

Culture and Tourism Boosting Growth in the Danube Region



Improvement of Danube River Navigation

7th Annual Forum Bulgarian Presidency
EU Strategy for the Danube Region
18-19 October 2018 Sofia



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Danube facts & figures

The Danube is
Economic Factor
Energy Source
Trading Route

The door to the wide world

Great Artery
Culture Route
Home & Identity
Storyteller

26 Million Years old
2.888 km length
2.400 km navigable

2 Channels
150 Million Inhabitants
14 States
5 Metropolis
Several Cities of Importance

How to get there?

By Road
By Train
By Airplane
By Ships

Strengths

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Weaknesses

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Opportunities

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Threats

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Strengths

- High value-added
- Jobs & Co-operations
- Professional branch: bus transport firms
- Selective co-operation with shipping companies
- Shipyards
- Diversity of landscapes and nature preserves
- Wealth of international cultural heritage
- Character and atmosphere of Danube cities
- Very high standing of the Danube in river tourism in Europe
- Very favourable natural conditions for sport and leisure activities
- Danube bicycle route—a top international attraction
- Proximity to urban centres Munich, Prague, Linz, Vienna: advantageous for short getaways and excursions
- European integration contributes to significant improvement of transportation



Weaknesses

- Lower Danube - lack of bridges
- Cernavoda Canal too expensive
- Airport Tulcea too small for certain aircrafts
- Size and conditions of locks
- heights of bridges
- dredging
- water level forecast
- Appreciation lacking
- Hotspots: bottlenecks
- Harbour logistics
- Length of stay too brief in some locations
- Bed numbers on shore
- Competence and capacity for construction of new vessels lacking
- Inaccurate perception of river cruise passenger numbers
- Central weakness: quality of offer in the **Lower Danube Region**
- Inadequate degree of specialisation in accommodation and gastronomy branches
- Sport and leisure infrastructure insufficiently attractive, modern, and experience-oriented
- Regional passenger shipping - time table
- Integration of cultural offer with other types of offer absent (cooperation and coordination lacking)
- Unsatisfactory attention to quality of appearance of many Danube municipalities
- Image as holiday, leisure, and culture destination lacking



Opportunities

- High growth market
- Improvement in quality
- Attractive clientele
- Source markets Germany, Austria, Switzerland: intention to make a return visit high
- Added expenditure regionally: by independent tourists and longer port stays consequently greater value-added
- Region >> ship
- Bottlenecks in hotspots opportunity for small ports
- New market: China
- Market consolidation: rationalised structures
- Product development
- Cross-marketing
- Creation of important structures



Threats

- Natural events
- Political disturbances
- Security
- Market consolidation: strengthening of negotiation position of shipping companies
- USA: sensitive source market
- Source markets Germany, Austria, Switzerland: in part “discounter” tour operators
- Language barriers
- Irregular schedules
- Waste sorting on board ships
- Ship staff not from region
- Shipping agencies often “block” good regional product ideas



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