

Transnational Intensification Course for Danube Guides:

Empowering Tourism Professionals

Ruse, Bulgaria (October 23-25, 2024) National Tourism Cluster "Bulgarian Guide" is excited to announce the upcoming Transnational Intensification Course, a three-day event designed to equip tourism professionals with the skills and knowledge needed to enhance their offerings and contribute to sustainable tourism development in the Danube region.

Taking place in the vibrant city of Ruse, Bulgaria, the event will feature a diverse range of activities, including expert lectures, interactive workshops, networking opportunities, and cultural tours. Participants will gain valuable insights into gamification, inclusion, and innovative tourism practices, allowing them to create more engaging and memorable experiences for visitors.

Key Highlights:

- **Theoretical and Practical Training:** Participants will delve into the latest trends in tourism and learn practical skills to apply in their daily work.
- **Cultural Immersions:** Explore the rich history and heritage of the Danube region through visits to historical sites, museums, and traditional fishing communities.
- **Networking Opportunities:** Connect with fellow Danube Guides from various countries across the region and build lasting partnerships.
- **Certification:** At an official ceremony those Danube Guides who passed the online trainings in the summer will be awarded, recognizing their expertise and commitment to sustainable tourism.

Event Schedule:

- **Wednesday, October 23:** Introduction, networking, and a tour "Tutrakan Tales"
- **Thursday, October 24:** Theoretical input on gamification and inclusion, visit to the Regional History Museum, and practical unit on outdoor activity tours/city tour in Ruse
- **Friday, October 25:** Workshop on "Innovations in Tourism"

About the Danube Guides Network:

The Danube Guides network is an association of partners from seven European countries and guest and nature tour guides with the goal to protect and promote natural heritage and cultural treasures along the Danube and to preserve the environment. By providing training and support to tourism professionals the network aims to raise awareness and sensitize the population for the topics of sustainability and environmental protection.

The event is part of the activities of the international project Danube Guides Action 2 financed by the State Ministry of Baden-Württemberg in cooperation with the Danube Office Ulm/Neu-Ulm.

For more information about the Transnational Intensification Course and the Danube Guides network, please visit www.danube-guides.net or contact the host organisation: National Tourism Cluster "Bulgarian Guide" at: events@bg-guide.org