

	European Danube Region Strategy EDRS
Priority	<i>II. Sustainable economic development</i>
Name of the programme	11. Tourism from the Black Forest to the Black Sea “Black to(ur) Black”
<i>The preliminaries, justification and objective of the programme</i>	<p>The Danube: it is an important traffic corridor offering a lot of tourism potentials, and the need for its treatment as a common tourist destination has already arisen in several national position papers. A joint tourism development strategy is needed in order to provide for the ecological and environmental conditions, the network-based development of tourism infrastructure, and the coordination, and enhancing of the efficiency, of development. Within the framework of the SEE Programme, DATOURWAY project is being developed, involving 16 partners from 7 countries, with respect to the middle and the South European sections of the river, aiming at the development of a joint tourism strategy and information base, etc., and will be completed in last until 2012. The Programme’s primary aim is to extend the current geographical coverage of the DATOURWAY Project to those regions in Germany and Austria (and possibly in Ukraine and Moldova), which are located along the Danube (DATOURWAY^{Black to Black}), and to provide opportunity to work out other thematic tour packages and routes as well. Its final purpose is to set up an organisation (network) called Danube Destination Management which will operate based on international co-operation. The Project must especially focus on the utilisation of tourism opportunities offered by along the Danube, the improvement of access by water, and the improvement of the horizontal and vertical connections of towns and cities with the river. It is necessary to develop and improve the sites of cultural heritage and present them to the general public, thereby including them in heritage tourism to the widest possible extent.</p>
<i>The content of the programme (subprogrammes)</i>	<p>11.1. DATOURWAY^{Black to Black} – (from 2013) sustainable tourism development strategy concerning the Danube, from the Black Forest to the Black Sea:</p> <p>11.1.1. development of the Danube destination management (3DM), sample project 11.1.2. the preservation and authentic restoration in terms of cultural history and development of cross-border thematic routes and tourism programme packages (cultural heritage sites along the Danube /castles, fortresses, palaces, house of folk arts, museum institutions, archaeological sites and show rooms, clerical built heritage, historical gardens, etc./ a chain of historical town centres, religious tourism, etc.). Elements of the project package:</p> <ul style="list-style-type: none"> ▪ restauration of the clerical built heritage in Szentendre-Budapest-Baja-Novi Sad ▪ restauration of the clerical built heritage between Bratislava and Budapest (Győr,

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	<p>Pozsony, Komárom, Esztergom, Visegrád)</p> <ul style="list-style-type: none"> ▪ restauration of the clerical built heritage in Timisoara-Budapest ▪ network of European Heritage Title sites <p>11.2. Duna SPA – a complex development of medicinal potentials along the Danube Duna menti gyógy-potenciálok harmonizált fejlesztése</p> <p>11.3. Danube Region High Street – the riverside experience, development of a panorama route in the Danube Valley</p> <p>11.3.1. The full construction and the promotion of EuroVelo 6</p> <p>11.4. Network-based development of “landing piers along the Danube for water tourists”</p> <p>11.4.1. Water Sports Centres Chain along the Danube</p> <p>11.5 Danube Limes project – Central Europe (excavation and presenting the limes as part of the UNESCO world heritage)</p>
<i>The preliminaries, justification and objective of the programme</i>	Germany, Austria, Slovakia, Croatia, Serbia, Romania, Bulgaria (Ukraine, Moldova)
<i>The content of the programme (subprogrammes)</i>	Non. Therefore, it is necessary that in the case of some project proposals a uniform system of requirements is worked out (Danube SPA, water sports centres, and regulations and conditions for water- and bicycle traffic) in order to coordinate the conditions.
<i>Other countries potentially affected</i>	II. B – Sustainable development of tourism III.B. Protection of interests and joint planning: preservation of the common (built) heritage
<i>Obligation (in terms of law etc.)</i>	Tourism organisations (Magyar Turizmus Zrt. and domestic tourism enterprises) regions, local governments
<i>Complimentarity with the Danube strategy</i>	A uniform and thematic positioning in terms of tourism of the Danube region, establishment of new attractions and network-based cooperation, thereby enhancing the role of tourism in the development of countries in the regions
<i>Parties affected by the programme (target group, beneficiaries, cooperating parties)</i>	European Regional Development Fund, European Social Fund
<i>Term of implementation</i>	In general 2-3 years per project DATOURWAY ^{Black to Black} – expected to be launched in 2013, duration: 1 year

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	<p>Duna Spa – 2 years Danube Region High Street – EuroVelo6 – building:2-3 years, promotion: 2 years Water sports centres chain – 2010-2020 Landing piers along the Danube for water tourists – 2013-2017</p>
<p><i>The level of preparedness of the programme (permits, plans, expected time of start, etc.)</i></p>	<p>Projects in progress: - DATOURWAY project – South East Europe (launched in 2009, to be completed by 2012) Project proposals: (The preparation of the project at concept level is in progress. Proposed launching: 2013):</p> <ul style="list-style-type: none"> • DATOURWAY^{Black to Black} • Danube Spa - • Danube Region High Street • EuroVelo6 • Water Sports Centres Chain along the Danube • Landing piers along the Danube for water tourists
<p><i>Relationship with other project</i></p>	<p>Projects to ensure adequate water quality and ecological environment, heritage protection activities, primarily: 6. Biodiversity along the Danube 10. Strengthening of the Danube identity</p>

