SDITOROMAN -
Supporting the Promotion and Development of Transnational Thematic Tourism Products Linked to Cultural and Creative Industries

danube competence center	WP/Action 1.1
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1. Defined set of standards for tourism, cultural and other suppliers

The set of standards defines the level of service a visitor can expect aiming to provide the customers with a consistent product quality along the route. Standards and appropriate organizational structures secure the operation of the network beyond the projects lifetime. They include criteria on the necessary quality of the possibilities to get to the sub-destination, to move within the sub-destination and the connections to other sub-destination as well as the quality of information and services provided. Mobility is a very important factor because all areas of life, trade, economy and tourism are dependent on mobility. Being part of this network will increase the visibility of the participating destinations offering their visitors the unique possibility to travel the Danube, following and getting to know the historical facts and monuments.

The defined set of standards for tourism, cultural and other relevant suppliers relates to the tourist product, or the integrated tourist product which is made up of several components. The basic components which satisfy the concept of travel relate to the availability – the possibility of arriving at a destination, accommodation at hotels or private accommodation, as well as the quality of contents and tourist attractions that can be consumed.

The satisfaction with the service is measured in the folder which treats the tourism and cultural industry.

Descriptions of marks used

Marks are defined as points 1, 2 and 3, and they describe the following need-fulfilment:

Low – minimal fulfillment of basic needs, with potential for advancement 1

Middle – basic need-fulfilment with potential for advancement 2

High – complete need-fulfilment – very developed infrastructure 3

The sum total of all points on the table is divided by the number of needs, giving the total mark of the standard. Compared to the marked standards, potential tourists can expect a certain level of services and offers, in relation to their habits and needs. Also, starting and defining points can be used for advancement an all levels.

Procedure for creating sets:

Guidelines from the project indicating to the crucial activities and expected results.

Desk research and analysis of sub-destinations.

Notes and conclusions from the study trip.

Analysis of professional literature on the topic of tourist destination management.

Table:

DESTINATION	Low	Middle	High	Criteria Description	Marks
Quality of the tourism (hospitality & attractions) and mobility services	1 point	2 points	3 points		Sum total of points divided by the number of categories marked.
Accessibility and interconnection – train, bus, airplane, car, bicycle, ship etc.	Car	Car, Bus, Train	Car, Bus, Train, Airplane and bicycle	Possibilities for visiting the destination and connection with other goals on the route. If the locality is outside of an inhabited area (city), less than 50km away, then the closest point of reference is the arrival station (hub). In case of transportation by bus, there are two kinds: 1. bus for the group	

				2. public transportation Arrival by bicycle includes marked bicycle tracks to and at the sub-destination.	
Tourism industry (services) accommodation, restaurants, wineries, craftwork, repair shops, souvenir shops, rental companies	Private accommodation	Private accommodation and Hotels minimum 3*, restaurant, rental companies	Hotels (all stars) minimum 4* Private accommodation, Bike friendly accommodation, repair shops, wineries	List of subject: Example: Hotels (number of stars) all stars hotels Bike friendly accommodation includes a bicycle parking space, repair shop or available tools for repair, washing machines.	
Tourist attractions	1	2-3	More than 3 attraction	Tourist attractions that not associated with the Roman period like forests, national parks and reserves of flora and fauna historical places, public art, botanical gardens, monuments, theme parks, art galleries, viewpoints etc.	
Travel agencies (inbound) travel packages and tours	/	1	More then 1 travel agency	List of inbound tourist agencies, offering tourist packages with the topic of the Romans or within their standard programs/tours contain a visit to Roman archaeological sites. Important for Product Club implementation	
Variety of wine	1 sort	2-3 sorts	More than 3 sorts	Variety of wines by which the destination is known and used in wineries and restaurants.	
Travel guides	1 trained	2-3 trained guides	More then 3 trained guides	Travel guides specializing in the Roman period. Marks are given in relation to the number of guides specializing in the Roman period.	

	guide			They relate to the quality and quantity of information that can be found on the internet, info center, promotional materials etc. Important for Product Club implementation	
Quality of the cultural product					
Archaeological sites	1	2	3	Marks relate to the total image-impression that the locality leaves on the visitor, including: Visibly marked toilets Visibly marked tracks for moving around the locality Cleanliness (cut grass, enough number of trash cans) Quality of content interpretation – historical facts about the locality	
Places and buildings containing non-material and material heritage (Roman period)	1	2-3	More than 3	List of places and buildings containing non-material and material heritage that are from the same period of history, belonging to the same (Roman) cultural heritage and having mutual geographic characteristics.	
Museums and galleries	/	1	More than 1	Museums and galleries that contain exhibits from the Roman period	
Recognize artists and professors		1	More than 1	People who are professionally or from a hobby interested in the Roman period and are well-known in their surroundings accordingly Important for Product Club implementation	

Events and festivals	1	More than 1	Festivals and performances dedicated to the Roman period and wine	

2. Project Partners

	LP Danube Competence Center	SERBIA
	Histodian	NETHERLANDS
	Ruse Regional History Museum	BULGARIA
	Mascontour	GERMANY
	Tourism Ministry of Romania	ROMANIA
	Zsolnay Cultural Quarter	HUNGARY

	National Museum Zajecar	SERBIA