



DANUBE RECTORS' CONFERENCE

Prof. Gerhard Skoff

President

The Danube Tourist Commission

Novi Sad, February 4th – 6th 2010



UNESCO – World heritage on the Danube



UNESCO – World Heritage

“The World Heritage List includes 890 properties forming part of the cultural and natural heritage which the World Heritage Committee considers as having outstanding universal value.”



UNESCO – World heritage on the Danube

1. UNESCO World Heritage Convention
2. The Idea
3. Nomination
4. Ten Criteria
5. The World Heritage Committee



1. UNESCO World Heritage Convention

- 1972: adoption of the Convention concerning the:
 - Protection of the World Cultural and
 - Protection of Natural Heritage
- Convention places cultural or natural sites of “outstanding universal value”



2. The Idea

- Impetus for establishment was the appeal to launched by UNESCO on 8 March 1960 to
 - Preserve for future generations endangered monuments in Nubia



3. The Nomination

- To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. These criteria are explained in the [Operational Guidelines for the Implementation of the World Heritage Convention](#) which, besides the text of the Convention, is the main working tool on World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself.



4. Ten Criteria (1 to 5)

1. To represent a masterpiece of human creative genius
2. To exhibit an important interchange of human values
3. To bear a unique or at least exceptional testimony to a cultural tradition
4. To be an outstanding example of a type of building
5. To be an outstanding example of a traditional human settlement



4. Ten criteria (6 to 10)

1. To be directly or tangibly associated with events or living traditions
2. To contain superlative natural phenomena or areas
3. To be outstanding examples representing major stages of earth's history
4. To be outstanding examples representing significant on-going ecological and biological processes
5. To contain the most important and significant natural habitats for in-situ conservation of biological diversity



5. The World Heritage Committee

- World heritage Bureau = secretariat of the World Heritage Committee
- Tasks:
 - Implementing, protocolling, documenting and publicising decision
 - Organisation of meetings of General Assembly and Committee
 - Acceptation of nominations for additions to the world heritage
 - Co-ordination of monitoring the world heritage sites
 - Organisation of periodic reports
 - Co-ordination of international assistance projects
 - Supports member states



Culture is borne on the Danube waves

- Waterways have always been:
 - arteries of states continents, trades and transportation
 - Served as paths of civilisation
- Danube: 26 millions years old
- 2.888 km long
- Carries over 200 billion cubic meters to the Black Sea



Culture is borne on the Danube waves

- Grows 50 m because of silt and sediment
- „Kilometer 0“ – Sulina – once the beginning and end of the river
- The river's story:
 - Iron Curtain 1989
 - Nowadays home of 200 million people
 - Archaeological finds and historical document
- Home of 200 million people



Snapshot of the Danube countries





The river is the **unifying bond** and lifeline for

- » Germans
- » Austrians
- » Hungarians
- » Croats
- » Serbs
- » Romanians
- » Bulgarians
- » Ukrainians and
- » Moldavians



What does „culture“ mean in fact?

„cultura“ (latin) : agriculture, cultivated land

„cultus“ : to take care of it

Today: Culture is the sum of efforts made to satisfy basic human needs



Danube Tourism

- Culture and tourism play an important role:
 - They promote knowledge of different people, countries and cultural history.
 - Much effort is invested in staging the Danube and culture as an event and making it a product and economic factor.
- Great cultural diversity of our neighbours is to be rediscovered.




Danube - Changes in the tourism branch

- Tourism market is undergoing a paradigm change,
 - also due to the economic crisis
- Almost all providers must come to grips with structural changes
- Complexity of changes: varied options should be combined into plausible scenarios



Danube – History: Austrian Advertisement 1937

The
**BEAUTIFUL BLUE DANUBE
CALLS YOU**



STREAM of song and history, of men and music and knights at arms, from Melk southward this romantic river leads through the lush Wachau to the city that Strauss loved. Journey thence through the Alpine provinces of Tyrol and Vorarlberg, fabled Salzburg, the land of the White Horse Inn. Vacations varied, a design for living which belongs to Austria alone, spas, sports, bright revels await you.

Overnight from all ports, in the heart of Europe, Austria remains one of the most inexpensive countries. Railway reductions up to 60 per cent.

FESTIVALS

Vienna, first half of June; Linz, July 16-21; Salzburg, July 24-August 31.

