

3rd partner meeting - Bratislava

Regional action plan of PP3

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18.09.2013



**BRATISLAVA
REGION**



ANALYTICAL PHASE

- State of the art (3/2013)
- 1.National workshop (6/2013)
 - majors,
 - private companies
 - points of interest,
 - state organizations,
 - tourist agencies,
(+ visitors of Transdanube
Study visit Austria)



ANALYTICAL PHASE

- Documents of the regional development BSGR
- Meetings with stakeholders
 - MAJORS – 2 brainstorming meetings 6-7/2013
 - STATE ORGANIZATIONS –
 - Nature protection areas
 - Water management state organization
 - PRIVATE COMPANIES – to find the common interests (additional funding of future projects)

REGIONAL ACTION PLAN – CREATING A DOCUMENT

Strategy, following the vision of the project, is defining **objectives**, priorities and measures for the development of sustainable mobility, tourism, information and marketing, as well as **organizational and legislative framework** that will support and enhance the competitiveness of the region and will contribute to ensuring the development of the tourism sector in Danube region.

REGIONAL ACTION PLAN – CREATING A DOCUMENT

Regional Action Plan proposes a series of concrete projects with:

- detailed description,
- indicative budget and
- implementation horizon to achieve these objectives.

REGIONAL ACTION PLAN – **STILL A DRAFT ! (8/2013)**

- Analytical part – First level
- Operational part - Tactical level

GO: Improve conditions for the development of tourism in surroundings of the river Danube through the sustainable mobility

SO 1. Increase the sustainable mobility offer

SO 2. Enhancement the quality and diversity of tourism products

SO 3. Innovational offer of information and aimed propagation of tourism products

SO 4. Better financial, organizational and legal conditions for sustainable mobility and tourism
OO 4.3
Ensure

OO 1.1 Enhance the quality and enlarge the offer of transportation service in areas of the river Small Danube, reservoir Hrušov and protected area of Dunajské Luhý

OO 1.2 Create conditions for enhancement the use of water transport on the rivers Danube and Small Danube

OO 2.1 Use the potential of water tourism on the river Small Danube

OO 2.2 Create conditions for the use of environmental tourism product in the area of Dunajské Luhý

OO 2.3 Increase the offer of sport and recreational activities in the area of reservoir Hrušov

OO 2.4 Enable shipping through the old channel of the river Danube

OO 3.1 Easily accessible information about tourist activities in surrounding areas of the river Danube

OO 3.2 Increase the propagation of tourist products of gastronomy and hiking in the rural areas of Danube surroundings

OO 3.3 Support tourism in the area of the river Small Danube through the creation of the product and its promotion

sufficient financial resources to support activities in the field of sustainable mobility offers and tourism products in surroundings of

OO 4.2 Create organizational precondition to ensure the horizontal and vertical coordination of activities of key subjects

on of strategy into the Plan of economic and social development of concerned counties and municipalities, and also monitor the

1. Recreational waterway "Small Danube"

2. Cycle path "Small Danube"

3. Resurfacing and enlargement of the cycling route Eurovelo 6: Berg – Čunovo

1. Complex involvement of all components of the public transport in Bratislava – Integrated Transport System

2. Danube bus system: Orthander Donau – Hainburg – Bratislava – Šamorín – Dunakiliti

1. Reconstruction of water mills as an attractive tourism product

2. Educational sidewalk "Discover Small Danube"

1. Build an eco-centre for the protected area of Dunajské Luhý

2. Revitalization of the Dunajské Luhý educational sidewalk "Biscupic floodplains"

1. Recreational Park on the river Danube

1. Enable shipping through the old channel of the river Danube for small motor vessels

1. BSK Card

2. Online catalog of tourist attractions in Danube surroundings

1. Create thematic tourist products

1. Integrated marketing product "Recreation on the river Small Danube"

1. Development of grant scheme

1. International cooperation of tourism organizations

2. Platform for coordinating the development of the mutual area

1. Joint concept on tourism development

PA 1: Sustainable mobility offers

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1. Complex involvement of all components of the public transport in Bratislava Integrated Transport System

