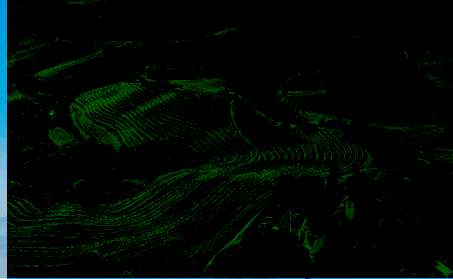


DANUBE TRAVEL STORIES

Transdanube Travel Stories - Sustainable mobility linking Danube Travel Stories

“A STREAM OF COOPERATION”



DANUBIAN EUROPE

THE DISCOVERY OF A “LIQUID SPACE” BETWEEN WEST AND EAST



Starting in Linz (Austria), the story is told until Timișoara in Romania, passing Slovakia, Hungary, Croatia, and Serbia and two more European capitals of culture: Pécs and Novi Sad. Hungary is in the centre of the journey with all the expansions, divisions, and upheavals seen by this region and caused by religions, ideologies, or claims to power that have repeatedly divided and unified Europe. The experience is one of disruption, which has resulted in enormous richness in art, culture, religion, tradition and language. Danubian Europe has become a funnel of influences and a region that suffered from wars, expulsions, and annexations, but became a melting pot of cultural processes that underlies its fascination.



GREEN TRAVEL PRODUCT:

Since Roman antiquity, the Danube has been the most important transport route in Central Europe and a link between a region closely intertwined in history and culture.

For more than 500 years, the Habsburg Danube Monarchy served as a connecting link - the “road of emperors and kings”, along which the cultural and historical relics of the turbulent common history of transnational “Danube Europe” can be discovered. From its turbulent history to its technological innovations and creativity, its cultural diversity transforms it into a unique, world-class destination.

TAKE A JOURNEY:

TRAVEL THE ROUTE OF EMPERORS AND KINGS - FROM REGENSBURG TO MOHÁCS



The illuminated Ars Electronica Center in Linz on the Danube © Linz Tourismus



TAKE A JOURNEY:

- **THE LAST DANUBE ON TWO WHEELS**
- **THE LAST DANUBE'S HEARTLAND**

RETURNING TO THE LAST DANUBE

In the beginning, was the Danube – thus begins this story, echoing the biblical account of the creation. Water and nature have defined the landscape. But mankind has changed it, “cultivated” it, and, in the end, abused it. This is the scenario of this story, which takes travellers from the triangle formed by the countries of Hungary, Croatia and Serbia to the grandiose estuary flowing into the Black Sea. It explores the fascination of the river landscape, but also the many problematic changes caused by human intervention. The last section of the Danube forms the largest surviving natural wetland in Europe. Experiencing the Danube here means reconnecting with nature in its most primal form, and with our very selves. Herein lies the fascination of the “last Danube”.

Iron Gate © Public Enterprise Djerdap National Park



GREEN TRAVEL PRODUCT

With thousands of animal and plant species, impressive forests, and wild waters – the Danube offers an extraordinary and incomparable natural environment. The perfect route for all nature-loving outdoor fans.



MORE EXPERIENCES

Undoubtedly, the story of the Danube can't be told without its food. Have a look! - DANUBEPARKS Cookbook „One river, ten countries, countless flavours “

“Nature's Havens on the Danube “(book, 2nd edition)

TIKfest – Festival of living history and gastronomy

ROMAN LEGIONS ON THE DANUBIUS

THE RIVER THAT ATTRACTED CULTURES



In 2021, the Roman Limes was declared UNESCO World Heritage from Germany to Slovakia. Where the river once marked the Roman border, traces of human settlement go back 70,000 years. Following the Roman Trail along the Danube opens up an astonishing perspective of achievements in logistics, architecture and culture. Roman culture was neither domineering nor exclusive; it was open to mixing with other cultures, to progress and friendship across its own borders. In this respect, the trail shows that “borders” are transitory and ultimately remain fluid. The Danube as a fluid border was therefore always a connecting force as well.



