

The “DANUrB+” project will create new tourism opportunities along the Danube river

The DANUrB+ project funded by the Interreg Danube Transnational Programme was launched on 1st July 2020 to foster resilient use of cultural heritage and resources of the peripheral and border regions along the Danube. In 30 months, it will create new opportunities for attractiveness in selected settlements and shrinking areas and activate underused cultural heritage to strengthen the Danube cultural identity. The project activities will further develop a "Danube brand" for cities, provide an opportunity for the better monitoring of tourist movements and spending, and support the existing Cultural Routes. DANUrB+ will add value to the Danube cultural identity through planned events such as Danube Days, various publications including an Atlas of DANUrB+ towns and a documentary movie. To increase the value of the cultural heritage along the Danube, the project will increase the capacity of local stakeholders for cooperation at local and interregional level. The expected result is an increase in local development and international tourist attractiveness.

The DANUrB+ project has 4 pillars: Research, Planning tools, Education, and Action. Five universities from different countries will participate in spatial tourism planning and research. Professional tourism organisations will collaborate with educational institutions in providing knowledge about tourism clusters and economy, whereas other NGOs will manage activities involving local stakeholders aimed at initiating heritage revitalisation projects. Partners from a total of six countries will work together to promote the sustainable use of cultural heritage and resources in the Danube communities. The school program of the project will educate young people about cross-cultural values, encouraging them to discover and appreciate the heritage connected to the Danube river.

The initiative builds on the work of the DANUrB project implemented in 2017-2019 and covering 7 countries, 20 partners and 22 cities. It collected data on heritage resources and stakeholders, developed thematic tours and organised several local programs. DANUrB+ continues this networked interregional approach, adding to the settlements and stakeholders already included in the Platform and Cultural Network "shrinking" towns and regions. Thus, several new towns and regions are involved: Svishtov (BG), Corabia, Dobreta-Turnu Severin (RO), Sombor (RS), Baja, Szob (HU) and Gabčíkovo (SK), in which cultural heritage will be used to counteract negative socio-economic processes.

The DANUrB+ partnership consists of 17 ERDF and 2 IPA consortium partners and 23 associated strategic partners from 6 countries. 10 consortium partners were already part of the DANUrB project including the Budapest University of Technology and Economics (HU) acting again as lead partner. The involvement of new partners will further contribute to the shaping of a new Danube cultural identity which is the main goal of the DANUrB+ project.