	European Danube Region Strategy
Name of subprogramme	11.1. DATOURWAY Black to Black – Sustainable tourism development strategy along the Danube from the Black Forest to the Black Sea
<i>Potentially affected countries</i>	Germany, Austria, Slovakia, Hungary, Serbia, Croatia, Bulgaria, Romania, Ukraine, Moldova
<i>Territorial limitation</i>	The entire length of the river
<i>Preliminaries, justification and objective of the subprogramme</i>	The DATOURWAY project is being prepared in the area of the SEE Programme, involving 16 partners from 7 countries, between 2009 and 2012. Currently Germany, Austria, Ukraine and Moldavia are not participating. It will be possible to submit another tender after the completion of the current work in progress with respect to the extended area, the purpose of which will be to have a uniform Danube tourism strategy available.
<i>Obligation (in terms of law, etc.)</i>	None
<i>Common interests of the Danubian Member States</i>	Natural systems having the same natural characteristics (flood area, islands and branches, backwater, ecological corridor) and cultural historical monuments (built heritage, riverside agriculture and folklore) are independent from administrative boundaries. The countries through which the Danube flows have an impact on each other via the natural systems and the utilisation of natural resources. As from among the human activities, tourism is most sensible to the various (environmental, social, economic) conflicts, the opportunities and courses for the development of tourism need to be adjusted to such possibilities and limitations in a comprehensive way. Therefore cooperation and network-based, coordinated development are essential, which serve the well-balanced growth of the riverside regions. Division of labour need to be effected with respect to enterprises, settlement and international partners, equally.
<i>Parties affected by the subprogramme (target group, beneficiaries, cooperating parties)</i>	<p>Numerous activities will serve the wide-scope involvement of various target groups and stakeholders.</p> <p>All regional development agencies, non-profit organisations and persons in the public eye – in the capacity as project or monitoring partner – which are involved in the project participate in the elaboration of its basis. The main target groups are the local, regional and national authorities, the development agencies, the local governments, the commercial and civil organisations, the activities of which have importance in terms of the future of the region and the long-range impact of the project results.</p> <p>For publicity purposes, open information events need to be held for the wide range of stakeholders and community investors, and in the course of sample area planning, efforts need to be taken to involve the local interest groups.</p> <p>The sub-programme lays special emphasis on the informing the public:</p>

	for this purpose, information is provided regularly about the planning process in the media and through the project web site.
<i>The content of the subprogramme, projects</i>	<p>Involving in the current work the yet non-participating countries, in the following areas:</p> <ul style="list-style-type: none"> • In the creation of a GIS-based information base, and in the overview of national, regional and partly local data and information and in the overview of available plans and programmes • In the preparation of national surveys and the their integration in the existing synthesis • Development of a sustainable tourism development strategy with respect to the entire length of the Danube and certain target areas, and its discussion with the stakeholders • Preparation of study plans on the territory of the accessing countries • Study of the development opportunities related to the European Greenway with respect to the entire length of the river, in the section affected by the project (involving the countries situated along the Danube) • Creation of a widely accessible inventory of attractions and tourism information base concerning the conditions and tourism opportunities and services at the riverside and about what settlements can offer • Development of actual thematic programme packages (eco-tourism, cultural routes, gastro-tourism, etc.)
<i>Vision/effects/results</i>	<p>The presentation of the results will have an extremely important role in the course of project implementation and be realised through both external and internal information flow.</p> <p>Numerous press conferences and public conferences are are planned to be conducted on the occasions of the subprogramme meetings, inviting local development agencies, local government, professional and social organisations.</p> <p>The means of information dissemination in the course of the working process: the project web site (in 11 languages), publications and appearances in the public media. The information provided will demonstrate for the entire European community the importance and, at the same time, innovative nature of the DATOURWAYBlack to Black project.</p> <p>The working meetings to be held at various locations and the related information events will ensure that the results are presented everywhere in the region.</p>
<i>Cost requirement of the subprogramme</i>	The planned budget of the subprogramme: 2 million €
<i>The term of implementation</i>	2013-2014
<i>The level of preparedness of the subprogramme</i>	At present, the “sub-project” is in progress.

European Danube Region Strategy	
Subprogram	11.1. DATOURWAYBlack to Black – Sustainable tourism development strategy along the Danube from the Black Forest to the Black Sea
Name of sample program	11.1.1. DIGITÁL DANUBE DESTINATION MANAGEMENT (3DM)
<i>Potentially affected countries</i>	Germany, Austria, Slovakia, Hungary, Serbia, Croatia, Bulgaria, Romania, Ukraine, Moldova
<i>Preliminaries, justification and objective of the subprogramme</i>	<p>The Danube is a unique river in Europe, which runs through, and shows a thousand faces, in several countries, connecting hills and valleys, plains and ravins.</p> <p>The summit meeting held in Ulm in 2004 discussed the handling of the Danube regions as a single area.</p> <p><i>The purpose of the project is to handle the diversity of the Danube with the help of Danube Digital Destination Management (3DM).</i></p> <p><i>3DM must establish a bridge between the European Union and the non-member countries and countries at various development levels.</i></p>
<i>Obligation (in terms of law, etc.)</i>	None
<i>Common interests of the Danubian Member States</i>	<p>The numerous roles of the Danube in the life of Europe can be interpreted not only within its territorial limits, but its roles can also be classified according to features that help the lives of those who live there and of their environment (e.g. potable water, industrial activity, nuclear power station, dams, communicatio road), or to places of interest, worth seeing and must be seen by the world, Europe, and by those who live in the vicinity or far away.</p> <p>The former can be called as a means of regional development, while the latter is the gist of <i>tourism</i>.</p>
<i>Parties affected by the subprogramme (target group, beneficiaries, cooperating parties)</i>	<p>At a community level, those affected by the Danube</p> <p>The Danubian countries, settlements on the Danube</p> <p>Players in regional development</p> <p>Tourism service providers, players</p>
<i>The content of the subprogramme, projects</i>	<p>The purpose of <i>Danube Digital Tourism Destination Management (3DM)</i> of is to implement a service network and database, which <i>provide information, maintain and create relationships, and functions as a management system</i> with respect to the entire region affected by the Danube, in the engire range of tourism.</p> <p>It provides a thematic classification and summary of objects, researches, and possibilities in the region, relevant in terms of tourism development, and its database presents the entire range of tourism attractions along the Danube, taking into account all of its segments.</p> <p><u>Key projects which together strengthen the synergies of the Danube:</u></p> <p>Duna PROFIT</p> <p>In accordance with the above, primarily, to help local SMEs, engaged in tourism and services, by searching for profit generating activities.</p> <p>Duna MAPPÁCIÓ</p> <p>The collection, systematization and digital processing of all</p>