GREEN TRAVEL PRODUCT

Embark on a journey through time & admire the stunning structures along the Danube that have been preserved from the Roman era. Throughout this trip, you will visit some special places that are guaranteed to become the next travel hot spot!



MORE EXPERIENCES

Cultural, gastronomic, and touristic offers along with the Roman Emperors and Danube Wine Route, presented in a 360° virtual experience.

TAKE A JOURNEY:

- **TRAVEL THE ROMAN DANUBE LIMES**
- A MORE BEAUTIFUL WAY OF TRAVELLING THE DANUBE
- **FAM TRIP DANUBE CYCLE ROUTE ROMAN TOUR**

„CULTURAL HARVEST” ALONG THE DANUBE: ART, MUSIC AND ARCHITECTURE – A LOOK AT FORMATIVE ERAS AND THEIR INFLUENCE, WEALTH, SPLENDOUR AND LANDMARKS



This trail along the upper half of the Danube follows a history that starts out from prehistoric traces, continues through the Middle Ages and the Baroque era to the 19th and 20th centuries and shows that everything originated along the Danube that is, or at least reflects, the very essence of Europe. The journey launches out in Ulm and continues via Regensburg, Linz, Krems and Vienna to Hungary, Romania, Serbia and back via Croatia to Murska Sobota in Slovenia. Nowhere else have so many ethnic groups lived together, and still do, whose reciprocal fertilisation, even if under compulsion, bequeathed a cultural richness that has made the Danube into a treasure trove of human culture and ways of life. The culture, art, architecture and music of the region reflect this best.



GREEN TRAVEL PRODUCT

Attention, all art and culture lovers!

In our “On the edges of the Danube Monarchy” travel series, we will be in Serbia and Slavonia, eastern Croatia. You will meet interesting people, get a deep and authentic insight into the country’s history and current situation. You can enjoy Art Nouveau buildings, find the oldest flute in the world and also sit in a lively café and talk about literature.



MORE EXPERIENCES

An augmented reality tool developed to plunge tourists visiting the main square of Oradea into the time and atmosphere of the beginning of 20th century.

TAKE A JOURNEY:

NATURE, NATURE AND ENCOUNTERS IN VOJVODINA (NOVI SAD) AND SLAVONIA

Novi Sad is the capital of autonomous province Vojvodina within Serbia, while Slavonia is a region in Croatia.

DANUBE TRADE

THE EXCHANGE OF GOODS AND STORIES



Apart from military and religious movements, the Danube region has always been attracted and dynamised by trade. Trade has inspired the cultural and regional exchange of goods and people in the Danube region: raw materials have been exploited or processed there, markets developed, businesses founded, and people brought together ... The Danube is one of Europe's oldest trade routes, providing ample material for cross-border stories, encounters, and experiences. Merchants have brought cultures together and have had a formative influence on them. This trail starts in Ulm and leads down to Romania.



Ulm © Donaubüro gemeinnützige GmbH



GREEN TRAVEL PRODUCT

The Danube is one of the oldest trading routes in Europe. Even during the darkest ages of history, the Danube was used by traders to transport their goods into foreign lands.

Find out how the Danube influenced trade and experience Then and Now.



MORE EXPERIENCES

Wine Portal -Rural tourism

Interactive city tour on trade -Ulmer Geld regiert die Welt

TAKE A JOURNEY:

**CROATIAN DANUBE -
THE DANUBE KINGDOM OF WINES AND NATURAL PEARLS**



Jeruzalem © Public Institute for Tourism, Culture and Sport Ormož

DANUBE FOR THE SOUL

This Danube trail stretches from Hungary through Slovenia, Croatia, Serbia, and Bulgaria to Romania. It presents us with impressive, shocking, sometimes heart-breaking witnesses of a past; witnesses reflecting the people's pursuit for dominance and exclusiveness, tolerance or intolerance in the realm of faith. Religions and their adherents have no doubt done a lot of good, but also caused a lot of grief. Catholicism, Protestantism, Orthodoxy, Judaism and Islam – all these religions solidified in the Danube region in such a way that not only individuals, ethnic groups and nations identified with them, but that entire states and territories split up and repeatedly reunited because of them. Any journey along the Danube is a journey to a great number of – often forgotten – customs, a journey of self-discovery.



