

Cultural Routes in the Middle and Lower Danube Region II – Roman Emperors Route and Danube Wine Route going to Market’

Start date: 1 April 2014, duration 18 months

The project is about making the Roman Emperors and Danube Wine Route ready to be placed on the tourism market by

- enhancing and stimulating competitiveness of the tourism products along the Route;
- strengthening internal cohesion of the Route localities and key stakeholders; and by
- improving visibility and market uptake of the Route.



Located in the Middle and Lower Danube Region, the Roman Emperors and the Danube Wine Route is already part of the European network of cultural routes.

The main objective of the Route, encompassing **20 spots along the Roman Emperors Route** and **12 wine regions along the banks of the Danube**, is the **promotion and development of cultural cross-border tourism in the Danube regions** of Bulgaria, Croatia, Romania and Serbia, which contribute profoundly to the European heritage and cultural identity.

Visitors will easily discover the great value of the sites along the most exciting and second longest European river.

During the Project and after the Project ends, it is expected to:

- **Improve quality of tourism services and offers**
- **Increase attractiveness of the Route** through diversification of products and services.
- **Increase number of visitors** along the Route through improved visibility and market uptake, and stronger involvement of SMEs, local authorities and interested tour-operators.
- **Certify the Route as the “Cultural Route of the Council of Europe”**



Lead partner/coordinator: Danube Competence Center – DCC (Serbia)

Partners:

- **Municipality of Ruse (Bulgaria)**
- **National Authority for Tourism (Romania)**
- **Croatian Chamber of Commerce (Croatia)**
- **ALCOVIN S.R.L. (Romania)**
- **Robinzon d.o.o. (Serbia)**
- **Globtour Event d.o.o. (Croatia)**
- **National Tourism Organization of Serbia (Serbia)**

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