

# **THE POLICY RECOMMENDATIONS**

*Big River Conference*

*24 November 2011*

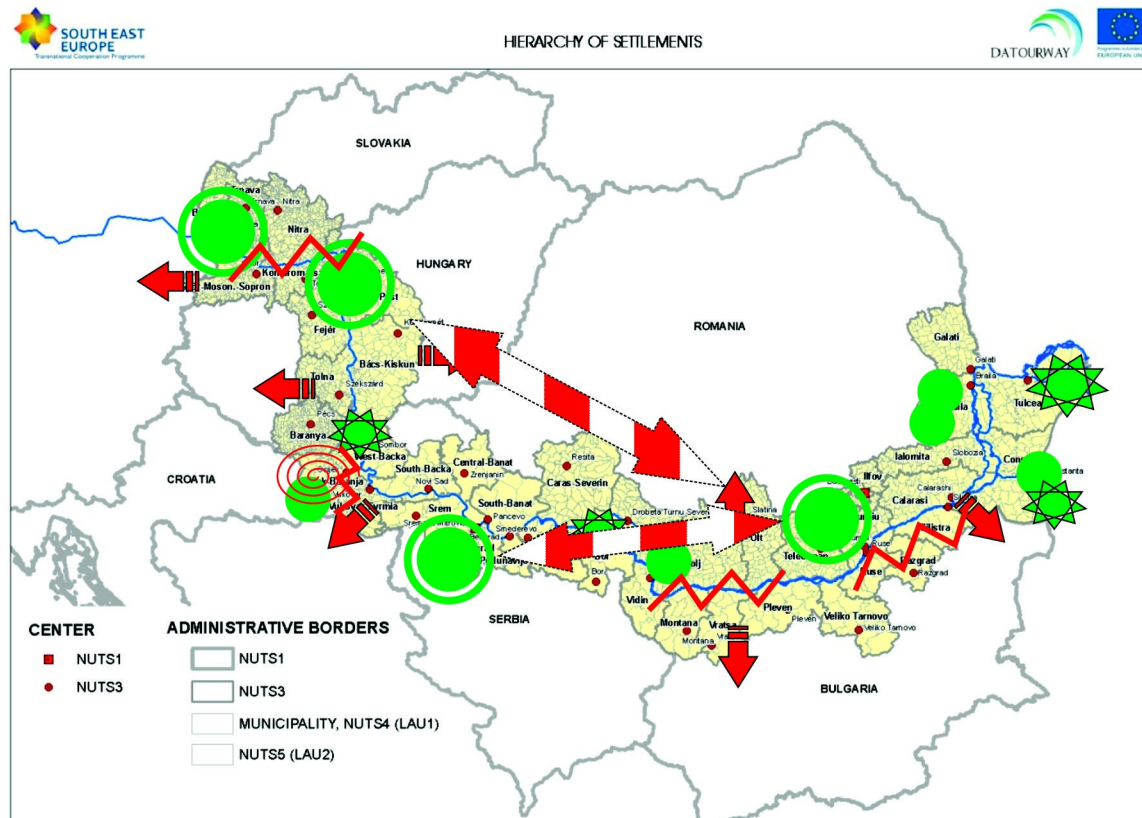
*Sheraton Hotel, Sofia - Bulgaria*

## **Content:**

- a) Synthesis – analysis of the current situation**
- b) Characteristics of the policy recommendations**
- c) General policy recommendations (for all transnational area)**
- d) Policy recommendations for specific areas**






## a) Synthesis – analysis of the current situation

**Settlements network    Infrastructure    Social    Environmental  
Economy.... tourism potential**



## b) Characteristics of the policy recommendations

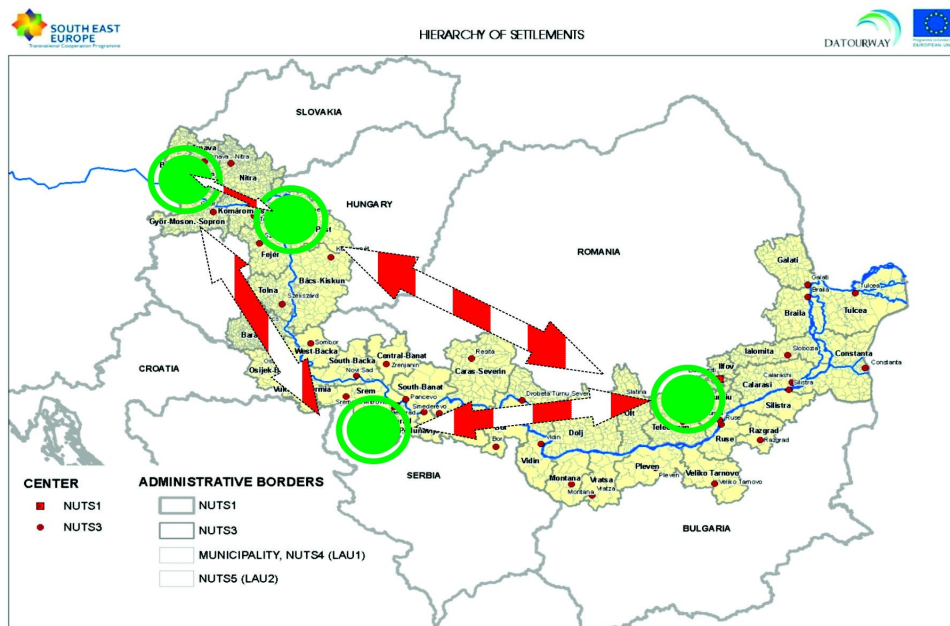
<b>Key words:</b>	<b>integrated</b>	<b>approach</b>
	<b>smart</b>	
	<b>sustainable</b>	
<b>Addressed to:</b>	<b>EU</b>	<b>level</b>
	<b>National</b>	
	<b>Regional/ Local</b>	

