



NP Kopački rit. Photo by Jasmin Sadiković.

The river landscape Mura Drava Danube (TBR MDD) is connecting 12 protected areas and uniting 5 countries along 3 rivers into first world pentilateral biosphere reserve. The future UNESCO biosphere reserve known as Amazon of Europe (AoE) represents the largest and most preserved free-flowing river system in Central Europe. Valuable natural beauty, endangered habitats and diverse cultural traditions have enormous potential for sustainable tourism, while underdeveloped border regions face lack of capacities, unemployment and emigration.

DTP project AoE Bike Trail is the first five-country development project in TBR MDD, connecting key stakeholders into one linear biking product. The results (network, booking system, valorisation programme) will be substantially upgraded with this project into truly responsible destination AoE, by developing much-needed joint strategies, IT solutions and learning interactions at significantly broader destination level for an even better tourist experience in the area of these mighty rivers!

Project aim is to enhance sustainable economic growth and tourism development based on distinctive natural and cultural heritage, which will enhance the cooperation between the regions and enabling environment for high-quality tourism, responding to limited resources of ecosystems.



Lispezentadorján. Photo by Ádám Bolyós original.

Did you know



Did you know that there are 12 protected areas / Natura 2000 sites in project area?

Did you know that the TBR MDD area provides a great opportunity for the development of sustainable tourism?



Bad Radkersburg Mur tower. Photo by De Monte Region Bad Radkersburg.

With the project Responsible Green Destination Amazon of Europe, partners will follow specific objectives:

1. Stimulate environmentally friendly behaviour in tourism sector – development and testing of the Responsible Green Destination Tourism Impact Model (RGD TIM model), which will form the basis for establishing the transboundary destination Amazon of Europe. It will combine latest



Vinarium Tower. Photo by Kristijan Jesenovic.

available knowledge on sustainable regional development, destinations management and management of protected areas based on UNESCO Man and the Biosphere Programme and Tourism 4.0 Tourism Impact Model (TIM) that encompasses collaboration of all key tourism stakeholders in the area supported with newest IT solutions.

2. Develop an integrated solution for managing sustainable tourism – the integrated solution for managing sustainable tourism in AoE, which will represent a model approach how to plan tourism development in biosphere reserves to enable nature-friendly, high quality experience for the visitors who are actively seeking out authentic nature, cultural, and adventure experiences in unspoiled destinations while preserving the nature as most valuable assets of the area.

3. Improve capacities for responsible green tourism – building of capacities of key stakeholders in all participating regions and sectors, by several activities. In order for a transboundary destination to function, it is essential to establish trust and on-going cooperation between motivated and skilled individuals and organisations from each region, joining in the AoE destination.

Project partners

- Iskriva, institute for development of local potentials
- Arctur Ltd.
- Municipality of Velika Polana
- West Pannon Regional and Economic Development Public Nonprofit Ltd.
- CROST Regional Development Nonprofit Ltd.
- Tourism Board of Međimurje County
- Osijek-Baranya County
- Association for nature and environment protection Green Osijek
- Koprivnica Križevci County
- Varaždin County
- Trail Angels GmbH
- 8Cities
- Municipality of Apatin
- City of Sombor



Responsible Green Destination Amazon of Europe project is co-funded through the Danube Transnational Programme of the European Union (ERDF and IPA funds). The project started on 1st July 2020 and lasts until the 31st December 2022. The total budget of the project is 2,411,290.00 €, divided between 14 full partners.

