



A website to discover the Danube through angling

Romania



Four FLAGs along the Danube River have cooperated to identify touristic assets and increase the visibility of their local heritage.

The “Fishing Travel Network” project, led by the Galati FLAG, aimed to identify tourism opportunities in each of the FLAG areas involved, and promote them via the most appropriate tools. Indeed, despite the rich cultural and natural heritage in these regions bordering Ukraine and stretching to the Black Sea, most tourism activities were previously confined to one locality in Tulcea. This, and the identification of poor economic diversification as a common weakness of the territories, led to the establishment of a partnership to address these issues in a coordinated manner.

The project was divided into two phases. On the one hand, a research and analysis part, in which the different FLAGs sought to gather information on four areas of tourist relevance: river areas of recreational interest; gastronomy, with a special focus on fisheries products; cultural traditions; and local history. For this, the FLAG managers developed and distributed questionnaires which were filled in by 100 local businesses (25 per FLAG area), with questions related to the objectives, opportunities and proposed solutions to promote the tourist potential of each area. This was followed by regular joint meetings of the FLAG

managers to monitor the project and decide on the next steps based on the results. The results emerging from the questionnaires were shared in eight meetings (two per area) with other local stakeholders, including from the media, NGOs and local authorities.

After gathering the conclusions, four tourist routes were designed, covering the tourist attractions identified and including restaurants, museums, accommodation, recreational fishing spots, hiking trails and parks. They were promoted through a [website](#) created for this purpose as well as with additional promotional material. Four QR codes were also generated to facilitate access to the routes via mobile phone.

The collaboration between FLAGs allowed the project to capitalise on the experience that the managers of the Galati and Calarasi FLAGs had gained from working on projects with Ukraine and Bulgaria from other funds. The transfer of knowledge and experience could be applied to the fishing community and shared with the less experienced FLAGs.

Results:

- Four detailed studies of the tourism potential of different localities along the Romanian Danube.
- The development of a [designated website](#) to promote tourism in the four FLAG areas, complete with an interactive map of the four tourist routes, and a film promoting the touristic offer in the different areas.
- New economic opportunities identified and promoted among local entrepreneurs, especially in agrotourism and angling tourism.
- Increased cooperation between FLAG areas through the organisation of joint meetings with local representatives from the different areas.



Transferability and Tips:

This project seeks to promote areas with good tourism potential but not enough visibility. It uses a targeted analysis of local tourist attractions and proposes new digital tools to better communicate them. It is important to point out the role that cooperation played in increasing the results of this project, capitalising on the experience of two of the most experienced FLAGs in Romania and increasing the critical mass of the project activities.

Do:

- Undertake robust analysis of the local areas and consult widely with those traditionally linked to tourism. Take advantage of the lessons they have already learned!
- Build on existing cooperation! This project benefited greatly from the good communication already established between the groups implementing the project.
- Look for complementary territories to carry out fruitful collaboration: it is not only important to have common needs and objectives, but also to look for complementary skills and strengths.

Don't:

- Do not establish a single criterion or methodology for conducting your study or advocacy: different areas, with different opportunities and weaknesses, may require adaptations.
- Do not leave out the local community when analysing research results: it is important that all relevant stakeholders obtain the big picture in order to benefit from the activities.
- Cooperation should not be limited to FLAG staff. Promoting relations between entrepreneurs and other local stakeholders from different areas can increase the results of cooperation projects significantly.



Quote from project promoter/beneficiary

“This project really broadened my horizons. It has allowed me to learn about other areas of interest and tourism possibilities. I recently started a leisure business linked to recreational fishing and I am sure that I will apply a lot of the knowledge gained in the activities of this project.”

Adrian Mirica, commercial fisher and entrepreneur in Galati

Project cost and funding

Total project cost: €194 100

Galati FLAG: €69 996 (36%)

Dunarea Dolj FLAG: €65 643 (34%)

Dunarea Calarasi FLAG: €34 349 (18%)

Valea Mostistei FLAG: €24 112 (12%)

Implementation duration

November 2020 – July 2023

Lead FLAG

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Other FLAG partners

[Dolj-Danube FLAG](#)

[Calarasi Danube FLAG](#)

[Valea Mostistea FLAG](#)



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