	<p>archive maps, surveys, and researches concerning the Danube, and their integration into <i>geographic information systems</i>. The former developments and local measures can underlie future development and, at the same time, be integrated together.</p> <p>Duna TOUR</p> <p>In addition to the digital database and survey, the establishment of <i>check-points</i> along the Danube, where comprehensive view, information, and directions can be obtained and where tourism programmes are planned and organised. It encompasses all aspects of tourism.</p> <p>In developing the system, we followed the principles of local government system.</p> <p>The database provides a basis for <i>research and development</i> in a wide scope. The R&D activity is launched along the Danube and there are opportunities for SMEs to develop.</p> <p>Danube is primarily a water route, thus water tourism can become a connecting link, which is or rather can be present from the Black Forest to the Black Sea. But not only the river itself has importance, but its environment and ecology as well.</p> <p>The different physical geographycal aspects of the individual river sections and the varied, though in some places already decaying, flora and fauna represent a part of eco-tourism, which still has things to offer, but which cannot be overburdened.</p> <p>All these can be linked together, and the missing links can be substituted, by the full implementation of <i>bicycle tourism</i>.</p> <p>The system could ensure the uniform handling of the Danube, as it is done in the case of the Euro-Regions which initiatives have the same underlying fundamental principles.</p> <p>Strong <i>PR activity</i> is also required in developing the system, all along the implementation of the project.</p>
<p><i>Vision/effects/results</i></p>	<p>Global monitoring of local measures Sustainable economic growth, the enhancing of the living standard of the local population The Danube links the involved countries and can present its own variety in its entirety. Sustainable development of the water routes Conscious and sustainable development of the settlements on the Danube</p>
<p><i>Cost requirement of the subprogramme</i></p>	<p>Establishing the foundation of Duna PROFIT: 1.8 million € Duna MAPPÁCIÓ: 1.5 million € Duna TOUR: 1.5 million € The final cost will depend on the degree of completion of the projects, their depth and schedule, but based on the above: <i>4.8-6.3 million €</i></p>
<p><i>The term of implementation</i></p>	<p>Project launch + 3 years</p>
<p><i>The level of preparedness of the subprogramme</i></p>	<p>Certain elements are already available at a national or international level, but their systematization and management, as well as their integration at Danube level is a task to be implemented in the future.</p>

European Danube Region Strategy EDRS	
Subprogramme	11.1. DATOURWAY Black to Black – Sustainable tourism development strategy along the Danube from the Black Forest to the Black Sea
Name of the project package	11.1.2 Authentic restoration of cultural heritage sites along the Danube
<i>Potentially affected countries</i>	Hungary, Austria, Slovakia
<i>Territorial limitation</i>	Eckerstau-Mohács section along the Danube (key affected areas: in Austria - Eckerstau, Carnuntum, Schlosshof, Hainburg; In Slovakia: Devín, Bratislava, Kittsee, Rusovce, Hamuliakovo, Šamorín; In Hungary: Mosonmagyaróvár-Hédervár-Győr-Komárom-Rév Komárom-Esztergom-Dömös-Visegrád-Verőce-Vác-Szentendre-Budapest-Budafok-Nagytétény-Érd-Százhalombatta-Ercsi-Ráckeve-Dunaföldvár-Uszód-Kalocsa-Gemenc-Baja-Mohács)
<i>Preliminaries, justification and objective of the subprogramme</i>	There is a need to develop and revive cultural heritage sites and introduce them to the wider public, thus boost the engagement of these sites into heritage tourism. Such revival in tourism creates new jobs, generates new businesses and results in services, connected to and based on the attractions, leading to economic growth even in the most disadvantaged regions, because elements of the cultural heritage can be found throughout the country and Europe.
<i>Obligation (in terms of law, etc.)</i>	Unknown
<i>Common interests of the Danubian Member States</i>	Creating a cultural route alongside the Danube; other developments, including the development of transport on the Danube, can be connected to actual sites and also integrated into a network with a similar structure, involving several countries.
<i>Parties affected by the subprogramme (target group, beneficiaries, cooperating parties)</i>	<ul style="list-style-type: none"> ▪ Owners and property managers of cultural heritage sites (castles, palaces, keeps, folklore houses, museums, archaeological sites and museums, built church heritage etc.), municipalities, private owners, foundations, etc. ▪ Heritage preservation organisations at regional and national level ▪ Researchers (archaeologists, historians, representatives of other related sciences) ▪ Museums, church institutions, educational institutions, heritage preservation professionals ▪ Churches and church institutions
<i>The content of the subprogramme, projects</i>	It is an urgent and priority task to preserve the built heritage along the Danube, reconstruct it in an authentic way and open it for the public. The intertwined history and cultural connections represent a force for cohesion and the creation of identity, which can serve as a basis for the region's common future. The cultural relations of local communities and municipalities by the Danube are very important from Hungary's point of view. In cultural aspects, one of the objectives is to strengthen the regional "self-awareness" , including

	<p>the knowledge of history, cultural history and visual culture. As one of the cultural pillars of the Strategy, we can explore and disseminate how the introduction and showcasing of cultural heritage can be achieved in the spirit of the Danube cohesion. Cultural activities and the cultural aspect of rural development are increasingly turning into the sole take-off point for impoverished communities and regions, which lost their industry and agriculture. Cultural events, the introduction of cultural heritage (with the interaction of visitors), the presentation of cultural values can represent an appeal along the Danube, through which tourism, local artists moving to the area, cultural institutions, entrepreneurs, as well as services targeted at the above are able to produce a critical income, which then can enhance the community's development, thus facilitating social cohesion. Educational activities at original locations, the interactive involvement of visitors and the revival of cultural history traditions play a substantial role in strengthening the identity and getting to know our common history.</p> <p>Various genres with outstanding achievements from all areas of culture should be showcased, making diverse cultural creativity all the more enjoyable.</p>
<i>Vision/effects/results</i>	<p>Strengthening cultural and educational relations and cooperation; transferring values; increasing the number of tourist nights in Hungary; boosting tourism potentials; regaining the distinguished status of the EU's and Hungary's values from historical, cultural history and artistic aspects and raising them to their former European level, making these values accessible to the wider public, raising public awareness in this area, strengthening the educational role of heritage sites, reinforcing the sense of identity, generating an economy boosting impact</p>
<i>Cost requirement of the subprogramme</i>	Unknown
<i>The term of implementation</i>	continuous
<i>The level of preparedness of the subprogramme</i>	Varies by the sites involved