<b>Infrastructure</b>	
<b>Institutional</b>	
<b>Economy</b>	
<b>Social</b>	
<b>Environment</b>	



## c) General policy recommendations (for all transnational area)

### 1. Develop cooperation and correlations between the Big4B (Bratislava, Budapest, Belgrade and Bucharest)



2. Improve the image of the cities – urban regeneration of the central areas, public spaces, reconversion of industrial and military sites in lands for tourism development
3. Use the cultural heritage of rural areas – develop a networking platform for the relevant stakeholders
4. Promote spot points for tourism development in rural areas – *near to the Danube*
5. Promote and use local products
6. Improve the human resources and the services using triple helix concept – cooperation between public sector – education - business sector
7. Developing connected green-ways in the Danube area, according with its potential for social/economical/ environmental development



- 8. Increase the accessibility – inter-modal hubs and multi-modal transport, inter- linked infrastructure, fast connection of the structural points (the major cities)**
- 9. Rehabilitate the Danube ports and make them attractive – through accessibility, functions and image and develop them as multi-modal logistics centers**
- 10. Promote a visual identity for Danube products**
- 11. Support the Danube area development through funds from Regional Development Program and from Territorial Cooperation Programs – reserve a budget from every axis for project from Danube area**
- 12. Improve the urban-rural cooperation for local tourism development (transit tourism, city break, short-stay tourism, week-end tourism)**
- 13. Develop major projects for infrastructure (flag-ship projects)**
- 14. Develop high quality tourism product**



**15. Develop a web based booking platform for the Danube area**

**16. Develop an unitary value system for accommodation**

**17. Organize cultural and tourism events of the Danube – establish an annual Danube day**

**18. Update the spatial planning acts for areas with natural risk – develop a water and spatial management**

**19. Develop Danube Cup – football**

**20. Secure the support of national governments for joint, transnational marketing of Danube tourism**

**21. Introduce the Danube holiday voucher**

**22. To strengthen financial support for the protection of cultural and natural values (monuments, traditions) along the Danube**





## **23. To strengthen the cooperation of neighbouring countries in:**

- infrastructure development (road, rail, river transport lines, ports)**
- management and use of natural attraction (criteria of eco-tourist destinations)**
- create cross-border strategies for a sustainable territorial development**
- Increase cooperation in flood protection and risk protection**

## **24. Strength support for tourism development in rural areas**

**to initiate LEADER-type programs to enhance absorption capacity  
(education, business training)**

## **25. To set environmental and social criteria in the approval procedures of tourism investments**

## **26. Increase the necessary infrastructure for tourism development (hospitals, restaurants, hotels)**

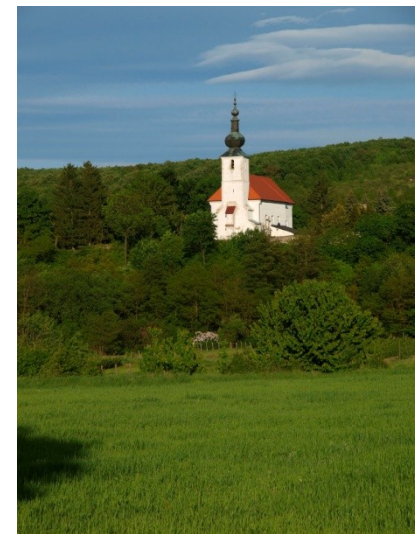
- 27. Cooperation in waste management in cross-border areas**
- 28. Prepare territorial integrated projects for the next funding period 2014-2020**
- 29. Developing micro-architectures for putting in value the landscape**
- 30. Use the water potential for transport**



## **d) Policy recommendations for specific areas**

### **For Cross-border area Slovakia-Hungary**

- 1. Common development of the community transport (bus transport and common bus lines) and the transport infrastructures (e.g. pedestrian bridges)**
- 2. Increasing the support of the community transport. The common development of community transport contribute to  
a better interoperatibility of the region**
- 3. Increasing of the sources for the development of small villages**



