

[Danube Strategy]



DANUBE STRATEGY

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I. Complex Regional Development

a) Classification/Development of Water Touring Stops

Responsible Country:

Hungarian Canoe Federation / Hungary

Regional Demarcation:

The entire Hungarian length of the River Danube, as well as the areas accessible within a day by manually powered vessels and suitable for disembarkation considering hydrological circumstances and the settlements.

Justification for the Project:

The Hungarian length of the Danube is a highly popular water tourist destination so it is important to assign potential points of disembarkation. Numerous organisations and institutions are involved in the organisation and the execution of tours where it is crucial to ensure appropriate support facilities.

Common Interest:

It is a common interest of the countries along the River to pursue water sports that strengthen tourism and increase cultural awareness. Additionally a common framework has to be drawn up that will also provide logistic support.

Project Actors:

- Target Group: citizens of the European Union
- Beneficiaries: touring organisations, sports associations, families
- Partners: sports federations, non-profit organisations, local governments

Outcomes:

Those on the tours would always find points of disembarkation equipped with appropriate facilities with connecting logistic centre.

Cost Estimate of the Project:

The construction of 50 points of disembarkation at an approximate cost of 5 million EUR, and new buildings at an approximate cost of 50 000-100 000 EUR, fleet of the network at an approximate cost of 500 000- 667 000 EUR.



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Project Content:

The dissection of the river length into numerous, multi-dimensional sections, the assignment and qualification of the points of disembarkation as well as the designation of the various camping spots. Publication of a “manual” for water touring. The construction of depots at the assigned river sections to provide fleet and road transportation. Staff to provide tour planning, leadership and to provide the necessary equipment. The boathouses are responsible for boat storage and maintenance. In the case of the Hungarian length of the Danube, approximately 10-12 depots may serve the entire Hungarian length of the river.

b) Stops as venues of complex programmes

Responsible Country:

Hungary

Regional Demarcation:

The sections of the River Danube where the minimal service infrastructure is already available.

Justification for the Project:

The infrastructure serving water tourism will attract masses to the rivers, canals.

Common Interest:

To provide uniform quality service packages in the Danube Region building on a system of common standards.

Project Actors:

Inhabitants of towns and villages in close proximity of the established stops as well as all of tourists involved.

Outcomes:

Increased benefits for the respective local councils through their involvement in the project (advantageous costs, income from maintenance).

Cost Estimate of the Project:

67 000 EUR per individual units, total final cost is dependent on the complexity of the stops as well as taking advantage of the local opportunities.



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Project Content:

Water centres will serve the tourists of the rivers. Given that it is building on modules, it is easy to expand and change as necessary. It is providing great opportunities for the towns in taking the advantage of the tourist attractions via the guests also visiting the local attractions. The water centres to be established under a common framework provide uniform services, including a common website, booking system, marketing campaigns. The know-how of the Hungarian Canoe Federation may be utilised as the Federation is already experienced in providing water tourism related services as well as providing highly qualified staff.

c) Establishing business activities (services) on the river banks/barges

Responsible Country:

Hungary

Regional Demarcation:

The entire Hungarian length of the River Danube, and in case of a water sports complex a potential venue could be the vicinity of the Island of Szentendre.

Justification for the Project:

The primary goal of the project is to inform the masses about the River Danube interactively through the establishment of water sports educational and leisure centres. This is also where the networks of flood protection, tourism, recreation and water logistics are established. Both parties will be greatly impact the development of the various river-related activities.

Common Interest:

The water sports centres may also be competition and leisure centres, and may also serve as a model for further development. They may become international water tourist stops with outstanding added benefits. Additionally, the international network of the Danube transportation and particularly its fleet that will eventually benefit the network of the established points of disembarkation.

Project Actors:

International and national organisations, educational institutions of the region, local population, local councils, water tourists, and staff of the newly established companies as a direct outcome of the project.



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Outcomes:

A complex system of service is going to be established parallel to the development of the waterfront of the River Danube.

Cost Estimate of the Project:

The construction of the project is approximately 50 million EUR, as well as the cost of vessels suitable for river freight, the construction of docks depending on their exact functions may even cost up to several milliards and the additional administrative expenses of the establishment of the system.