European Danube Region Strategy EDRS	
Subprogramme	11.1. DATOURWAY Black to Black – Sustainable tourism development strategy along the Danube from the Black Forest to the Black Sea
Name of the project package	11.1.2. Authentic restoration of cultural heritage sites along the Danube
Name of the pilot project	<i>11.1.2.1. „Preserving and restoring the built church heritage of Szentendre-Budapest-Baja-Novi Sad, developing religious tourism”.</i>
<i>Potentially affected countries</i>	Hungary, Serbia
<i>Territorial limitation</i>	The river’s Szentendre-Novi Sad section
<i>Preliminaries, justification and objective of the project</i>	<p>Our project proposal is closely related to Priority III Strengthening the Danube regional identity and cooperation. It is also linked to the preservation, development and increased accessibility of our common built heritage and has the following title: <i>„Preserving and restoring the built church heritage of Szentendre-Budapest-Baja-Novi Sad, developing religious tourism”</i> Creating thematic routes along the Danube also represents a cross border tourism programme package, while linking Danube navigation with religious tourism creates a new form of cultural tourism. Apart from tourism relations between Hungary and Serbia (Vojvodina), priority is given to the development of national minority relations. The built heritage of the Serbian minorities in Hungary (Szentendre, Ráckeve) represent important destinations in the country’s tourism, while the church monuments of Hungarian minorities in Vojvodina also belong to the cultural heritage of the Danube region.</p> <p>The project is coordinated by the Secretariat of Church Relations, but parties affected by the project are churches and parishes along the Danube. According to priority III.B Cultural cooperation, the implementation of the project can lead to the preservation of cross border built church heritage and also result in stronger church and religious relations with Hungarian churches over the border.</p>
<i>Obligation</i>	Unknown
<i>Common interests of the Danubian Member States</i>	Creating a cultural/religious route alongside the Danube; other developments, including the development of transport on the Danube, can be connected to actual sites and also integrated into a network with a similar structure, involving several countries.
<i>Parties affected by the project (target group, beneficiaries, cooperating parties)</i>	<ul style="list-style-type: none"> ▪ Churches, Parishes ▪ Heritage preservation organisations at regional and national level ▪ Local and national public opinion/publicity ▪ Researchers (archaeologists, historians, representatives of other related sciences) ▪ Museums, church institutions, educational institutions, teachers and students
<i>Project content, projects</i>	Preservation of cross border built church heritage and also boosting church and religious relations with Hungarian churches over the

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	border.
<i>Vision/effects/results</i>	a) Boosting religious, cultural and educational relations; transfer of values
<i>Cost requirement of the project</i>	Unknown
<i>The term of implementation</i>	continuous
<i>The level of preparedness of the project</i>	Varies by the sites involved

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Subprogramme	11.1. DATOURWAY Black to Black – Sustainable tourism development strategy along the Danube from the Black Forest to the Black Sea
Name of the project package	11.1.2. Authentic restoration of cultural heritage sites along the Danube
Name of the pilot project	11.1.2.2. „Bratislava-Budapest (Győr, Bratislava, Komárom, Esztergom, Visegrád, Budapest) preservation of cross border built church heritage”
<i>Potentially affected countries</i>	Hungary, Slovakia
<i>Territorial limitation</i>	Bratislava-Budapest section
<i>Preliminaries, justification and objective of the project</i>	Hungarian built heritage in Slovakia is important from the cultural history aspect and also from the aspect of Hungarian history. That is why we recommend creating thematic routes in this area, which would also connect church/religious and historical sites. Furthermore, Slovakian-Hungarian cooperation and partnership is also an important part of the project.
<i>Obligation (in terms of law, etc.)</i>	None.
<i>Common interests of the Danubian Member States</i>	Creating a cultural/religious route alongside the Danube; other developments, including the development of transport on the Danube, can be connected to actual sites and also integrated into a network with a similar structure, involving several countries.
<i>Parties affected by the project (target group, beneficiaries, cooperating parties)</i>	The project is coordinated by the Secretariat of Church Relations, but parties affected by the project are churches and parishes along the Danube. The implementation of the project can lead to the preservation of cross border built church heritage and also result in stronger church and religious relations with Hungarian churches over the border.
<i>Project content, projects</i>	Preservation of cross border built church heritage and also boosting church and religious relations with Hungarian churches over the border.
<i>Vision/effects/results</i>	a) Boosting religious, cultural and educational relations; transfer of values
<i>Cost requirement of the project</i>	Unknown
<i>The term of implementation</i>	continuous
<i>The level of preparedness of the project</i>	Varies by the sites involved

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Subprogramme	11.1. DATOURWAY Black to Black – Sustainable tourism development strategy along the Danube from the Black Forest to the Black Sea
Name of the project package	11.1.2. Authentic restoration of cultural heritage sites along the Danube
Name of the pilot project	11.1.2.3. „Preservation of the built church heritage between Timisoara and Budapest”
<i>Potentially affected countries</i>	Hungary Secretariat of Church Relations at the Ministry of Education and Culture as project coordinator, churches and parishes
<i>Territorial limitation</i>	Budapest-Timisoara section of the Danube
<i>Preliminaries, justification and objective of the project</i>	The thematic route network is based on Hungarian-related built heritage, but by supporting Danube tourism over the Timisoara section, Romanian-Hungarian cultural relations also become a priority. Since there is also a Serbian population in Timisoara, the route network can be connected with the Novi Sad thematic route. By strengthening church relations, the preservation and authentic reconstruction of the built heritage of Hungarian churches along the Danube, the facilitation of access by visitors and its utilisation for tourism purposes can be linked with the subpoints of Priority II. The project is coordinated by the Secretariat of Church Relations, but parties affected by the project are churches and parishes along the Danube. According to priority III.B Cultural cooperation, the implementation of the project can lead to the preservation of cross border built church heritage and also result in stronger church and religious relations with Hungarian churches over the border.
<i>Obligation (in terms of law, etc.)</i>	Unknown
<i>Common interests of the Danubian Member States</i>	Creating a cultural/religious route alongside the Danube; other developments, including the development of transport on the Danube, can be connected to actual sites and also integrated into a network with a similar structure, involving several countries.
<i>Parties affected by the project (target group, beneficiaries, cooperating parties)</i>	a) Churches, Parishes b) Heritage preservation organisations at regional and national level c) Local and national public opinion/publicity d) Tourists e) Private individuals f) Researchers (archaeologists, historians, representatives of other related sciences) g) Museums, church institutions, educational institutions, teachers and students
<i>Project content, projects</i>	Preservation of cross border built church heritage and also boosting church and religious relations with Hungarian churches over the border.
<i>Vision/effects/results</i>	a) Boosting religious, cultural and educational relations; transfer of values
<i>Cost requirement of the project</i>	Unknown

