archaeological site Timacum Minus and the Archaeo-ethno Park in the village Ravna. By using IT, 3D models, AR and other e-tools in order to interactively present and interpret stories about these cultural and tourist sites, museum has created interactive focal point for the Roman cultural heritage. The informative, interactive multilingual boards are also designed and mounted near the important excavated objects at the Timacum Minus site (fortress, granary - *horreum*, roman baths – *thermae*, building with hypocaust and necropolis. They are equipped with QR codes that are providing links towards The Homeland Museum web site (www.muzejknjazevac.org.rs) and can provide additional information about the roman and other cultural heritage of the Knjaževac region. Interactive tourist totems have been also designed and produced through this project. They will be placed in the early spring on the main traffic points in the center of Knjaževac and in the Archaeo-ethno Park.



DANUBE CRUISE TRAVEL TRADE Masterclass

—2017—IN—BUDAPEST—

The second Danube Cruise Travel Trade Masterclass was organised by Danube Competence Center (DCC) on 20th October in Budapest. The event was organised in partnership with European Tourism Association (ETOA) and supported by Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ).

Once again, the event gathered representatives of public and private sector in the field of tourism in order to discuss the possibilities for the improvement of existing cruising products along the Danube river. Key note speakers were representatives of the Ministry of Foreign affairs and Trade of Hungary, European Tourism Association (ETOA), DCC and cruising industry experts from Tauck, River Advice Ltd., and Ama Waterways Ltd. operators.

Initial part of the event was dedicated to statistical analysis of current and future trends in the field of cruising. The presented figures showcased the importance of US and Chinese market as major sources of tourists interested in long distance trips. In order to better understand demands of these markets that are at the same time culturally different, overall profile of Chinese tourist were presented. Beside the



need to adapt the products towards different cultures, it is also necessary to approach new target groups. For years it has been considered that cruising is suitable only for the elder generations. Now, for the first time on the market there is a tour that is tailor made for the youngest generation (so called millennials). This product of Uniworld is first of this kind and it will be really interesting to see how successful this type of tour will be in the future. Except the analysis of international market and demographics, overall tendencies related with future technical capacities of the vessels, docking stations along the river and other infrastructural

requirements were also presented not only as a practical necessity but also as a sort of vision of cruising in the future.

During the group Q&A sessions, participants got the opportunity to discuss most important topics also with the experts from the cruising companies DCR Cruise Services, Martin Randall Travel and Uniworld Boutique River Cruise. In this part of the event, on ground suppliers had a chance to get an insight what is lacking on the market and thus improve their touristic offer.

Overall, the event offered unique business networking and development opportunities, which were highly valued and appreciated by the participants. It further strengthened the role of DCC as an organisation that provides knowledge and expertise in cross border tourism development in the Danube region.

Speakers' presentations, selected photos from the event and the movie that was shown – you may find it on the following link:

<http://danubecc.org/danube-cruise-travel-trade-masterclass-2017/>



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