GREEN TRAVEL PRODUCT – TAKE A JOURNEY

The Danube region has been home to many diverse religions over the years - a place of dialogue, of compassion, and tolerance. Reconnect with your inner self and experience the many spiritual sites along the Danube.

VELO MARTINI – CYCLE ALONG SAINT MARTIN'S ROUTE FROM BRATISLAVA TO SZOMBATHELY (SAVARIA)

– Velo Martini- a cycling pilgrimage along the Via Sancti Martini is guided by a digital tool available at the cultural route's website. It not only supports cyclists with a detailed itinerary including suggested cultural sites and nice stopovers to rest, but also provides a handful "spiritual provisions" for the soul along the journey.

SLOVENIA GREEN PANNONIAN ROUTE – is a 3-stage cycling itinerary in the total length of approximately 120 km, which stops in 3 green-certified destinations in northeastern corner of Slovenia tucked in the Heart of Europe and offers journey away from crowds and embrace rich cultural heritage, pristine nature and rich culinary traditions.

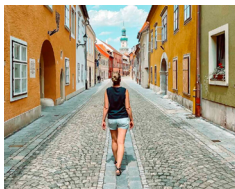


MORE EXPERIENCES

SELF-GUIDING JEWISH CULTURAL HERITAGE APPLICATION – Discover the Jewish heritage in Slovenia with the app - Self-guiding mobile application presenting Jewish tangible and intangible cultural heritage of Maribor, Murska Sobota and Lendava destinations.

TAKE THE DANUBE TRAVEL CHALLENGE AND CREATE YOUR OWN STORY!

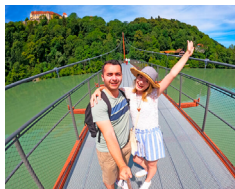
A SMALL TASTE OF WHAT YOU CAN EXPECT:



