



Regional governor of Vidin region opened a seminar on project “Transdanube.Pearls – Network for sustainable mobility along the Danube

The Regional governor of Vidin region Mrs. Albena Georgieva opened a seminar for consultation with relevant stakeholders on project “Transdanube.Pearls – Network for sustainable mobility along the Danube”.

The Governor welcomed the representatives of NGO’s and companies from sectors tourism and transport in Vidin region. The regional governor pointed out that the expert opinion of the audience is important for determining the level of service that the visitor can expect while visiting Vidin as well as for determining the necessary quality criteria of the provided transport and tourist services in the region. Mrs. Albena Georgieva stressed that joint work on the project related to the development of action plans to improve sustainable tourism and mobility will contribute to achieving a sustainable and balanced development of the region and achieving the objectives of the Danube Strategy.

“15 organizations from 9 European countries along the Danube River encourage the development of a Network of destinations (“Pearls”) to offer visitors and local population the opportunity to travel and explore the Danube Region through sustainable forms of transport in order to reduce the use of a personal cars”, said the Regional governor and specified that Vidin region is a place that has numerous cultural and historical sites and today is one of the preferred cities in Northwest Bulgaria for tourist visits.

One of the main ideas of the project is to create the so-called “Pearls”. The Pearl is a member of the Transdanube.Pearls Network that is built during the project implementation and must meet certain standards to be qualified as a Pearl. A Pearl could be a municipality/village, destination or region consisting of several municipalities devoted to sustainable mobility in tourism, locations, destinations or regions.

The head of the project management team at Regional administration Vidin, Mrs. Desislava Obretenova presented the results of the Study visit for Vidin, whether the region meets the minimum requirements to be qualified as a Pearl. Vidin Pearl covers the territory of Vidin region, which has sufficient resources to provide a rich, diversified and geographically structured tourist offer for attracting and retaining tourists. The Pearl has a well-developed transportation system - accessible by road, rail and river transport. On the territory of the area there are tourist information centers, where tourists can get information about attractions and tourist sites in the region. The visitor’s management above all means the practice of welcoming and taking care of guests on Pearl level. It was reported that there is no integrated information system for tourism on the territory of Vidin Pearl and a website for the destination Vidin Pearl.



The possibilities for identifying the most suitable organization to take over the management of Vidin Pearl, which will participate in the international network of Pearls, were discussed. A business plan for the regional management structure was also presented. The functioning of the organization that manages the Pearl is essential for both the region and the inhabitants because there are real prerequisites for the development of tourism as a structurally identifying sector in Vidin region. The management organization of Vidin Pearl will have a leading role in the management and marketing of tourism in the region. This organization will rely on partnerships and cooperation with all stakeholders to jointly promote the unique tourist “product” of Vidin Pearl.

Regional administration Vidin is a project partner of the Transdanube.Pearls - Network for sustainable mobility along the Danube, which is implemented within 2.5 years and is financed by the Transnational Program Danube, with a total budget of 2.9 million Euros. The project includes 15 partner organizations and 24 associated strategic partners who have dedicated their work to the concept of sustainable mobility in tourism. During the project, each participating destination will join the concept through a series of activities, for example - setting up mobility information centers, training of mobility managers, implementing capacity building measures among local stakeholders, improving the information for mobility and tourism.

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