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<i>The term of implementation</i>	continuous
<i>The level of preparedness of the project</i>	Varies by the sites involved

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Name of the subprogramme	11.2. Duna SPA
<i>Potentially affected countries</i>	Hungary, Slovakia, Austria, Germany, Croatia, Serbia, Romania, Bulgaria
<i>Preliminaries, justification and objective of the subprogramme</i>	<ol style="list-style-type: none"> 1. Isolated health tourism development strategies and concepts in the countries of the region – at the same time, strong mutual use of each other’s potentials of this type, via health insurance funds, but primarily in the private sector (e.g. insured Austrian guests at Hungarian hydrophatic establishments) 2. Lack of tools for the harmonization of the uniform system of safety and water quality requirements applicable to baths. 3. Limits of knowledge regarding available medicinal factors, lack of organisation of use at international level in the Danube region, disadvantageous handling of available natural medicinal potentials vis-à-vis pharmacological tools 4. Increase of the risk of Legionella and the fact that it is left untreated in the countries of the region, lack and necessity of harmonization
<i>Obligation (in terms of law, etc.)</i>	None. It is the lack of it that constitutes the most important basis for the planned project.
<i>Common interests of the Danubian Member States</i>	Mutual exploration of the medicinal factors, having the same chances to enjoy the blessings of the medicinal factors and avoid to the same extent the risks related to their use.
<i>Parties affected by the subprogramme (target group, beneficiaries, cooperating parties)</i>	As regards the participating countries, primarily the civilians in the region, who need balneological treatment, state and private health insurance funds, business entities interested in health tourism, the public health authorities.
<i>The content of the subprogramme, projects</i>	<ol style="list-style-type: none"> a. Elaboration of uniform objective safety and quality requirements related to the development of health tourism (and EU support in their implementation) b. System for the uniform examination and qualification of related health risks and medicinal potentials c. Implementation of an information system for health tourism and spas and of a database of medicinal factors d. Implementation of a uniform system of safety and water quality requirements, a technical, hygienic and developmental database, and a licensing system supporting the uniform market with respect to baths e. Survey of the risk of Legionella in thermal waters and at medicinal establishments, as well as at the related tourism objects, and elaboration of uniform proposals on the minimization of risk As regards the latter issue, informal preparatory measures have already been taken in the Czech-Hungarian-Slovakian relations. f. Generation of a (natural) thermal baths database, and the co-

	ordination of water management and water reservoir development activities, with special regard to the involvement and information of the public.
<i>Vision/effects/results</i>	It could facilitate the enhancement of integration between the health insurance systems of the countries on the Danube, if it became possible to mutually use the medicinal waters and other medicinal factors uniformly evaluated in accordance with the above. For service providers and users who participate in health tourism, it could be used to further extend the EU principle of equal opportunities.
<i>Cost requirement of the subprogramme</i>	It necessitates additional study and depends on the number of participants – roughly 250 thousand €per country.
<i>The term of implementation</i>	24 months
<i>The level of preparedness of the subprogramme (permits, plans, expected time of start, etc.)</i>	Phase 0

	European Danube Region Strategy EDRS
Subprogram	11.3. Danube Region High Street
Name of the project	11.3.1. EuroVelo 6: Danube Cycle Path, complex tourism region
<i>Potentially affected countries</i>	Hungary, Slovakia, Croatia, Serbia, Romania, Bulgaria
<i>Territorial limitation</i>	The Hungarian section of the Danube Cycle Path, EuroVelo 6 (EV6) (from Rajka to Mohács, ~460km along the Danube, at some places on either side of the Danube), and the Croatian, Serbian, Romanian, Bulgarian sections.
<i>Preliminaries, justification and objective of the subprogramme</i>	<p>Antecedents: The track of the EV6 was indicated by signs in 2008, thus it can be used by tourists in the entire Hungarian section. Tourists cycling along the track can get acquainted with Hungary's cultural and natural assets directly. Cycling along the Danube, they can get acquainted with the colourful Hungarian culture and cuisine, and enjoy all day the natural assets of the Danube. In certain sections of the route, no safe and convenient bicycle path has been built yet, these sections are indicated as an alternative route. No cycle paths have been built out at the lower section of the river, either, and those which already have been built out do not constitute a network.</p> <p>Reasons: In order to make the European Cycling Path, the EV6 safe and suitable for presentation on the foreign tourism markets, the route needs to be treated as a uniform, complex tourism region, but no solution has been elaborated for the implementation thereof.</p> <p>Aim: To build out, advertise and promote the entire length of EuroVelo6, and in particular the Hungarian section along the Danube.</p>
<i>Obligation (in terms of law, etc.)</i>	None.
<i>Common interests of the Danubian Member States</i>	The popular cycle path is expected to boost cycle tourism between member states on the Danube, thus by cycling along the cycle path, cycle tourists can get acquainted with the versatile Europe and through Hungary, they can travel as far as Croatia and Serbia and get a picture of the new candidate states. The promotion of cycle tourism as active tourism helps primarily in the prevention of overweight and vascular diseases and in general in propagating healthy lifestyle. In addition to personal health benefits, cycling also helps in strengthening social relationships and it strongly contributes to forming environmental consciousness.
<i>Parties affected by the subprogramme (target group, beneficiaries, cooperating parties)</i>	<p>The project's target group includes those European citizens who go on cycle tours from time to time, as well as those who do not distance themselves from active tourism.</p> <p>The Cycling Hungary Alliance, a public benefit umbrella organisation of the majority of the domestic civilian cyclist organisations, is the most suitable for project management. CHA would be the beneficiary</p>

