

# DANUBE PEARLS STEP1.0

submitted for labelling by EUSDR PA3 SG  
brief description

<b>Project title</b>	<b>DANUBE PEARLS®</b> Liveable Danube Coasts on bases of the cultural heritage mainly fortresses, castles and rural, nature values along the Danube river
<b>Thematic priority</b>	Culture & Tourism
<b>Project description</b>	<p>Activities:</p> <ol style="list-style-type: none"> <li>1. disseminations of good practices in the regional and settlement management, spatial development, DM in river areas and castles, fortresses restoration</li> <li>2. rural development and teaching crafts skills, traditions for new attractions and jobs</li> <li>3. to establish and standardization of 'green' &amp; 'blue' ways and services for trekking on foot, horseback, cycling and rowing, kayaking with intermodal connection</li> <li>4. to develop and disseminate mobile ICT (Near Field Communication – NFC -, Augmented Reality, QR)</li> <li>5. tourism and cultural databases to coordinate or build up</li> <li>6. networking development, trainings, partnership among local governments, governmental bodies, institutions, civil organisations enterprises (eg.: tourist agencies, transport firms, „green” hotels, pensions, IT-, advisor, media, etc.)</li> <li>7. community marketing, to promote to the integration into trans-European, Far East, etc. tourist market</li> <li>8. media communications</li> </ol> <p>Sub-projects and thematic routes</p> <ul style="list-style-type: none"> <li>• <b>DANUBE CASTLES AND FORTRESSES LINE</b> – integration to the downtown life <ul style="list-style-type: none"> <li>○ <b>DANUBE ARTS &amp; CRAFTS MARKET</b></li> <li>○ <b>DANUBE LEGENDS</b> – multi-cult productions and festivals</li> <li>○ <b>KNOWLEDGE CENTRE</b> – educations, vocational trainings, information of traditional handicrafts, heritage protections</li> <li>○ <b>DEVELOPE OF PUBLIC INFORMATION SYSTEM &amp; DATA BASE</b></li> </ul> </li> <li>• <b>FRUITFULLY COMMON LIFE</b> – minorities culture</li> <li>• <b>DANUBE WINE &amp; SLOWFOOD ROUTES</b></li> <li>• <b>DANUBE GREEN&amp;BLUE HIKING ROUTES</b> –</li> </ul>
<b>Project manager (including contact address, e-mail, phone, fax)</b>	<b>AHSRD - ASSOCIATION OF HUNGARIAN SETTLEMENTS' AND REGIONS' DEVELOPERS</b> <a href="http://www.mttsh.hu">www.mttsh.hu</a> Mailing address: H-1535 Budapest, Pf. 811 – E-mail: <a href="mailto:mttsh@gmail.com">mttsh@gmail.com</a> - ☎ (361) 356 2208 Residential place: Budapest, XIII. Dagály u. 11. Registration by law: Pest m. Bíróság TE. 2376 by European Committee: 46236183290-69 by Hungarian Parliament: SZ 8-11/18/98. Tax Number: 18679085-1-41 President Mr. István Szilvássy Resident in SERBIA: Ms. Edit Stoic Karanovic e-mail: <a href="mailto:forumdanube@yahoo.com">forumdanube@yahoo.com</a>