

# South East Europe Transnational Programme

## Project Idea Form

**Project idea's title**

**Transnational Strategy for Sustainable Rural and Tourism Development in the Danube Area**

**Priority**

(choose priority and indicate the relative area of intervention)

☐ Priority Axis 1

AoI \_\_\_\_\_

☐ Priority Axis 2

AoI \_\_\_\_\_

☐ Priority Axis 3

AoI \_\_\_\_\_

☒ Priority Axis 4

AoI **Promote a balanced pattern of attractive and accessible growth areas**

**Project Idea Promoter**

(name of the institution)

**VÁTI Hungarian Non-profit Company for Regional Development and Town Planning – Spatial Planning Department**

**Contact Person**

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Is the applicant the project's potential Lead Partner?

☒ Yes

☐ No

If not, is the potential Lead Partner already being chosen?

☐ Yes

☐ No

**Background** (main problems or challenges to be addressed)

The bank along the Danube river displays extraordinary tourism-related characteristics; its landscape and the attractions of its cultural background are quite diverse. Optimal utilization of these, however, are hindered by the quite frequent man-induced cross-boarder ecological and environmental damages, as well as the differing levels of the populace's standard of living and their capability to adapt to economic change via tourism. The former two aspects (ecological and environmental) include water systems, the rehabilitation of dead channels, riverside ecological networks, the state of the riverbank, as well as water quality, the degradation of landscape, and commercial and public waste. The lack of quality and quantity of tourism-related infrastructure and the poor standard of cooperation in this field also add to the questions, as well as the land's and its settlements' capacity to take stress. This is why there is a need for an internationally coordinated development of the area's multiple functions, to assure its competitive power and its sensitive environmental balance.

**Objectives** (main and specific objectives to be achieved)

The aim of the joint planning project is to work out a common tourism development strategy for the Danube area, as well as to create different pilot projects for distinct and special pilot areas along the river. The project will be a contribution in the context of the sustainable rural development of the Danube area and will reflect a common strategic interest by setting a shared common future interest in the field of tourism development. Overall objectives are:

- The promotion of balanced territorial development in the region;
- The enhancement of the linking strength of the Danube;
- To remedy the current environmental condition and improve overall quality of life via international cooperation;
- To harmonize and create balance between the towns and their surrounding settlements.

Specific objectives are:

- The fostering of multi-level cooperation along the Danube basin, and preparation of common-interest declarations;
- The preparation of multilevel sustainable tourism projects (towns and rural areas, waterside and background settlements; with regards to such international relations);
- To prepare the cross-border, Danube-specific cooperation projects;
- The establishment of tourism related international Danube database.

### **Main foreseen activities**

The activities in the project will include the following:

- The establishment of a common database (the setting of content, collection of data, sharing of knowledge);
- The identification of tourism-related characteristics and strengths concerning the main topic (social, economic, environmental and natural potentials; an inventory of appealing characteristics concerning tourism);
- The identification of different types of target areas (such as international bridge cities, borderline settlements), the establishment of a respective development strategy for each type (improvement of local economic conditions by tourism development with special emphasis on rural regions), and the determination of conflict areas (development-hindering environmental and societal aspects, and the positive and negative features of the riverside aspect);
- The preparation of pilot projects, which reflect the following fields: the harmonized planning of sustainable tourism development, the identification of target areas of tourism-related investment and means of development, as well as the categorization of the different types of economic set-up for tourism. Target areas could include national parks, the EuroVelo network, oxbows, the future Naturparks;
- The establishment of Cooperation Forums (consisting of settlements with common interests)
- The preparation of recommendations for the Danube area countries and their governments

### **Expected outputs and results**

The concrete results will be:

- The acceptance of a trans-national tourism development strategy for the Danube area, which will be able to stimulate the rural economy and support the overcoming of territorial disparities between different areas along the river;
- The establishment of a trans-national planning and management network: cooperation between different stakeholders, planning agencies and authorities;
- A common database, containing the necessary information for tourism development planning;
- Improved baseline scenarios and development and spatial plans (projects) for certain pilot areas;
- Preparation and stimulation of further cross-border cooperation in the field of tourism development.

### **Innovative character of the project idea**

The project will:

- formulate new and transferable approaches in tourism development planning to support stimulation of local economy in underdeveloped rural areas;
- implement a common database concerning Danube-specific tourism development and a platform containing the detailed territorial strategy and certain pilot plans to support the public authorities in their strategy building

activities.

## Partnership

### Partners involved at this stage

ERDF Partners	<ul style="list-style-type: none"> <li>- Ministry of Local Government and Regional Development of Hungary;</li> <li>- Ministry of Transports Constructions and Tourism of Romania;</li> <li>- National Institute for Research and Development URBANPROIECT (RO);</li> <li>- National Centre for Regional Development (Bulgaria)</li> <li>- VATI Hungarian Public Non-profit Company for Regional Development and Town Planning (Hungary)</li> <li>- National Institute of Research-Development in tourism (Romania)</li> <li>- Danube settlement association (Hungary)</li> <li>- Scientific Association for Spatial Development (Hungary)</li> <li>- Ökoplan GIS Ltd. (Hungary)</li> </ul>
IPA Partners	
ENPI Partners*	

### Partners requested

ERDF Partners	<ul style="list-style-type: none"> <li>- Ministry of Regional Development and Public Works of Bulgaria</li> <li>- Ministry of construction and regional development of the Slovak Republic</li> <li>- Bulgarian, Romanian, Slovakian regional authorities and agencies, ministries responsible for tourism, planning institutes, settlement associations</li> </ul>
IPA Partners	<ul style="list-style-type: none"> <li>- Ministry of Economy and Regional Development of Serbia</li> <li>- Serbian, Croatian regional authorities and agencies, ministries responsible for tourism, planning institutes, settlement associations</li> </ul>
ENPI Partners	

### Estimated Total Budget

1 500 000 Euro

### Does your project idea foresee the application for the 10% rule\*

☐ Yes. Please, explain in detail what will it be used for and the relevance for the project

☐ No

### Estimated duration

(in months)

36 month

☒ I would like my project's idea to be published on the Southeast Europe Transnational Programme's website and presented during the SEE kick off event.

\* ENPI Funds won't be available for the 1<sup>st</sup> Call. Partners from Ukraine and Republic of Moldova can be involved by applying for the 10% rule.

\* The 20% rule is not applicable for the 1<sup>st</sup> Call.