## 4. Supplying main attractions at state level.

The suggested elements of the main attractions at the area of Lower-Ipel basin:  
establish the whole dinkey line (railway)

revealing and utilizing other industrial history in Börzsöny

revealing and reconstructing castle ruins

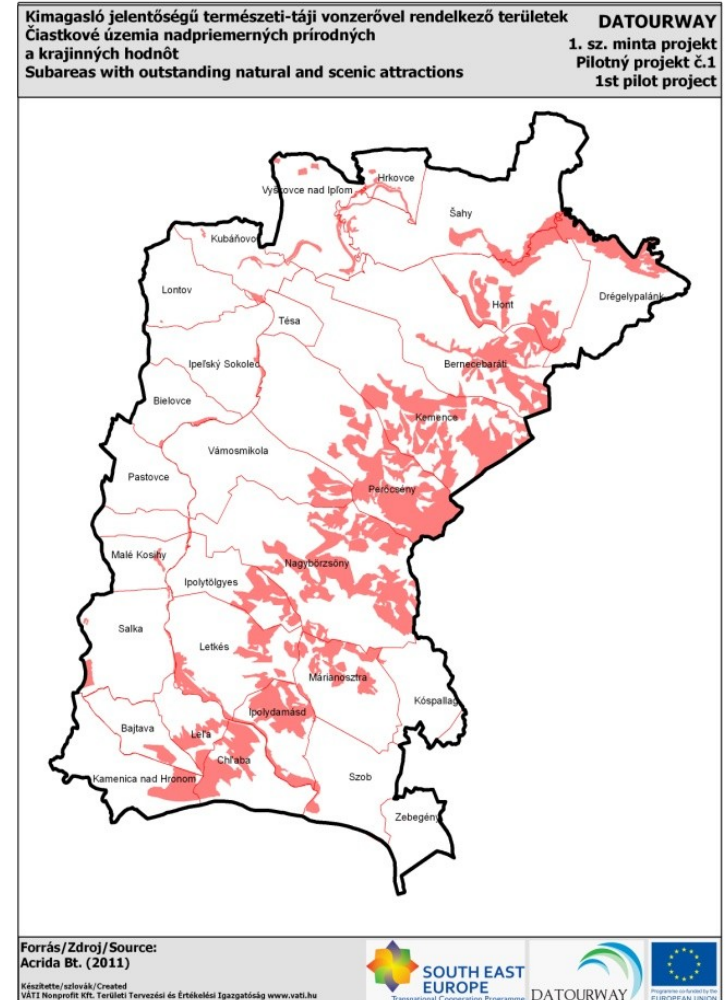
building the network of guesthouses

to create safe way of biking and horse riding and

make well-signed bike- and horse riding ways along the Ipel.

to build living network of country houses

## 5. Develop Common tourism marketing



## **For Cross-border area Hungary-Croatia-Serbia**

- 1. Promote Mura - Drava - Danube World Biosphere Reserve as the biggest UNESCO World Biosphere Reserve in Europe (“European Amazon”)**
- 2. Correlate the thematic routes in cross-border area Hungary-Serbia-Croatia**
- 3. Use the ecotourism and tourism products connected to nature**
- 4. Strength the influence of Osijek in Beda-Karapancza region**
- 5. To create favourable conditions for the development of the tourism sector in the Danube area of Croatia through the provision of legal, strategic, institutional frameworks**
- 6. To integrate tourism into the national and regional development documents in Serbia**
- 7. Promote the Central Transdanubia as a tourism destination in an environmentally protected area on the border among Croatia, Hungary and Serbia**



**8. Construct small marinas on the Danube**

**9. Strength tourism offer in the Croatian part of the Danubian area**





## **For Cross-border area Romania-Bulgaria**

1. Develop partnerships between twin cities along the Danube Course:  
Calafat - Vidin, Bechet - Oreahovo, Turnu-Magurele – Nicopole,  
Giurgiu – Ruse, Calarasi – Silistra (tourism packages, waste  
management, education, labor force)
2. Develop urban-rural partnerships for tourism development – short stay tourism  
(across the main routes), week-end tourism recreation (near to big cities), city-  
break
3. Build major transport infrastructure  
– highways, fast railways, new bridges  
as a necessary condition in  
overcoming the peripheral situation



**4. Increase the urban regeneration – rehabilitation of the cities centers**

**5. Arrange the Danube banks for tourism development**

**6. Explore the fishing potential**

**7. Develop agro-tourism and cruise tourism  
on the Danube**

**8. Develop inter-modal transport facilities**

**9. Create a green-way route  
and support its necessities**

**in Calarasi county (on Mostistea river) and in Silistra and  
Razgrad districts**



## For Delta area

1. Increase the activities in Delta – make it more attractive for women
2. Increase the knowledge of the Delta – the tourism conditions
3. Protect the natural and cultural heritage
4. Increase the living conditions for inhabitants
5. Develop a good image and infrastructure for the Delta gates
6. Sustain the redevelopment of Sulina city
7. High quality design of mini-ports
8. Increase the accessibility



Thank you.....



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