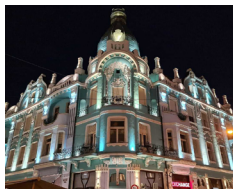
@reiselife
at Sopron, Hungary



@dominiclars
at Gornje Podunavlje
Nature Reserve, Serbia



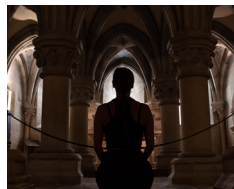
@turistulliber.ro
at Wernstein, Austria



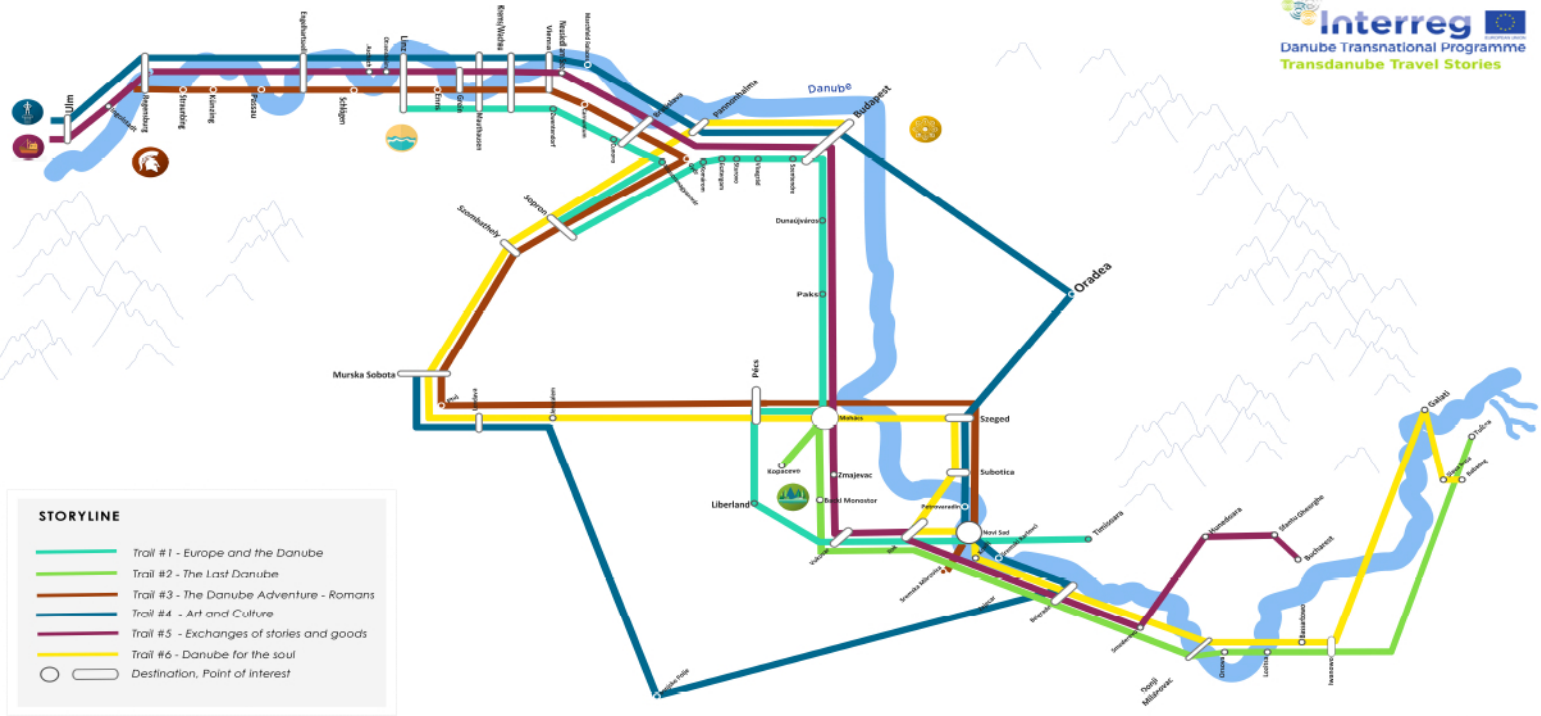
@imperatortravel
at Oradea, Romania



@theculturegeeks
at Ulm, Germany



@griekarnskii
at Pannonhalma,
Hungary



STORYLINE

- Trail #1 - Europe and the Danube
- Trail #2 - The Last Danube
- Trail #3 - The Danube Adventure - Romans
- Trail #4 - Art and Culture
- Trail #5 - Exchanges of stories and goods
- Trail #6 - Danube for the soul
- Destination, Point of Interest

TOOLS FOR IMPLEMENTATION OF SUSTAINABLE TOURISM MOBILITY

Sustainable Tourism Mobility

The aim of the project is to travel the six newly developed trails in the Danube region in a sustainable way. To do so, a Sustainable Tourism Mobility Plan (STOMP) was created for each of the trails. A STOMP consists of a status quo analysis of sustainable travel options along the trails as well as within the individual destinations. This analysis also leads to recommendations for improvement.

Furthermore, a database was created in which the researched links of all STOMPs are documented according to countries, destinations and means of transport to quickly find the information searched for.

Additionally, Travel Time Maps with motivating, sustainable connections were created for different destinations to inspire travelers to use public transport.

These project results are a valuable output to support mobility stations and tourism centres in providing tourists with a variety of options for sustainable travel, thus motivating them to travel sustainably along the trails. You can find the Travel Time Maps and more information following the website.

