

DANUBE CRUISE TOURISM WORKSHOP
October 17th 2018, Sofia
(National Palace of Culture, hall on the 6th floor)
10:00 - 12:30

Agenda

09:30 – 10:00	Registration (National Palace of Culture in the lobby in front of the hall on the 6th floor)
10:00 – 11:15	Panel discussion on development of cruise tourism in the Danube region <ul style="list-style-type: none"> • Cruise companies • Shipping agents • Tour operators and travel agents • Local and regional authorities
11:15 – 11:30	Coffee break (National Palace of Culture in the lobby in front of the hall on the 6th floor)
11:30 – 12:30	Panel discussion on improvement of navigability and cruise tourism in the Danube region – presentation of joint projects and good practices <ul style="list-style-type: none"> • FARIWAY project • Projects by Executive agency for exploration and maintenance of the Danube river • BULRIS project
12:30 – 13:30	Lunch
13:30 – 17:30	B2B meetings (National Palace of Culture in the lobby in front of the hall on the 6th floor)

Background

- The 7th EUSDR Annual Forum, which is to be held on October 18th and 19th in Sofia, is dedicated to culture and tourism as generators of growth and territorial cohesion in the Danube region

- Cruise tourism is an intersection between topics such as culture, tourism, transport & connectivity, security, environmental protection, protection of cultural and historical heritage, etc.
- Cruise tourism is among the fastest growing industries in the international tourism sector
- When it comes to cruise tourism, demand is still much higher than supply – this trend is proven by the fact that the river cruises are sold out one year earlier
- The Danube River, together with the Rhine, is the most popular river for cruise tourism in Europe
- The Danube region is characterized by an exceptionally rich natural and cultural-historical heritage, which is a prerequisite for the development of tourism, incl. cruise tourism
- Cruise tourism is a tool for valorization of the natural resources and tourist attractions for the benefit of local communities along the Danube river
- Cruise tourism has a significant impact on the economies of the destinations included in the cruise programs
- The cruise tourism product is a “package” product, but it also offers a close touch with local traditions & culture and is characterized by great intensity and variety
- In the framework of the EUSDR, cruise tourism encompasses a wide range of stakeholders: cruise companies, shipping agents, local tour operators, port administrations, local, regional and national authorities, tourist guides, museums, nature parks, service providers, etc.

Participants

- Tour operators and travel agencies
- Cruise companies/ Cruise ship owners
- Shipping agents
- Regional and local authorities from the Danube region
- Owners of ports infrastructure from countries of the Danube Region
- NGOs
- EUSDR PA 3 Steering Group’s members
- Associations related to

The workshop is divided into two thematic parts:

1. Development of cruise tourism and Cruise destinations: the path to attractiveness and competitiveness – what are tourists looking for, what do destination offer (cruise operator(s) and mayor(s) of Danube municipalities)

2. Discussion on improvement of navigability and cruise tourism in the Danube region.

Objectives

- To bring together representatives of all target groups/stakeholder from as many countries as possible in the Danube Region
- To create the opportunity to present good practices and working models for development of cruise tourism products
- To provide a platform for dialogue between businesses and local/national authorities
- To outline the problems and challenges to: 1. the development of cruise tourism in different parts of the macro-region; 2. the cooperation leading to synergies and communication between stakeholders
- To highlight challenges to managing the Danube macro-region as a common cruise tourism destination
- To discuss challenges related to navigability in the Danube region and its relation to cruise tourism

Expected results

- Raised awareness about the impact of tourism, culture, transport and other policies on cruise tourism products
- B2B meeting for cruise operators, service providers, local authorities and specialized organizations
- Discussion on best practices and exchange of ideas on development of cruise tourism in the Danube Region