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COMMON STRATEGY to identify trails/circuits for green and healthy tourism along the Danube



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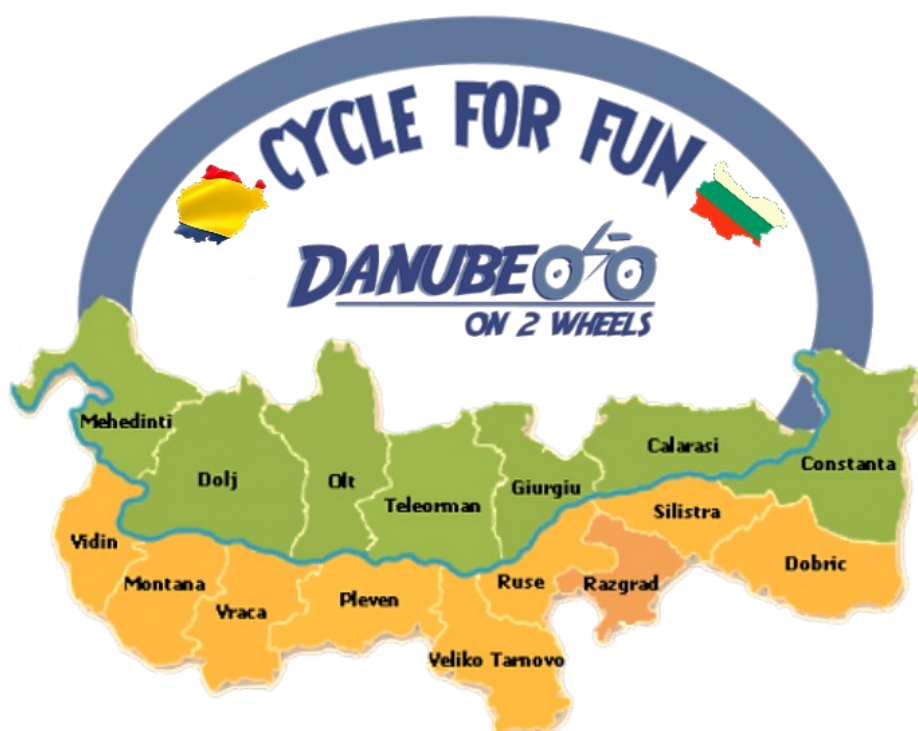


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Danube On 2 Wheels eMS code ROBG 277

Common strategy to identify trails/circuits
for green and healthy tourism
along the Danube



Discover
some of the most beautiful cycling trails
to fuel your dreams!

This strategy was conducted within financing contract no. 86680/27.07.2018 for project implementation "Danube on 2 wheels", ROBG code 277, co-financed by the European Union, through the European Regional Development Fund, under the INTERREG V-A Romania - Bulgaria, Priority Axis 2 "A Green Region", 3rd Call.



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I. INTRODUCTION



1.1. Project description

"Danube on 2 Wheels" project (eMS code ROBG 277) is financed through INTERREG V-A Romania - Bulgaria programme, within the 3rd Call, under Priority Axis 2 "A Green Region".

The financing contract was signed in the summer of 2018 and had an implementation period of 18 months, until February 2020. Its` total eligible value is 497,713.26 EUR, out of which EUR 423,056.25 EUR represents the total amount of European Union contribution, through the European Regional Development Fund.



1.2. The objective of the project

As part of the `Danube on 2 Wheels` project, unique tourism products have been developed for nature lovers and outdoor activities enthusiasts, through cycling trails in the area of natural attractions and cultural sites in the Romanian-Bulgarian cross-border region.

Through the cycling activities, which combine ecotourism with sports tourism, we want to promote areas with unique characteristics for the cross-border region, which, through their extremely rich and varied natural habitats, they are truly unique and priceless.

The target group of the project is represented by the general public, basically everyone who is interested in taking part in cycling adventures in the heart of nature, from amateurs to performance cyclists, families, groups of friends or adventurous colleagues, and also disabled people, who want to participate at outdoor activities, combined with a healthy lifestyle.



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These actions will also contribute to the economic growth of both Bulgaria and Romania, creating a closer link between the two neighbouring countries.