Mobility Management Training

The main objective of the training was to introduce the importance of sustainable mobility with a focus on the tourism sector. The participants from six different Danube countries learned about the basics of mobility management (illustrated with best solutions) and the main functions of regional mobility centres. They had also the chance to learn about local/regional challenges and good practices in sustainable transport in each of the participating countries. The participants could obtain an in-depth understanding of the functions and services of a mobility centre and the skills and competencies needed to become a mobility manager. Besides learning theoretical knowledge, they were also practical parts were the participants could experience sustainable means of transport. Therefore, they went on a canoeing trip on the Danube and had a travel challenge to Bratislava by train or bike. Moreover, the participants had a city travel challenge in Bratislava, where they had to find different sights in the city by using sustainable mobility. The training enabled the participants to gain knowledge in the field of sustainable tourism mobility and more so to act as a multiplier in their home countries and for their region.

Product club

Product Clubs are networks of local stakeholders linking Transdanube Travel Stories with Experiences developed within the Project framework. During the project's lifetime, the Partners first identified and mapped potential stakeholders on the local level - initiating platform for mutual cooperation and hospitality. Following, a series of on-line and in-person meetings and trainings were organized, at least per partner, highlighting Stories and Experiences they want further jointly to work on. Consequently, 16 Product Clubs are formed along the Danube, in Germany, Austria, Slovenia, Hungary, Croatia, Serbia, Bulgaria and Romania. Let your journey start!

Winter School for Tour Guides Training , School for Guides

Every story needs someone to tell it. The more vocal story-teller is, the story gains complexity and relevance to the ears of a listener. Transdanube Travel Stories have found its story-tellers in 20 guides from across the Danube Region, during a three-day long Winter School for Guides, organized in Mosonmagyaróvár from May 4th-6th, 2022.

Prof. Gabor Bodis from Budapest Metropolitan University, Prof. Goran Petkovic from Belgrade Faculty of Economics and Ms. Jasmina Beljin Iskrin, head of the Tourism Organization of Sremski Karlovci in Serbia, shared with participants their insights, thoughts and ideas towards new approaches in tourism with the focus Danube Attractions and Stories. Following, the participants were invited to split in two groups and think of a guided tour in nearby city of Győr. Great experience!

The PEP Partnership

The new THE PEP Partnership Sustainable Tourism Mobility was officially announced in the course of the 5th High Level Meeting of THE PEP in Vienna, on May 18th 2021. It aims at bringing together the relevant stakeholders responsible for mobility, climate action and tourism in a unique pan-European cooperation platform. The Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology and the Austrian Federal Ministry of Labour and Economy took the lead in this new THE PEP Partnership on Sustainable Tourism Mobility. In the meantime, 12 countries as well as UNWTO, UNECE, WHO and ECF are involved in the elaboration of the main output of the partnership: a toolbox on sustainable tourism mobility supporting the responsible national authorities to push sustainable mobility in tourism based on existing good practices from the partner countries.

You would like to join THE PEP Partnership Sustainable Tourism Mobility? Get in touch with

Andreas Friedwagner, a.friedwagner@verracon.at

PROJECT PARTNERS

Environment Agency Austria



Danube Office Ulm/Neu-Ulm, Germany – representing Danube.Pearls Network



WDG Danube Upper Austria Tourism Ltd. – representing Danube.Pearls Network



Tourism Board Linz, Austria – representing the Route of Emperors and Kings



West Pannon Regional and Economic Development Public Nonprofit Ltd., Hungary – representing Via Sancti Martini



Institute for Culture, Tourism and Sport Murska Sobota, Slovenia – representing European Route of Jewish Heritage



Croatian Association for Tourism and Rural Development "The Village Membership Club" – representing Iter Vitis Route



Cultural route of the Council of Europe
Itinéraire culturel du Conseil de l'Europe

Association for Promoting Tourism in Oradea and its Region, Romania – representing Réseau Art Nouveau Network



Danube Competence Center (DCC), Serbia – representing the Roman Emperors and Danube Wine Route



DANUBEPARKS – Danube River Network of Protected Areas, Austria



8 Associated Strategic Partners supporting the successful implementation of the project

The project is initiated and supported by



The project is part of THE PEP (Transport-Health-Environment Pan-European Programme)

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Website

<http://www.interreg-danube.eu/approved-projects/transdanube-travel-stories>