2. Danube bus system: Orth an der Donau – Hainburg – Bratislava – Šamorín – Dunakiliti

PA 2: Sustainable tourism products

OO 2.1 Use the potential of water tourism on the river Small Danube

OO 2.2 Create conditions for the use of environmental tourism product in the area of Dunajské Luhy

OO 2.3 Increase the offer of sport and recreational activities in the area of reservoir Hrušov

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1. Reconstruction of water mills as an attractive tourism product

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2. Revitalization of the Dunajské Luhy educational sidewalk "Biscupic floodplains"

1. Recreational Park on the river Danube

1. Enable shipping through the old channel of the river Danube for small motor vessels

PA 3: Information and marketing

OO 3.1 Easily accessible information about tourist activities in surrounding areas of the river Danube

OO 3.2 Increase the propagation of tourist products of gastronomy and hiking in the rural areas of Danube surroundings

OO 3.3 Support tourism in the area of the river Small Danube through the creation of the product and its promotion

1. BSK Card

2. Online catalog of tourist attraction in Danube surroundings

1. Create thematic tourist products

1. Integrated marketing product "Recreation on the river Small Danube"

PA 4: Financing options, organizational and legal framework

OO 4.1 Ensure sufficient financial resources to support activities in the field of sustainable mobility offers and tourism products in surroundings of the river Danube

OO 4.2 Create organizational precondition to ensure the horizontal and vertical coordination of activities of key subjects

OO 4.3 Ensure the connection of strategy into the Plan of economic and social development of concerned counties and municipalities, and also monitor the progress of its implementation

1. Development of grant scheme

1. International cooperation of tourism organizations

2. Platform for coordinating the development of the mutual area

1. Joint concept on tourism development

MESURES – they are 19; ONE AS AN EXAMPLE:

1.	Measure	Project “Recreational waterway Small Danube”
2.	Description of measure	<p>The aim is to revitalize the area of the river Small Danube and create new water connections, which provide an expansion of opportunities for spending leisure time activities and sport activities for inhabitants, prepare the ground for the development of environmental education projects and packages, and also present traditions that have always been linked with Small Danube. A part of the project should be oriented on creation of a strategy for using the area for all the attractions (sports – recreation – education) and the necessary background to them. The project should also reflect the potential of the areas capacity, but by natural stabilizing, as well as the interest of communities to participate in the final product as much to maintain balance functions. The project proposes the main points of interest, with the potential to build capacities and propose optimal mobility plan for them. It would be evaluated the natural and technical area limits, environmental burden, establish the optimal action to stabilize the area. The project also envisages the acquisition of boats cleaning the garbage and linking existing cycling way along the river.</p> <p>The project aims to create a legislative, organizational and technical conditions, as well as build a comprehensive infrastructure for water transport (locks, ports and harbors into the water, etc...) And the section from Bratislava to the confluence of the river Danube with river Váh.</p>
3.	Estimated impact	The aim of the project is to obtain new waterway for sporting or recreational boating. In addition to the main objective will be achieved skultúrnenie and clean little river Danube, where it will be possible to develop non-formal education for various target groups in various forms - active (recreation, sports, sailing, cycling) and passive (nature trails, signs, restoration of cultural monuments and traditions, educational products). This measure will increase the attractiveness of the Little Danube, to attract new tourists and expand the recreation opportunities for area residents. Danube region by acquiring a specific identity that can be independently developed as a tourism product.
4.	Estimated costs	To determine the resultant amount is necessary to develop a comprehensive costs analysis.
5.	Realization horizon	Middle-term (2015-2017)
6.	Financing options	Structural funds of European Union, funds from the budgets of local governments and money from owners of the shipyard Zálesie.
7.	Project partners	Villages on the flow of river Small Danube, water sports operators in the area, owners of the shipyard Zálesie, civil associations and others.
8.	Responsible organization for implementation	Responsible organization of the project will come from an agreement between partners.
9.	Evaluation of measure	Visitors will get the chance to use a new tourist route. Estimated number of visitors per calendar year is 200 000.
10.	Priority of measure	Medium level.