Consult your agent today or

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Sites in Germany:

- Würzburg:
Residence of the Prince-Archbishops,
Court Gardens and Residence Square (C/1984)
- Bamberg (C/1993)





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Sites in Germany:

- Monastic Island of Reichenau (C/2000)



Source: http://media.belocal.net/530/345x_0,0.jpg

- Regensburg:
historic old Town of Regensburg with Stadtamthof (C/2006)



Source: http://www.sehnsuchtdeutschland.com/upload/images/Artikelbilder/z_sd_artikel_399_daecherblick_02_477_Stadt_Regensburg_Peter_Ferstl.jpg



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Sites in Germany:

- Upper German-Raetian “Limes”



Source: <http://www.deutschland-deluxe.de/images/archiv/limes-saalburg-au%DFen.jpg>



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Sites in Austria:

- Wachau cultural landscape (C/2000)



Source: http://www.ichkoche.at/export/sites/ichkoche/_data/galleries/2008/03/26/AufzumWein.html/001wachau.jpg_1718805835.jpg



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Sites in Austria:

- Vienna:
Schönbrunn palace and gardens
(C/1996)

- Historical Center of Vienna (C/2001)



Source: www.virtualsightseeing.de/graphics/wien/wien.jpg



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- Neusiedler Lake/ Fertöd
(crossborder with Hungary) (C/2001)



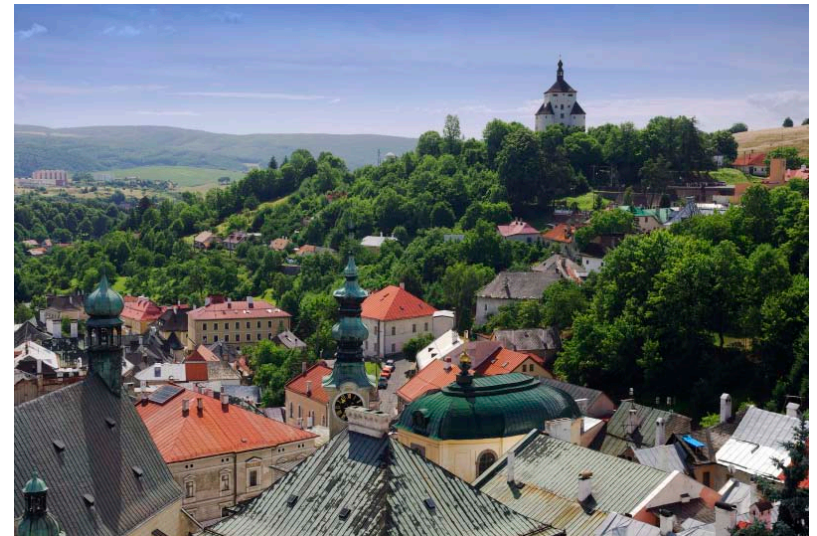
Source: <http://img.groundspeak.com/waymarking/48f7a1f9-8976-47c7-a50d-039aa7ed54d2.jpg>



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Sites in Slovakia:

- Historic Town of Banská Štiavnica and the technical monuments in its vicinity (C/1993)
- Primeval Beech Forests of the Carpathians (N/2007)



Source: http://www.visitslovakia.com/data/usr_044_ilustracne_foto/banska_stiavnica_4.jpg



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Sites in Hungary:

- Neusiedler Lake/ Fertöd
(crossborder with Austria) (C/2001)

- Pannonhalma:
Benedictine monastery
and natural surroundings (C/1996)



Source: http://de.academic.ru/pictures/dewiki/80/Pannonhalma_-_Bences_apatsag.jpg



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Sites in Hungary:

- Budapest:
banks of the Danube and Buda Castle,
Andrássy Street and the surrounding historical area (C/1987)
- Traditional village Hollókő (C/1987)
- Pécs (Sopiana):
Early Christian cemetery (C/2000)



Source: http://pix.sueddeutsche.de/reise/566/412337/image_fmabspic_0_3.jpg



Source: http://www.attraktiv-tours.hu/images/pecs_ooker.jpg



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Sites in Croatia:

- Plitvice Lakes National Park (N/1979)



Source: <http://blog.hotelclub.com/wp-content/uploads/2008/07/plitvice-lakes-national-park-water.jpg>



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Sites in Serbia:

- Gamzigrad-Romuliana:
Palace of Galerius (C/2007)





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Sites in Romania:

- Painted churches in Moldavia region (C/1993)
- Danube delta (N/1991)



Source:
http://whc.unesco.org/uploads/sites/gallery/medium/site_0598_0001.jpg



Source: <http://www.eurosdvillage.eu/IMG/jpg/DanubeDelta-2.jpg>



Danube Tourist Commission – Aims I

- ***Aims***

- to make the Danube one of the leading river destinations for vacations and recreation in Europe (the world)
 - Maintain and enlarge market shares
 - Destination marketing for Danube regions
- to create a all-season travel destination
- to promote regions along the Danube (not solely the river itself)
- showcasing attractions



Danube Tourist Commission – Aims II

- ***Aims***

- generate higher added value for the member countries
 - creation of jobs in tourism
- training and education of staff (history, tourism offer, security etc.)
- sounding Board for tourism industry/cruise companies
- SWOT analysis
(strengths, weaknesses, Opportunities & Threats)



Danube Tourist Commission - Tasks

- **Tasks**

- marketing and communication platform for tourism in the Danube region
- to make the Danube region the Number 1 European travel destination
- network of responsibilities for members, partners and tourists



Danube Tourist Commission - Product

- ***Product***

- Danube
 - Seventy-kilometer (forty three-mile) wide band along both banks of the river
- Rhine-Main-Danube-Canal
- Tisza River (HU)
- Sava River (HR, RS)

- ***Product contents***

river, water, nature, people, landscape, art, culture, religions, metropolises, adventure, sports, wellness,



Danube Tourist Commission - USP

- **USP**
 - 2.888 km pure adventure and excitement
 - European river par excellence
 - Varied landscapes – 10 countries
 - Rich history
 - Possible combinations (Ship, Train, Road, Air)
- **Easy to reach**
 - Rail, Road, Bus, Air, and Ship
- **International Gateways**
 - e.g. Frankfurt, Munich, Vienna, Budapest, Bratislava, Bucharest
- **Tourists in Danube Region**
 - “Return visitors”: 2/3 former ship passengers, 1/3 tourists



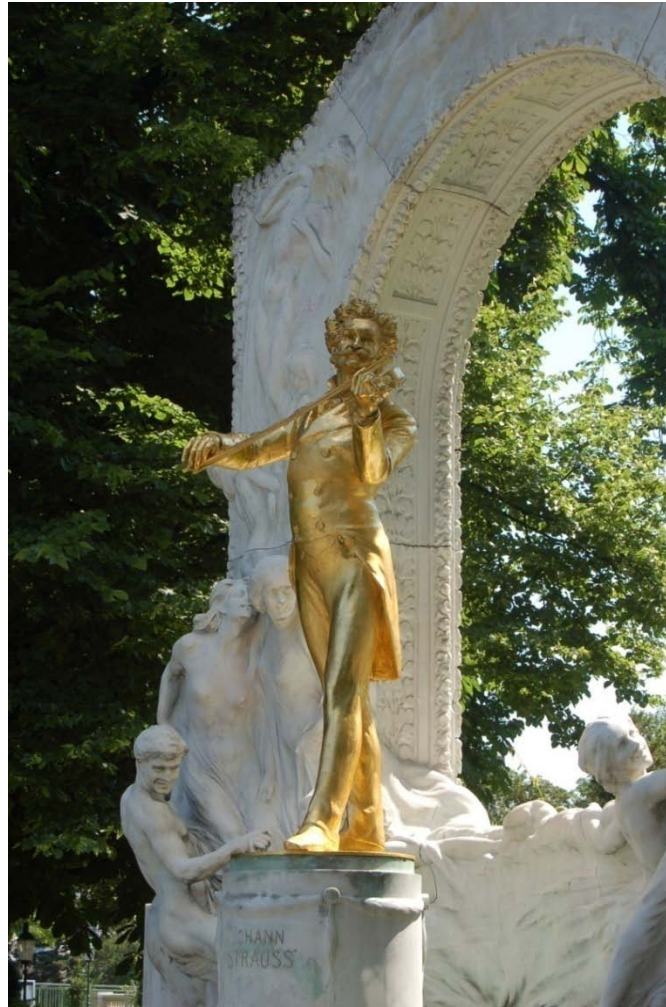
Danube region: Outstanding Personalities



Danube Rectors' Conference, Novi Sad,
February 4th - 6th 2010



Thank you for you attention



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