	<p>and the umbrella organisation would divide the tasks and resources among the organisations performing the subtasks. This is the best way to guarantee the accurate implementation of the project and the accuracy of the cost details.</p> <p>CHA would closely co-operate with its member organisations and other civil organisations, as well as with the involved local governments, local service organisations and tourism organisations in the operative implementation of the project.</p> <p>It is recommended to request the Coordination Centre for Transport Development, being an organisation having experience in the management of development resources, to supervise and coordinate the development of the necessary cycling infrastructure.</p> <p>International relationships could be established via the European Cyclist Federation of which CHA is already a member.</p>
<p><i>The content of the subprogramme, projects</i></p>	<p>The cycling path building part of the project would be a permanent task, as it is already possible to cycle along the path (some sections are on public roads). Approximately 50 km of the cycling path is to be constructed yet for the Hungarian section of EV6 to be complete.</p> <p>As a first step of the project, it is important to contact the affected local governments, civil organisations and local businesses so that they joint their forces.</p> <p>At the same time, a cyclist-friendly service network needs to be built out in cooperation with the local businesses and service providers so that the essential services can be offered to tourists visiting our country in the quality guaranteed on the website.</p> <p>The above phase is to be followed by the creation of an individual image of the Hungarian EV6 section, together with a marketing plan and a multi-language, multi-functional website.</p> <p>It is recommended to perform primarily guerilla marketing activity within the framework of domestic and foreign promotion campaigns. In addition to the campaign to be conducted over the Internet, it is recommended to use classical communication elements as well in order to reach the more conservative members of the target group as well, in the first place at tourism and cycle fairs.</p> <p>As a part of, and in addition to, the communication activity, it is recommended to organise domestic and cross-border study tours.</p> <p>The project can become self-supporting as a result of the established business network and through sponsoring and the contributions of the local governments.</p>
<p><i>Vision/effects/results</i></p>	<p>After the completion of the Hungarian section of EuroVelo6, leading all along cycle facilities, it will be possible to safely cycle from France to the Hungarian-Croatian border and after the completion of the final section, to the Danube delta.</p> <p>It will constitute the “blue road” to Europe and the cultural and social relationship of the Danube and Central and Eastern Europe for the people and the new accessing countries. After the completion of the project, the River Danube can become a mutual asset for the EU members on the Danube, which for the neighbouring countries will symbolize the belonging together and the fruits of joint work.</p> <p>By allowing tourists to get closely and directly acquainted with the</p>

	culture of the involved countries, it would become possible to dispel prejudice, if any, and to promote peaceful coexistence and common development.
<i>Cost requirement of the subprogramme</i>	Building: 1,650,000 thousand HUF (33,000 th HUF/km – complete implementation of the cycling path + rest areas) Promotion: Preparation of communication (image, website, marketing plan), domestic and foreign promotional activity, project coordination, building out of a cyclist-friendly service network, 5 study tours, total: net 75,000 thousand HUF
<i>The term of implementation</i>	Building: 2-3 years Promotion: 2 years
<i>The level of preparedness of the subprogramme (permits, plans, expected time of start, etc.)</i>	EuroVelo6 has its own image, it only needs to be “naturalised”. The entire length of the route was provided with signs by the Coordination Centre for Transport Development, thus the basic infrastructure is already available. The track plans required for the building out of the entire length of the Hungarian section, already agreed with the local governments, are available, and ready plans are available with respect to some sections. The Cycling Hungary Alliance has the right to perform promotional activities in connection with the Hungarian section of EV6.

European Danube Region Strategy	
Name of the subprogramme	11.4. Water sports centres along the Danube
<i>Potentially affected countries</i>	Hungary, Slovakia, Serbia, Croatia, Bulgaria, Romania
<i>Territorial limitation</i>	I. Sample project: Danube section in the Budapest region II. Construction of water sports centres and the related infrastructure along the entire length of the Danube
<i>Preliminaries, justification and objective of the subprogramme</i>	<p>EDS serves sustainable development and civil cooperation in the Danube region. The creation of a new EU region attracts transport, logistic and other major projects. The projects which strengthen social cohesion and create opportunities for the population and the SMEs contribute to proportionate (sustainable) development in the region.</p> <p>Earlier water sports played an important role in the metropolitan region. In the course of the privatisation wave and major real estate development projects that took place after the change of regime, the development of water sports centres and thus domestic and international water tourism fell into the background.</p> <p>There are a lot of today yet unutilised opportunities all along the lower section of the river, which are related to the sustainable use of the natural, transport, recreational and other assets of the Danube. Rowing and canoeing centres and the sports facilities have great importance in terms of the society, general health, economy and tourism.</p> <p>The purpose of the project is to boost leisure and competitive sports, including the complex school education programmes and the construction of the infrastructure necessary in relation to recreational activities near the water.</p>
<i>Obligation (in terms of law, etc.)</i>	Unity of interests among the professional organisations of the various countries.
<i>Common interests of the Danubian Member States</i>	<p>Leisure and recreational sports connect nations and strengthen cohesion within the region.</p> <p>The importance of sports activities has increased as a result of the spreading of urban lifestyle, it is possible to improve the general health indicators and to spend the increasing leisure time in an increasing number of ways.</p> <p>Development serves not only social, but economic (tourism) interests as well. Jobs are created as a result of the development of tourism-, sports- and education-related activities, and the potentials and capacities of the settlements can be better utilised.</p>
<i>Parties affected by the subprogramme (target group, beneficiaries, cooperating parties)</i>	<p>Target group: population living on the Danube, domestic and foreign tourists</p> <p>Beneficiaries: sportmen and sportswomen, school children and students, families, the population of the settlements</p> <p>Contributors: sports associations and other non-profit organisations, investors, entrepreneurs, local governments</p>
<i>The content of the</i>	The sustainable use of recreational, transport and other possibilities