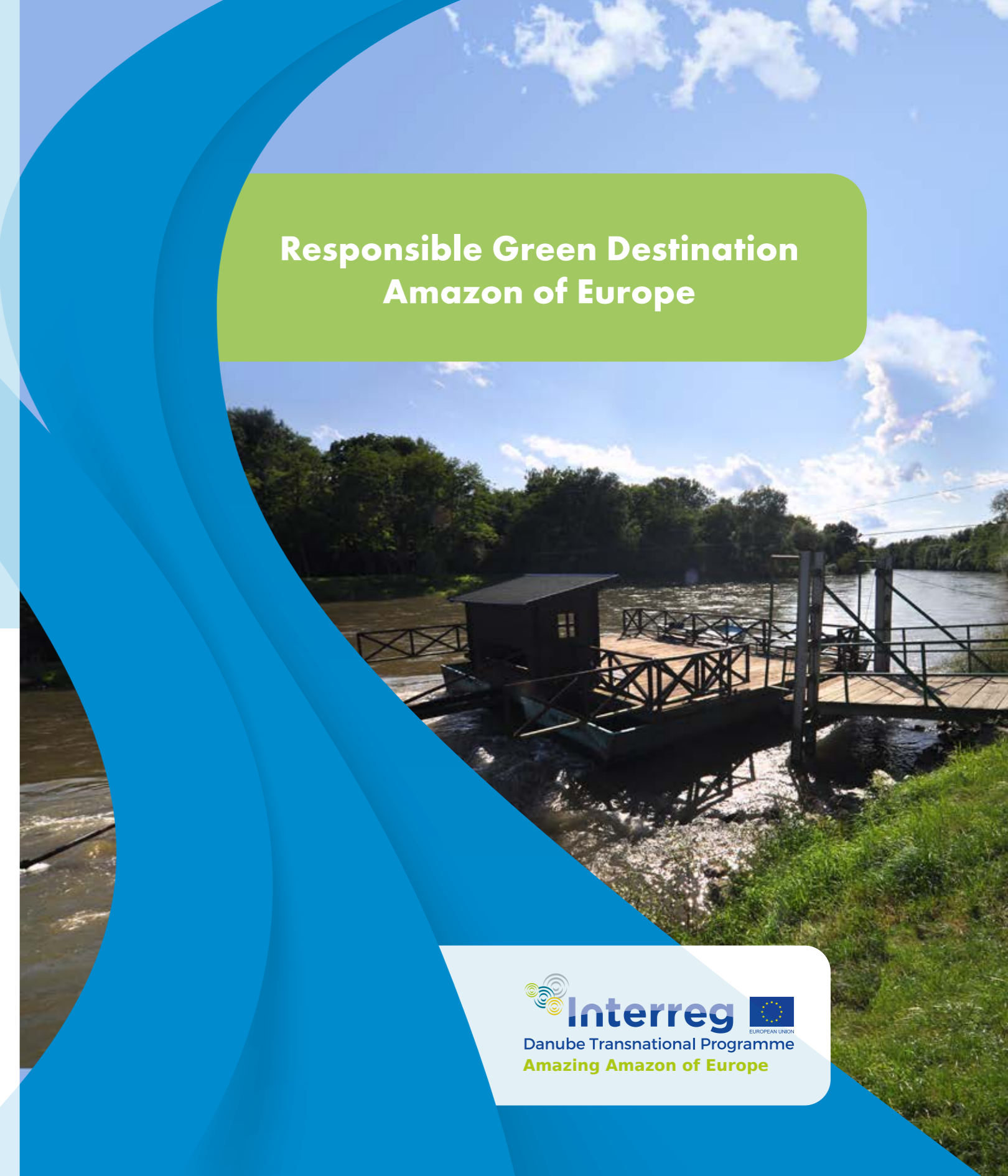
Contact: Urška Dolinar, project manager, Iskriva, Institute for Development of Local Potentials, urska.dolinar@iskriva.net
Project website: <http://www.interreg-danube.eu/approved-projects/amazing-aoe>

Associated partners

- Ministry of Tourism, HR
- Ecotourism Development Center, HU
- World Wide Fund for Nature Austria - WWF Austria
- Zala County Government
- Government of Somogy County
- Government of Baranya County
- Virovitica-Podravina County Tourist Board
- Tourist Board of Osijek-Baranja County
- Varaždin County Tourist Board
- Public institution Kopački rit Nature Park
- Slovenian National Commission for UNESCO
- Slovenian Tourist Board
- Tourist Association of Slovenia
- Thermenland Süd- & Oststeiermark Marketing GmbH
- Central Podravina Tourist Board



Responsible Green Destination Amazon of Europe





Expano. Photo by Arhiv RCMS.



Castle Prandau Normann. Photo by Tourist Board of Osijek-Baranja County.

AoE destination will be a joint and integrated solution for sustainable tourism, including:

- Green Destination Tourism Impact Model, combining social and technological innovation;
- joint strategy and management model for the destination,
- joint flagship tourism products connecting top experiences along the rivers: River Trail, Hiking Trails, AoE Experiences,
- model validation in 2 transnational pilot areas and training stakeholders for responsible green destination.

Amazing AoE will bring sustainable managing diversity of natural and cultural heritage, new job opportunities and resources in AoE from local to transnational level, while enabling unique experiences for international visitors in this river landscape which offers various leisure activities for all nature lovers!

Did you know

Did you know that the project Responsible Green Destination Amazon of Europe is crucial for the development for and with nature?

Green island. Photo by TB of Municipality of Draž.



Wineyards. Photo by Farmtech.

