



DANUBE REGION strategy



Michael Meyer
CEEweb, Ecological Tourism in Europe



Danube Region Strategy

- The EU Strategy for the Danube Region (EUSDR) is a macro-regional strategy adopted by the European Commission in December 2010 and endorsed by the European Council in 2011.
- The Strategy was jointly developed by the Commission, together with the Danube Region countries and stakeholders, in order to address common challenges together.
- The Strategy seeks to create synergies and coordination between existing policies and initiatives taking place across the Danube Region.

The Strategy is not about funding, it is about closer cooperation!

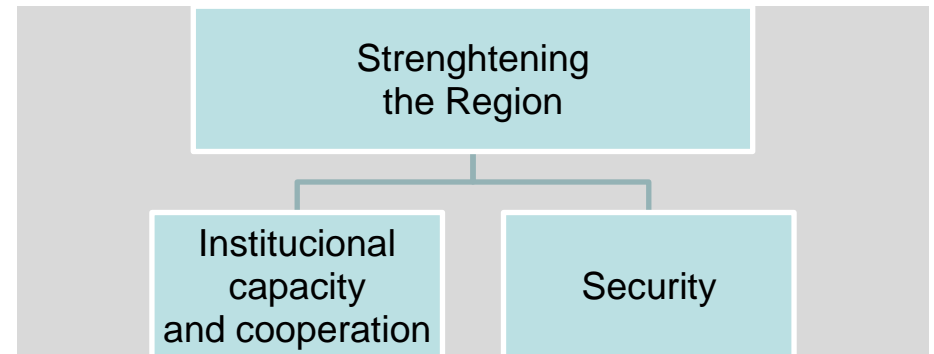
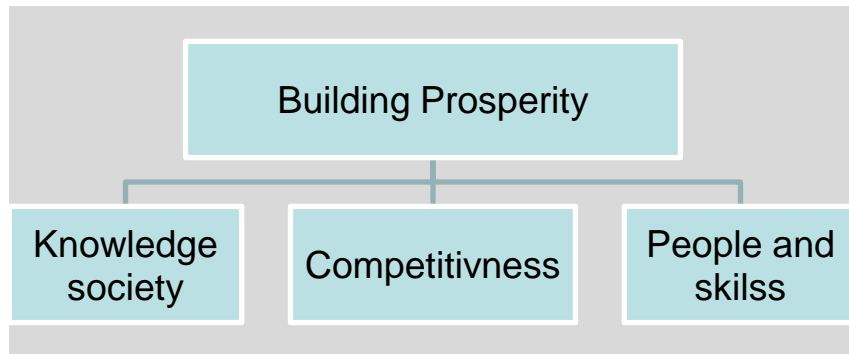
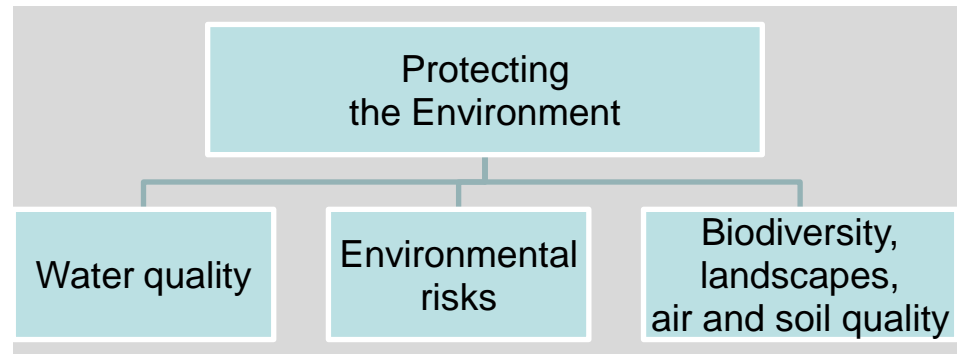
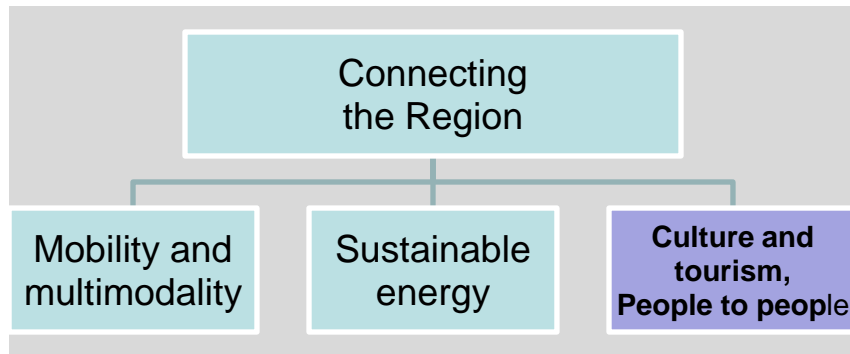


