

Concept notes

City of Vukovar, Vukovar, Croatia

EU PROGRAMS: INTERREG DANUBE

PRIORITY: 3. A MORE SOCIAL DANUBE REGION

SPECIFIC OBJECT: 3.3. ENHANCING THE ROLE OF CULTURE AND SUSTAINABLE TOURISM IN ECONOMIC DEVELOPMENT, SOCIAL INCLUSION AND SOCIAL INNOVATION

PROJECT NAME: DANUBE CULTOURISM (DaCulTour)

PROJECT EXPERIENCE

-Transdanube.Pearls – in this project the city of Vukovar participated as a project partner, the goal of the project was to contribute to the development of the Danube region to ensure social equality, economic sustainability, uprising awareness of healthy mobility, and tourism for visitors and residents of the region by developing ecological and safe transportation systems and balancing the accessibility of urban and rural areas. 15 project partners participated in the project through various project activities.

-Panona.net – in this project the city of Vukovar participated as a project partner, the goal of the project was the development, diversification, and integration of tourist products of the area which is abundant in goods and resources and active and cultural tourism. 6 project partners participated in the project.

BACKGROUND/PROJECT NEED

The city of Vukovar has always been a place for continuous cultural events, it is placed between different worldviews – Central European, on the West, and Balkan, on the East. By its position in the economy and administrative view, Vukovar has developed into an educational and cultural center. The city of Vukovar is one of the oldest Croatian cities and it has a rich heritage in archeology. In the area of the city Vukovar there are 49 protected and preventively protected cultural goods registered in the Register cultural goods of the Republic of Croatia, which is divided into the list of protected cultural goods, the list of cultural goods of national significance, and the list of preventively protected goods. On the list of protected cultural goods, there are 32 goods individually protected cultural goods, 2 cultural and historical units, 7 localities

memorial heritage, and 8 archaeological sites, of which are 3 permanently protected archaeological zones and 5 permanently protected individual sites.

The Danube region characterizes by its outstanding rich cultural diversity which during the century left a rich heritage material and intangible heritage, which is often not recognized potential according to economic development, social inclusion, and social innovations. Rural areas facing deficiency in deeper recognition of the value potential of heritage and cultural goods which they have is missing inclusive strategic planning for guidance and coordination of their valorization.

Although richly culturally heritage dating since 2800 BC, the Danube territory of the city of Vukovar faces a shortage of tourist identity, insufficient valorization of natural and cultural resources for tourism purposes, lack of connecting SME entrepreneurs, and a lack of people for tourism occupations. To conclude, this Danube rural territory today marks weak economic development and demographic loss in the population (according to the last list of the population of the Republic of Croatia in 2021, county Vukovar-srijem recorded a population decline of as much as 17% in comparison to 2013).

According to the current trends, it will be a continuous outflow of the population deepen the negative socio-economic and economic situation which strives for emergency reaction in all economic segments, especially in the social-economic segment development through heritage, culture, and tourism which lies down exceptionally a big potential.

THE MAIN FOCUS

The focus of the project is the valorization of local cultural and natural heritage to reduce their identified shortcomings of poorly used potentially inherited material and immaterial cultural heritage in parts of rural areas of the Danube area which basis on research and needs of regions included in the overall project.

THE MAIN GOAL

The project goal is to improve the accessibility of cultural and natural heritage and to strengthen cultural tourism through a building, branding, and the development of new and improved digital solutions available to everyone in cooperation between urban and rural areas of the Danube region.

SPECIFIC OBJECTIVE/S

1. *Strengthening tourist identity, preservation of cultural inheritance, and cultural identity*
(the same will be achieved through the organization of events, the creation of a strategic document, and the cooperation of project partners in the rural-urban areas of the Danube region)
2. *Strengthening human capacity for tourism occupations*
(the same will be achieved through the implementation of education for the profession of tourist guide)
3. *Improvement accessibility to tourist and cultural infrastructure*
(the same will be achieved through the "Danube connect" mobile application creation activity listed below)

PLANNED ACTIVITIES OF THE PROJECT COORDINATOR AND PARTNERS

- the creation of a mobile application/platform "Danube connect" to strengthen the tourist identity, and accessibility of information about the cultural sights of the Danube area, and it would contain the possibility of connecting, i.e. finding and booking tourist guides as well as all tourist guides in the Danube area, creative and educational contents for children and young people, access to all information about cultural sights in partner cities. The application will contain digitally innovative technologies with an emphasis on virtual reality. Also, the application will inform about all annual cultural events in the partner areas
- implementation of education to strengthen human capacities for tourism occupations (emphasis on vulnerable groups) which, through the implementation of education, will be enabled to compete in the labor market and improve employment opportunities through the "Danube Connect" application/platform
- the creation of strategic destination branding documents and the creation of a competitive identity
- improving the accessibility of tourist and cultural infrastructure and improving the availability of information
- organization and participation in cultural events
- organization and participation in tourist fairs and promotion of products of SME entrepreneurs

- promotion of cultural and tourist attractions and events in the Danube rural-urban area by respectable journalists
- project coordination and organization of meetings of project partners

WHAT PARTNERS ARE WE LOOKING FOR?

- partners focused on development in culture, tourism, and interregional cooperation of the Danube region
- local/regional public bodies
- bodies governed by the public (including EGTCs)
- International organizations
- private bodies (non-profit organizations and private enterprises/private profit-making organization)

LINK TO THE EU STRATEGY FOR THE DANUBE REGION (EUSDR):

The project contributes implementation priority areas and goals:

Priority: 3 - More social Danube region

Specific objective: RSO4.6. Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

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