The green banks of the Danube in Romania-Bulgaria cross-border area, the woods, wetlands and islands offer an opportunity for diverse outdoor activities and by networking of different stakeholders, diverse products can be developed.

Cross-border touristic offers allow local tourists to meet neighbouring cultures and nature and give visitors from distant countries the unique opportunity to discover a whole new region consisting of various landscapes, ethnicities and traditions.

The project partners identified cycling trails to combine green tourism with healthy activities whilst with small costs. This type of outdoor activities had a significant growth in the last years and could have a major impact on the cross-border region, especially the Danube region.

The proposed activities envisage on-road and off-road cycling on the natural and cultural sites that the cross-border region has to offer.

Common cycling standards, which will be introduced to stakeholders from Romania and Bulgaria, aim to draw cycling and accommodation conditions closer to tourist expectations, nevertheless preserving the countries' unique appearance and atmosphere.

Through cycling we come to promote the region, a healthy lifestyle and attract tourists in the region by organizing joint events on important natural and cultural areas.

The main objective of the project was to create three new integrated tourism products in order to facilitate better utilization of joint tourism potentials. The integrated tourism products are based on cycling trips/adventures in the Romanian-Bulgarian cross-border area, by using resources from both countries on the Danube.

The target group is formed out of adventure tourists (beginners and advanced participants), families and persons with disabilities - in order to facilitate a better use of the common tourism potential. At the same time, the new tourism products will support the sustainable development of the region from an economic, cultural and social point of view.



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The projects` specific objectives are the following: development of two common strategies for improving the sustainable use of the natural and cultural heritage; increase in the number of overnight stays in the Romanian-Bulgarian cross-border region, up to 5,600, due to the new integrated tourism products created by the project and the pilot actions developed during the project implementation period and also during its sustainability period.

The new integrated tourism products will focus on attracting school groups, families and friends on weekends and vacations to participate in recreational sports activities by cycling in the cross-border area with vestiges and unique cultural and natural values.



1.3 Project`s partners

`Danube on 2 Wheels` is a project implemented in partnership by AISSER Association from Calarasi (Romania), as lead partner, together with `Sport for You and Me` Association from Belogradchik (Bulgaria) and the ACTIS Sports Club Association from Calarasi (Romania), as partners.

Together, the three partners had developed in the implementation period new tourism products by organizing twelve pilot actions consisting in cycling events and trips held in the area of natural and cultural sites of the Romanian-Bulgarian cross-border region, in order to promote and capitalize on the cultural and natural heritage, for the sustainable economic development of the border area.



AISSER

AISSER Association was founded in 2011 at the initiative of two young brothers from Calarasi, passionate about nature, tourism and outdoor sports, who have started their journey with a very clear objective: to develop as many innovative and useful projects as possible for the local, regional and not only communities in fields such as education, tourism, environmental protection, volunteering, youth etc.



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The Association purposes is to run projects (with national or international funds) that contribute to the economic, social, educational, cultural, ecological and tourism development in the local and regional communities, especially in Lower Danube, by establishing partnerships to identify and make use of EU funds and also promoting the national and international values, environmental protection and encouragement of youth to practice sport as a lifestyle.

The NGO is actively supporting a healthy lifestyle and the preservation of the natural and cultural heritage.

Likewise, it aims to support all forms of economic and social cooperation, multicultural, sports, religion between the two neighbouring countries - Romania and Bulgaria.

At the same time, through the projects that it implements, it aims to develop in an organized environment the fluvial tourism, the ecological tourism, and the leisure tourism, in all its forms, at the highest level, and to promote the alternative forms of education and culture - for a healthy lifestyle among young people.

Through its` projects, AISSER Association wishes to exploit the unique tourism and cultural potential existing in the Romania - Bulgaria cross-border region and to transform the Danube River into a bridge, and not a barrier to the development of relations of both countries.



`Sport for You and Me` Association is a non-profit public benefit organization devoted to sports. It is actively involved in amateur sports development in Bulgaria and in the cross-border area. The association`s team is deeply convinced that sports in leisure time are important and absolutely necessary means of fighting stress at work and sedentary lifestyle.

Its` believe is that sports should be part of a modern life of all people and should create in them values such as motivation, discipline and fair play.