Danube Region – 14 countries





4 pillars and 11 priority areas





Tourism in the Strategy

- Priority Area 03 of the EUSDR "To promote culture and tourism, people to people contacts"
- Coordinated by Bulgaria and Romania

<http://groupspaces.com/CultureTourism/>





Action Plan for European Union Strategy for the Danube Region (2010)

- Cultural Heritage

- To built on cultural diversity as strength of the Danube Region
- To enhance cooperation and contacts between people of different origins, to encourage creativity, and provide a driving force for cultural innovation and economic development, based on heritage, traditions and tourism



Action Plan for European Union Strategy for the Danube Region (2010)

• Tourism

- To develop the Danube Region as a European brand
- To establish the Danube Region as important European tourist destination
- To promote short-stay weekend tourism and recreation, as well as longer stays
- To further develop the navigation and port system for Danube river cruise ships and private yachts
- To further develop and intensify Activity Tourism
- To further enhance interconnection and cooperation in education and scientific and research activities for tourism



Action Plan for European Union Strategy for the Danube Region (2010)

- **Tourism**

- To improve planning and infrastructure for tourism
- To support the improvement of the quality of tourism products
- To promote sustainable tourism
- To promote wellness tourism in the Region
- To collect existing data on cultural activities and establishing a comprehensive data base giving an overview of cultural activities in the Danube Region
- To promote cultural exchange and exchange in the arts



Working on

- Elaborate of Road-maps for attaining the Priority Area Targets.
- Draft Road-map “To develop a Danube Brand for the entire Danube Region based on already existing work by 2015”
- Labeling Process



Tourism Projects according to Strategy



- Promotion of Cross-border Network for Development of a Common Bulgarian-Romanian Tourist Product
- The DATOURWAY project presents an example of transnational cooperation committed to the development of tourism along and on the middle and south-eastern section of the Danube River
- GTZ GmbH on behalf of the BMZ implement the programmes with aim to promote tourism, investment and environmental protection in the Danube riparian states in South-Eastern Europe: Croatia, Serbia, Bulgaria and Romania.

Other relevant:

- The DaHar project harmonise long-term logistic development of small and medium sized ports and cities of the river Danube.
- Nomination of the Central European part of the Roman Danube Limes within the international UNESCO World Heritage Framework „Frontiers of the Roman Empire”
- Danubeparks - The Danube River Network of Protected Areas
- Together for Danube - Cross-border model for nature conservation and sustainable use of the natural resources along the Danube
- TransEcoNet - Transnational Ecological Networks - the focus is on less or unprotected landscapes, so-called gaps, between protected areas (for ecological networks of the Alps, Carpathians and of the Green Belt.)



CEEweb for Danube Strategy (2011)

EU Strategy for the Danube Region and the linkages between tourism and biodiversity

Objective - create awareness and establish partnership among CEE NGOs about the EU Strategy for the Danube Region, especially on the thematic field of tourism

Activities

- Organize capacity building and discussion on the EU Strategy for the Danube Region and the linkages between tourism and biodiversity. Based on the discussion develop a priority list of actions to be implemented over the next years.
- Coordinate consultations among NGOs in order to draft a project for implementing the EU Strategy for the Danube Region, organizing two meetings for interested NGOs (one of them will take place in Serbia, 11th May 2012)

Results

- Stronger cooperation among CEE NGOs in implementing the EU Strategy for the Danube Region
- Elaborated proposal for implementation of the EU Strategy for the Danube Region, especially its commitments related to tourism



Thank you!



References

- EU Strategy and Action Plan for Danube Region
http://ec.europa.eu/regional_policy/cooperate/danube/documents_en.cfm#5
- Danube Region Strategy (EUSDR) <http://www.danube-region.eu>
- Danube Region Strategy, Culture&Toursim
<http://groupspaces.com/CultureTourism/>
- The development of the Danube as an economic region (GTZ, BMZ)
<http://www.donau-info.org>