

tourism development
& promotion project

Developing New WB6 Branch of Roman Emperors and Danube Wine Route

GRANT FACT SHEET

GOAL

Researching, evaluating and selecting Roman archaeological sites and surrounding sub-destinations for the inclusion into a new branch of Roman Emperors and Danube Wine Route running through Western Balkans and establishment of a collaboration platform for development and implementation of the new branch.

Location

Western Balkans

Action value

EUR 53,475.00 (EU/RCC grant: EUR 47,725.00)

Category

Cultural tourism

Lead applicant

Danube Competence Centre - DCC

Implementation period

November 2018 - April 2019 (5 months)

INTRODUCTION

The Regional Cooperation Council (RCC) implemented and European Union (EU) funded Tourism Development and Promotion Project worth EUR 5 million works to develop and internationally promote joint regional cultural and adventure tourism offer, increase number of tourists visiting the six Western Balkans economies (WB6), lengthen their stay in the region, increase revenues and employment in the industry, and remove policy barriers to further development of tourism.

The Project utilises EUR 1.62 million grants scheme to help improve quality of services and infrastructure along the selected routes. The first 12 out of 30+ grants - worth up to EUR 54,000 each - were awarded in November 2018. Danube Competence Centre (DCC) is amongst the first twelve grant recipients.

DESCRIPTION OF THE ACTION

Current situation

According to the World Tourism Organisation cultural tourism accounts for 37 percent of global and 40 percent of European tourism, and continues to grow 15 percent each year. However, Western Balkans economies are not sufficiently developing cultural tourism offer and thus not valorising on the region's reach cultural heritage.

The existing Roman Emperors and Danube Wine Route, which was certified as the European Cultural Route in 2015, currently extends through five countries: Hungary, Croatia, Serbia, Bulgaria and Romania. It encompasses 23 archaeological sites and twelve wine regions. With the development of a new Western Balkans branch (itinerary) of this already established and recognisable cultural route the region will have better opportunity for valorising its Roman archaeological heritage, developing joint quality tourism offer and promoting it globally.

Actions to be performed through grant

The Danube Competence Centre (DCC), which manages the Roman Emperors and Danube Wine Route, will utilise the grant to identify, research and evaluate Roman archaeological sites in the Western Balkans, draft proposal for development of a new route branch/itinerary running through the region, and establish collaboration among the stakeholders key to the branch development.

This will be done through a set of consecutive activities. Identifying, i.e. mapping of potential archaeological sites and development of a tentative list of sites for the inclusion into thematic itinerary will be conducted in close cooperation with ministries and institutions charged with culture and tourism in WB6 based on detailed information they supply.

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Identified sites will then be evaluated for their historical and thematic relevance and potential for development into an integrated tourism product along with the surrounding tourism attractions (sub-destination). In addition, DCC will visit and conduct first-hand evaluation of each site to develop relations with local authorities and personnel managing the sites, experience the site, take inventory of available services (info-centres, guidance, signposting, interpretation, etc.), check their compliance with the Route stan-

dards, and collect all available data on the sites for their inclusion in Roman Emperors and Danube Wine Route Tourism Inventory database (accessible at www.danubecc.org).

The final list of sites proposed for inclusion in the itinerary will be created based on their suitability for inclusion in tourism packages, e.g. meaningful storytelling and fulfilment of minimum standards of traffic and tourism infrastructure, all of which create a holistic travel experience.

Following the creation of proposed itinerary, representatives of the identified sites will be invited to meet with the representatives of 23 archaeological sites already included in the Principle Itinerary of the Route and present their localities, establish initial contacts and pave the way for future cooperation.

To initiate promotion of sites identified as suitable for inclusion in the itinerary/route branch DCC will create a profile for each site on the Route website (www.romanemperorsroute.org), develop a new Route map and launch an online awareness campaign targeting individual travellers.

Results and sustainability

The result of the actions conducted under the grant will be an assessment and a proposal of a new cultural trail running through the Western Balkans. Developing new WB6 branch of the Roman Emperors and Danube Wine Route means that this new branch will become part of an already established, lasting and sustainable tourism product. As such, the new Route's branch will secure extending the institutional and policy level sustainability. Financial sustainability in the initial phase, however, will need to be secured through budgetary support of local and central level authorities in the WB6.



CONTACTS

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