



27TH DANUBE NAVIGATION AND TOURISM CONFERENCE EUSDR PA3 CLOSE



MINISTRY OF TOURISM OF THE REPUBLIC OF BULGARIA

Upcoming activities of the Ministry of Tourism and vision for common activities with other priority areas of the Danube Strategy

- ❖ The Ministry of Tourism foresees a study on innovation in technology and personalized services in the tourism sector, in collaboration with the members of the Steering Group as well as with colleagues from the Danube Strategy Priority Areas, Knowledge Society PA7, Competitiveness of Enterprises PA 8, and People & Skills PA9. The study will provide information on good practices from other macro-regional strategies and international partners.
- ✓ It will analyze the digital skills needed by tourism sector workers to create competitive tourism products and other relevant skills for the labor market (ability to self-learn, e-business management, use of virtual and augmented reality, storytelling, and creativity).
- ✓ The study will target SMEs, young people and the skills needed in the tourism labor market. Based on the survey in the Danube countries, a skills manual for working in a digital environment will be developed. The aim is to get young people more involved because they are active generators of new ideas and should have very good digital skills.



- ❖ Study on improving the coordination between EUSDR in developing sustainable and competitive product, the study will identify the conditions that need to be fulfilled for the creation of competitive tourism products and the role in this of stakeholders from different areas and how the other priority areas can contribute to this objective.
- ✓ The aim of the activity is to improve coordination between the priority areas within the Danube Strategy in developing sustainable and competitive tourism products by identifying good practices, including solutions to overcome obstacles and bottlenecks. A discussion between the relevant priority areas, public and private organizations as well as all stakeholders is also planned. Participants will be invited from priority areas related to tourism, transport and mobility, biodiversity, company competitiveness, people and skills, knowledge.
- ✓ As a result of the study, a handbook of good practices and recommendations will be prepared to improve coordination between the priority areas of the Danube Strategy, to propose a common framework for knowledge exchange between the coordinators and relevant stakeholders of the Danube Strategy with a focus on culture, tourism, environment, infrastructure and other essential components for the creation and development of a competitive tourism product.

A vision for expanding our partnerships with NGOs, educational institutions and other stakeholders

The vision for expanding the partnership in tourism and culture between Priority Area 3 of the Danube Strategy and NGOs, educational institutions and other stakeholders is based on the main priority of cooperation and joint action in these areas. Tourism and culture are essential for the development and attracting people to the region as well as for the preservation and promotion of cultural heritage.

The partnership can contribute to the establishment of long-term strategies and plans for the development of tourism and culture in the Danube region. This includes the development of marketing and advertising campaigns, the creation of new tourism products and attractions as well as the improvement of tourism conditions such as infrastructure and services.

The main objective of the partnership is to create a strong network of stakeholders working together to promote tourism and culture in the Danube region. This will lead to an increase in the number of tourists and tourism revenues, as well as to the preservation and promotion of the cultural wealth and heritage of the region.



THE CITY OF RUSE AND THE BRIDGE OF FRIENDSHIP CONNECTING BULGARIA AND ROMANIA





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