<p><i>subprogramme, projects</i></p>	<p>related to the Danube and generally to rivers entails conflicts of interests. Conflicts can be settled by means of negotiations at local and international levels and by mutually accepted regulations. Legal provisions and directives must be passed in the interest of sustainable development, using the Balaton Act as a sample, but also taking the international nature of the Danube into account, which will underlie later development. Contents are as follows:</p> <ol style="list-style-type: none"> 1. Modernisation of the infrastructure: <ul style="list-style-type: none"> Reconstruction of the existing water sports centres 2. Modification of the planning regulations in the interest of new developments in the following phases: <ul style="list-style-type: none"> ▪ I. (Danube section in the metropolitan region, sample project): Uniform development plan regarding the areas on the bank of the Danube, clarification of ownership relations, marking out of the areas for water sports, ensuring the possibility for later development, elaboration of a system of conditions for safe water traffic. ▪ II.: Tour development concept covering the involved countries, with special regard to the development of the facilities and the creation of a uniform tour stop point category system. (Note: <i>The draft concept with respect to Hungary has been drawn up, it is currently under discussion.</i>) ▪ III.: Preparation of the Danube Act ▪ IV.: Elaboration of an international directive 3. Building out of the infrastructural network: <ul style="list-style-type: none"> Building out of the piers and the related infrastructure (sample projects: in the region of Budapest and other towns, cities and riverside sectors)
<p><i>Vision/effects/results</i></p>	<p>The image of the European Danube Region strengthens:</p> <ul style="list-style-type: none"> • The coordination of transport, sports, culture and environmental protection is exemplary. • Tourism is boosted: Budapest (and later on the entire EDR) will become more and more popular thanks to the water mass sports and other recreational activities. • Closer relationship between the population of the settlements and the Danube.
<p><i>Cost requirement of the subprogramme</i></p>	<p>The launching of the project can be included in the ÚMFT OP tenders.</p> <p>Phase I: 2 billion HUF (modernisation) Phase II: 50 billion HUF (regulation) Phase III: Investment project bridging several development periods, depending on economic growth and political intentions.</p>
<p><i>The term of implementation</i></p>	<p>2010-2020</p>
<p><i>The level of preparedness of the subprogramme (permits, plans, expected time of start, etc.)</i></p>	<p>The compilation of the programme and the preparation of the cooperation of those involved (civil organisations, sports associations, local governments, regulators, EDS coordinator) is in progress.</p>

	European Danube Region Strategy EDRS
Name of the programme	11.4. Water sports centres along the Danube
Name of the subprogramme	11.4.1. "Landing places along the Danube for water tourists"
<i>Potentially affected countries</i>	Hungary, Slovakia, Serbia, Croatia, Bulgaria, Romania
<i>Territorial limitation</i>	The entire length of the Danube section in Hungary and the adjoining areas. Tour locations and landing points, water camps, settlements by the riverside.
<i>Preliminaries, justification and objective of the subprogramme</i>	The Danube section in Hungary is traditionally a paradise for water tourists. Urbanisation, the growing water traffic, the urbanisation of the riverside areas, and the water quality give more and more concern. Water vehicles and the teaching of their use are not included in school education at all. The tendency can only be reversed if it becomes possible to create legal protection and the law will give protection with respect to the rules of traffic and hand-driven boats, and the "stops" on the riverside become more comfortable. 1. The primary purpose of the project is to mark out the possible landing places, to plan and implement their functions and network. 2. Another purpose of the project is the publication of a "travel guide" covering the entire section of the Danube in Hungary, together with maps, connecting touring routes, and the use of other tools (bicycle, hiking). The "travel guide" will contain in detail the classification of all "stops", their rating, the available services and their quality.
<i>Obligation (in terms of law, etc.)</i>	Clarification of the legal relationships with respect to the areas, updating and modification of the development plans. Conducting the licensing procedures with respect to construction, implementation, landscape planning and works. Planning, licensing, working drawing, and construction of the structures, obtaining the permissions of use and operation. Preparation, approval and licensing of the operating regulations elaborated in the course of use.
<i>Common interests of the Danubian Member States</i>	Water tourism is a mutual recreational activity of the countries on the Danube. The tours frequently cross the borders, the crossing of the line of the current in the water border region of the river also means exit from and entry into the country. Those travelling by water thus travel by "international water". The possibilities offered by EU citizenship are clearly manifest here. Tourism is an economic interest which is complete with the knowledge of the cultures. Therefore, the importance of the landing points have increased.
<i>Parties affected by the subprogramme (target group, beneficiaries,</i>	Target group: all EU citizens who reach the Danube section in Hungary by water, and all Hungarian citizens touring in Hungary, irrespective of gender or age.