Project Content:

The complex to be established in the dead channels will include docks, regatta courses, service units so it will also serve leisure activities, racing and tourism. Exhibition spaces, exercise facilities, educational and lodging facilities, restaurants, changing rooms and lavatories will also be included in the project. It will also serve educational, sporting and international purposes all year round. Given the other main branch of the project, water freight and commerce will also increase as well as strengthen the culture of the manually powered vessels. The developed sections thus will be suitable for setting up docks and points of disembarkation.



II. Protected Waters, Values

a) Establishing Protected Areas for Tourism

Responsible Countries:

Lawmakers, local councils and organisations in the nations along the River Danube.

Regional Demarcation:

Areas where paddling is safe and not threatened by large barges.

Justification for the Project:

Regulations for using water surfaces is insufficient.

Common Interest:

The safe usage of the shallows. It is extremely crucial to coordinate the usage along the national borders.

Project Actors:

- Target Group: each individual using manually powered vessels in the member nations
- Beneficiaries: athletes, tourists
- Partners: lawmakers, sports federations

Outcomes:

As the outcome of appropriate legislation, water traffic will become safer, noise pollution and the number of accidents will decrease.

Cost Estimate of the Project:

Cost of surveys, maps, policy-making, as well as informing the parties involved and the placement of appropriate signage is approx. 334 000-667 000 EUR.

Project Content:

The areas on the waterfront of the Danube must be qualified, usage habits must be surveyed, opinions of the users must be mapped, and negotiations and agreements must be carried out and executed. A new map of the Danube on usage must be drawn up, and the protection of the assigned areas must be ensured. The newly established points of disembarkation and the training facilities must be strictly regulated.



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b) Presentation of Values

Responsible Country:

Hungary, Austria, Slovakia, Serbia, Romania, Bulgaria

Regional Demarcation:

Points of disembarkation in the Danube Region, and nearby attractions and sights.

Justification for the Project:

The project will disseminate information on conscious natural protection opportunities (e.g.: sustainable water usage) that are greatly emphasized today in each member nation.

Common Interest:

The cultural differences along the river will be introduced, and will support the positive attitudes towards water.

Project Actors:

Member nations in the Danube Region, whose water supply originates in the Danube, and the wide masses interested in the various attractions (students, parents, tourists, etc.).

Outcomes:

Education is complemented by practical training in order to equip students with more valuable knowledge, and to provide an attitude regarding water usage that is beneficial to all those involved.

Cost Estimate of the Project:

The process of organising the involvement of the attractions and drawing up the educational trails will cost approx. 667 000 EUR; the points of disembarkation, the model farms, and docks will cost approx. 4.5 million EUR.

Project Content:

The project will enable the introduction of the local attractions accessible through arrival from the river. This includes historical monuments, educational trails, sustainable farms, or even an authentic local settlement could be displayed. In addition, the methods of sustainable water usage may also be presented, such as the sustainable usage of showers and lavatories in the docks and at the points of disembarkation. The target group may therefore learn about water usage methods from wells they may also experience at the model farms.



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c) Sustainable Lifestyle

Responsible Country:

Hungary

Regional Demarcation:

Waterfront of the Danube accessible on foot or by bicycle where forestry activity is also possible.

Justification for the Project:

Dissemination of information and introduction of the increasingly more important sustainability.

Common Interest:

The identical tasks will be executed differently in the different cultures, learning about these is within our common interest.

Project Actors:

Groups on tours as well as groups using the methods introduced at the model farms (for the construction of other houses and homesteads, farms).

Outcomes:

The local farms will supply high quality food products to the tourists, and will be able to showcase the environmentally conscious methods of farming.

Cost Estimate of the Project:

The upgrade of the current farms and homesteads through greenfield investments. With approx. 35 model farms (167 000-334 000 EUR) would be in operation in Hungary, approx. 8.7 million EUR.

Project Content:

Areas smaller than 15ha would be involved in the project where organic farming and rural hospitality is pursued and able to supply the tourists with high-quality food products. Our aim is to make environmentally conscious energy production of the farms and homesteads observable. These model farms would not only serve the tourists, but also local shops and restaurants. They would meet their water demand through their own means, and sewage water filtering would happen through biological processes.



