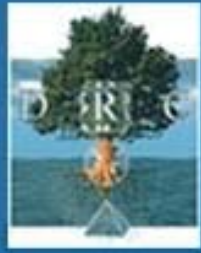




University of Novi Sad

DANUBE RECTORS' CONFERENCE



Cooperation in the Danube region related to cultural routes

Prof. Dr. Olga Hadžić

Former Rector of the University of Novi Sad
Faculty of Sciences, University of Novi Sad, Serbia

Dr. Aleksandra Dragin

Faculty of Sciences, University of Novi Sad, Serbia

Cruising along the Pan-European Corridor VII (The River Danube)

- Cruises are constantly increasing in popularity worldwide, as they present an attractive form of modern tourist traffic.
- Over the last decade, cruises have become a tourist niche with the fastest growth rate. Compared to international travel the demand for which has increased by 4.3%, cruising alone has recorded the growth of 7.9%.


We made some research about Cruises along the river Danube. The research is part of the project approved by the Ministry of Science of the Republic of Serbia and also a part of the PhD dissertation.






The research has been conducted with the following aims:

- to see in which countries emissive tourist agencies which place ships on this tourist market are registered;
- to determine the gender and age structure of the ship crew,
- their structure according to the country of origin;
- to see a correlation between the employment rank of the crew member and the degree of the development of the country they come from,
- to determine the gender and age structure of the tourists from ships,
- their structure according to the country of origin etc.
- analyzes the role that cruises along the Corridor VII play in Serbian tourism, as well as the possibility of integrating Serbia in the current tourism trends of the Danube region...

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- The data has been collected from the manifests of the cruises which docked in Novi Sad in 2007. (and many of them in Belgrade, as well).
 - As part of the research, **2,218 of employees** have been included – crew from 54 cruisers. This sample represents 10.4% of the total tourist flow in Novi Sad in 2007 (the total of 519 ships in the period March – November).
 - **8,825 of tourists** have been also included.

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- The survey, also, was done in order to comprehend the manners in which tourists experience Serbia.
 - A attention was given to questions about:
 - the travel motives,
 - experience gained during the travel,
 - the most attractive elements of the supply in Serbia within international cruises along the Corridor VII,
 - the opinion tourists had about Serbia before and after the visit, etc.

- The cruising season comprises the period March through November. Tour-operators offer various trips along this destination which can last from 10 days to four weeks.
- Key countries in the region include Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania and Bulgaria, as well as the border regions of Moldavia and Ukraine.

*Grand Black Sea Cruise
(Avalon Waterways)*





- In period 2002-2007. total annual number of tourists on the Corridor VII in Serbia was 404,518.

The benefits of river cruises on the middle and lower Danube, concerning Serbia, are numerous:

- **Increase in the total tourist turnover.** In 2007, cruise tourism participated with 16.8% of all inbound tourism in Serbia.
- **Discovery of Serbia as a tourist destination** for potential emissive areas at the international tourist market :
 - **The area abundant in significant natural tourist resources** (*protected natural values* in the Danube riparian area, national parks, etc.), *attractive hydrography* (canals and smaller rivers); *Geo-heritage*, etc.);
 - **Multiethnic and multicultural features;**
 - **Significant cultural heritage** (archaeological sites, medieval fortifications, authentic urban and rural units, etc.).
- **The development of tourist infrastructure and superstructure** (the reconstruction of the quay in Novi Sad is in process, including the parking facilities for tourist buses, and more convenient access for tourists).

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- **Opening of new job posts** – employment possibilities (new harbour, souvenirs production, production of food and drinks of geographical origin, etc.).
 - **Increase of the total expenditure through foreign tourist payments of various services:**
 - Ship services – harbouring and tax;
 - Issuing passenger permits for stays in border region;
 - Shipping transport agencies;
 - Fresh drinking water services from the local water supplies in Novi Sad (Public Utility Company "Water Works and Sewerage") and sanitation services for ships (Public Utility Company "City Sanitation").

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- Coach transport services (mainly offered by transport companies: “Vojvodina”, “Putnik” and “Lasta”);
 - Sightseeing tours of the city, the Petrovaradin Fortress, Sremski Karlovci, monasteries of Fruška gora, etc. (receptive travel agencies, i.e. “Putnik”) and guiding services;
 - Evening concerts of folk dance associations during the cruise stay in the harbour;
 - Entrance tickets for various institutions and tourist localities during the sightseeing tour of Novi Sad and its surroundings (the Museum of Vojvodina, the Museum of the town of Novi Sad, etc.) – the growth of the income of tourist localities;
 - **Individual expenditures of tourists** during the sightseeing tours of Novi Sad and its surroundings (purchase of souvenirs, postcards, fruit, drinks and food in restaurants and cafes, etc.).

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- The survey has shown that 90.5% tourists on cruises visited Serbia for the first time, so personal experience during the tour was the only factor that helped them shape a picture about this country.

- In the cruises along the Pan-European Corridor VII in 2007, **tourists from 37 countries** participated:
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- Germany,
- France,
- Austria,
- Belgium,
- Italy,
- Turkey,
- Romania,
- Bulgaria,
- Spain,
- Mexico,
- Croatia,
- Lichtenstein,
- U.S.A.,
- Switzerland,
- Denmark,
- Canada,
- Israel,
- Norway,
- Serbia,
- Hungary,
- Ireland,
- Ukraine,
- Slovenia,
- Ecuador,
- U.K.,
- Holland,
- Sweden,
- Australia,
- Luxemburg,
- New Zealand,
- Portugal,
- South African Republic,
- Costa Rica,
- Czech Republic,
- Poland,
- El Salvador.

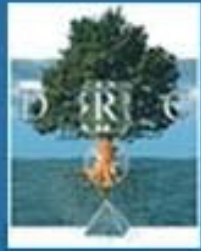


- The average goes up to 69.4.
- 24.4 years more than the world average of the age of the cruise participants in 2006.



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D A N U B E R E C T O R S ' C O N F E R E N C E



Thank you for your attention

Prof. Dr. Olga Hadžić

Former Rector of the University of Novi Sad
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Dr. Aleksandra Dragin

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