<i>cooperating parties)</i>	Beneficiaries: tourism organisations, sports organisations, families, social communities. Contributors: associations, environmentalist organisations, non-profit organisations, local governments, entrepreneurs, sports equipment manufacturers.
<i>projekt content</i>	The measures of the Danube section have been determined to fit water touring, sections determined from several points of view, fixing and marking out the landing points, accepting and considering the related tenders. Reviewing of the Danube bed sections and current conditions, exploration and rating of the riverside areas, marking out the landing points. Clarification of the legal issues, obtaining the permissions required in connection with the implementation of the camping places on the chosen areas. Settling the ownership relationships regarding the area. Planning and building of the camping places. Obtaining the permission required for operation. Ensuring the maintenance and operation of the camping places. Planning and publication of the annual programmes of the camping places. Implementation of a system of organised tours, determining their sizes. Training of the water tour guides (teaching materials and the development of the training system). Preparation, publication and updating of the “travelling guide” for water tourists on the Danube.
<i>Vision/effects/results</i>	Water enthusiast tourists can always find on the riverside section suitable for their skills a landing place provided with the necessary infrastructure and services, where they can have a rest. The tours can also be planned using the available “travelling guide”. As a result of the “Protected Waters” project measures, the entire length of the Danube can be safely used, information about natural or traffic hazards and adjustments, if any, can be obtained in any section of the riverside area. The operators of the landing places must be prepared, informed and able to provide skilled help to tourists in trouble. Water touring is becoming more and more popular thanks to the transparency of the region and convenient waterside facilities. More and more educational institutions organise during summer water tours or order water tours from qualified entrepreneurs.
<i>Cost requirement of the subprogramme</i>	Calculating with the planned 50 landing locations in Hungary, 50 x 30 million HUF, that is, 1.5 billion HUF.
<i>The term of implementation</i>	The building out of the entire network will take about 3 or 4 years, as it takes a different length of time to obtain the various permits, tenders must be conducted, and because the riverside sections have different morphologies.
<i>The level of preparedness of the subprogramme (permits, plans, expected time of start, etc.)</i>	The Hungarian Canoe Federation issued its “water touring concept” with respect to the waters in Hungary in 2009; the material discusses in great detail the existing touring routes and describes the landing places. The study can underlie development and provides professional support for planning. Tenor: 2013-2017.

European Danube Region Strategy EDRS	
Name of the subprogramme	11.5. Declaration of the Central European section of the Danubian LIMES as UNESCO world heritage. Boundaries of the Roman Empire.
<i>Potentially affected countries</i>	Hungary, Slovakia, Austria, Serbia
<i>Territorial limitation</i>	Support Programme: Specified countries of Central Europe Project implementation: Lead partner Hungary + partner countries
<i>Preliminaries, justification and objective of the subprogramme</i>	<p>Since the first archaeological researches, numerous sites of the Roman limes have been identified, explored and conserved partly. The limes sites constitute the largest complex cultural heritage – from Scotland to the Black Sea – in Europe. In 2005, under the name “Boundaries of the Roman Empire”, a new UNESCO world heritage site came into being, which will become a gradually growing group of sites once stretching across several countries. Countries on the territory of which sections of the Roman limes are situated can join in step by step.</p> <p>Three significant border sections are already included in the List of World Heritage Sites (Hadrian’s Wall, UK, 1987; limes in Upper German-Raetian limes, Germany, 2005; Wall of Antonius, UK, 2008). Recently, Hungary and Slovakia have decided to prepare the entry of the limes sites situated on their territory.</p> <p>While the limes sections which already constitute a part of the world heritage form an artificial border defined by an unbroken wall section, the object of the Danube Limes Project is a river border section stretching from Bavaria to Romania. The entry of this river section necessitates special new definitions and a new approach to protection and preservation.</p> <p><u>The main objectives of the project:</u></p> <p>a) elaboration of the definitions and the scientific concept of protection required for the entry of the Danube Limes onto the UNESCO List of World Heritage Sites.</p> <p>b) Preparation of the entry of the Hungarian and Slovakian limes onto the List, in particular:</p> <ul style="list-style-type: none"> b1) identification and selection of the sites in Hungary and in Slovakia b2) On-site research b3) Elaboration of management plans for the management of future world heritage sites <p>c) Preparation of the selected sites, making it accessible and known to the general public</p> <p>d) best practices:</p> <ul style="list-style-type: none"> d1) Preparation of the entry documentation with respect to a specific Austrian section of the Danube Limes d2) Sharing the expertise related to the management of the world heritage site in Germany, revision and updating of the current

	<p>management plan</p> <p>d3) presentation of the best practical activities at specific sites, in Hungary, Slovakia, Austria and Germany</p>
<i>Obligation (in terms of law, etc.)</i>	<p>UNESCO rules and regulations in effect</p> <p>In the future, when the world heritage act is passed and it takes effect, presumably new statutory obligations have to be reckoned with.</p>
<i>Common interests of the Danubian Member States</i>	<p>Establishment of a cultural route along the Danube, other development projects built thereon, e.g. the cycle path network and the development of the Danube traffic can be linked to specific locations and integrated into a network of a similar structure, stretching across several countries.</p>
<i>Parties affected by the subprogramme (target group, beneficiaries, cooperating parties)</i>	<p>a) Heritage protection organisations at regional and national levels</p> <p>b) Political decision makers at local, regional and national level</p> <p>c) Public opinion and publicity at local and national levels</p> <p>d) Tourists</p> <p>e) SMEs</p> <p>f) Research workers (archaeologists, historians, representatives of other related sciences)</p> <p>g) Museum institutions, educational institutions, teachers, students</p> <p>The number of people living in a 20 km distance from the relevant Limes sites in Hungary and Slovakia is about 3 million.</p>
<i>The content of the subprogramme, projects</i>	<p>Achieving the expected results and thereby the objectives during the three-year tenor of the project.</p>
<i>Vision/effects/results</i>	<p>a) Preparation of an entry documentation in Hungary and in Slovakia</p> <p>b) Updating the management plan regarding the Upper German-Raetian Limes in Germany</p> <p>c) Positive influencing of the political decision makers and public opinion with respect to the preparation in Germany and Austria of the entry of the Limes sites, located on the territories of the two countries, as a UNESCO world heritage site</p> <p>d) Preparation of guides to the entry of other river Limes sections in Austria and the other affected countries</p> <p>e) Appearances at special conferences, in publications, on leaflets, websites, and other marketing activities</p>
<i>Cost requirement of the subprogramme</i>	<p>Full cost, support for all participating organisations and their own resources: EUR 2,051,600</p>
<i>The term of implementation</i>	<p>1 October 2008- 20 September 2011</p>
<i>The level of preparedness of the subprogramme (permits, plans, expected time of start, etc.)</i>	<p>The subproject is divided into six half-year reporting periods. The professional work was fully completed in phase II. Currently, we are at the beginning of the third reporting period.</p> <p>The most important result of Hungarian relevance during reporting phase II: registration of a tentative list of the Hungarian section of Ripa Pannonica on the UNESCO indicative list in June 2009.</p>