III. Human Resources

a) Common Qualifications System

Responsible Country:

The consortium of project owners/Hungary

Regional Demarcation:

Educational centre: model institution in the Budapest section of the River Danube, the Hungarian section of the Danube, networks of the docks and points of disembarkation of sports club, research centres and camp sites.

Justification for the Project:

Water sports education will appear in individual sport school programmes, this should be further expanded.

Common Interest:

Natural conservation demands joint international collaboration.

Project Actors:

- Target Group: school age population along the River Danube
- Beneficiaries: pedagogists teaching unique curriculum, staff at the points of disembarkation, tourists
- Partners: state organisations, non-profit organisations, investors, sports clubs, local councils, environmental authorities.

Outcomes:

The project will benefit education in Budapest, at national and international level.

Cost Estimate of the Project:

The establishment of the model institution is approximately 5-6.7 million EUR, equipment needs cost approx. 2 million EUR.

Project Content:

The establishment of an educational institution with its own educational programme. This program would be shared with the institutions who follow suit. A new and protected area must be assigned to support the pedagogical work. The project will also include the organisation and execution of events.



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The marketing value of professional athletes must be utilised for the promotion of nature and environmental protection.

b) Integrating water skills to the educational system

Responsible Country:

Hungary

Regional Demarcation:

Settlements along the river that could easily be connected to the network of educational institutions, so the points of disembarkation may as well as be used for educational purposes.

Justification for the Project:

The goal of the project is to establish a complex water sports educational and recreational centre that would disseminate information through interactive tools about the length of the River Danube, and to be connected to a curriculum that would enable and support a competence based education.

Common Interest:

The water sports educational and recreational centre may also serve as a model for further development projects. It may become an international tourist spot with a plethora of positive impact. Additionally it will also coordinate the content elements focusing on sports education at the educational institutions in the countries of the Danube Region.

Project Actors:

International and national organisations, the educational institutions of the region, the local population, local governments, water tourists, and the newly employed staff of the newly established businesses.

Outcomes:

A complex system of services will be born in addition to a uniform network of schools that will provide labour force for the future, who are also equipped with appropriate knowledge of environmental protection and pursuing water sports.

Cost Estimate of the Project:

The establishment of the complex requires 50 million EUR, the upgrade of the educational institutions needs 17 000-34 000 EUR that includes mainly human resource and organisational expenses.



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Project Content:

The complex to be established in the dead channels will include docks, regatta courses, service units so it will also serve leisure activities, racing and tourism. Exhibition spaces, exercise facilities, educational and lodging facilities, restaurants, changing rooms and lavatories will also be included in the project. It will also serve educational, sporting and international purposes all year round. The educational programme package will make it possible for it to be easily adaptable locally thus the schools of the region will be able to form a network.

c) Recreation and Health Prevention

Responsible Country:

The consortium of water sports federations /Hungary

Regional Demarcation:

A water surface area according to the requirements of an international regatta course at the length of 2 km. Based on previous surveys, the assigned area at the northern tip of the Csepel Island could be appropriate.

Justification for the Project:

Budapest and the surrounding area does not have a regatta course appropriate for canoe racing nor leisure purposes, although there is a great demand from both segments.

Common Interest:

The opportunity to practice safe water sports is a tourist attraction, additionally, attending world sporting events may also attract a high number of visitors. This strengthens cohesion within the EU and the role of Budapest as a tourist destination.

Project Actors:

- Target Group: the population of Budapest, locals and tourists alike fond of water sports and meaningful leisure time.
- Beneficiaries: families, people fond of water sports, competitors.
- Partners: investors, non-profit organisations, educational institutions, sports federations.

Outcomes:

Attendance at the recreational park will be significant all year around, and programme offering will match the seasons. Student will attend environmental studies and physical education classes at the



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park. The living space of those living nearby and the junior base for the canoeing sport will expand, therefore our athletes will keep their international competitive edge.

Cost Estimate of the Project:

The construction of the park is approximately 17-34 million EUR, annual maintenance will be dependent on the income accrued throughout the year.

Project Content:

The establishment of a water park where a regatta course may also be constructed. The course will include all the necessary equipment required for hosting international competitions. The necessary infrastructure required for leisure activities, boathouses, restaurants, parks, gardens and parking lots will be built.



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