To improve the quality of infrastructure needed to practice sports, to develop and promote sports practice as lifestyle, the Association became part of the `Danube on 2 wheels` project.



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ACTIS Sport Club Association was founded in 2015 as a non-profit public organization devoted to the development of Romanian sport and improving sporting culture in Romania. Its purpose is to organize and manage sportive and recreational activities, to promote sport and practice it by its members and all age groups of those who want to participate at any type of sport activities and competitions.

The association aims to develop sport at the rank of *Healthy lifestyle*. Practically, the Association has the purpose to develop a mass sports culture. It plans to develop projects based on experience and fun, in which people who participate in events, from children to young people, parents and grandparents, can enjoy sports. Sport has been and will remain the most accessible tool through which people are brought together, connect and interact easily, naturally. Regardless of the organizational form, event sports can stimulate the spirit of people, enhance their passion and enthusiasm, discover and develop abilities, increase social activities, excite emotion and create memorable experiences worthy of being shared with families, friends or colleagues.

The association's main objectives are taking into account all types of sports - from sports for all to performance sports. Its purpose is to organize and to develop sports and recreational activities, to promote sport as a healthy way of life and to attend at other sport competitions.

ACTIS Association has relevant experience in the project field, having an important role in the development of essential sports activities, through its knowledge and expertise regarding the sports events logistics and conducting sports activities in a safe and relaxing manner in the touristic areas of the cross-border.





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II. ROMANIA - BULGARIA CROSS-BORDER AREA



Romania-Bulgaria cross-border area is characterized by a cultural and natural heritage, which requested a unitary approach and a consequently joint cooperation to overcome national boundaries in the field of tourism. The `Danube on 2 wheels` project idea is following global trend of tourism development, where sustainability in tourism is precondition for development.

The accession of Romania and Bulgaria to the European Union has also led to the fact that the Danube has become more or less a component of the EU, with the few countries crossing the Danube not being part of the European Union (Serbia, the Republic of Moldova, and Ukraine). The benefits of this status are now countless.





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The Danube as part of the EU can open the Union to the Black Sea region, Central Asia or the South Caucasus, for a better economic development, competitiveness, environmental protection and, of course, general security, not just the transport corridors.

♦ The administrative-territorial organization of the cross-border region

The cross-border area divided by Romania and Bulgaria is proud of a wide geographical, ecological and cultural diversity. Also, the cross-border area covered by this project is approximately 75,000 km² and has a population of just over 5 million inhabitants.

The main feature of this region is the Danube river, which delimits the border on a distance of two thirds of its length on its way to the Black Sea.

In Romania and Bulgaria, the Danube creates a natural border, behaving more like a sea than a river between the two countries, and brings both benefits and challenges:

- ✓ brings a large amount of water, creating fertile land;
- ✓ is an important source of fish;
- ✓ can support a large population;
- ✓ provides an important transport artery in Western Europe;
- ✓ has connections with deep sea ports in the Black Sea.

Cross-border cooperation between the two countries should aim at enhancing the potential synergies between environmental protection and economic growth.

In the program area, there are several natural parks and natural monuments, some of them listed in the UNESCO World Heritage list, and other sites that have not yet been declared nationally protected. In addition, some small regions have been discovered, with areas between 1 and up to 50 hectares, in which specific natural phenomena, such as waterfalls, caves, as well as habitats of rare and endangered species require a status of protection.



The eligible area of the project is one of the longest borders in Europe, extending over a length of 610 km, of which approximately two thirds (470 km) are marked by the Danube river, the natural border of Romania and Bulgaria.

Geographically, the eligible area of the project covers the southern part of Romania and the northern part of Bulgaria, along the national border characterized largely by the Danube river, and stretches from the triple border formed by Romania, Serbia and Bulgaria, to the Black Sea coast.

From an administrative point of view, the Romanian-Bulgarian cross-border area consists of seven counties in Romania and eight districts in Bulgaria, all located directly on the demarcation line of the national border.

These 15 administrative units in Romania and Bulgaria (from the point of view of statistical data classified at NUTS III level) are further divided into 6 development regions (without administrative powers, their main functions being to coordinate regional development projects and EU funds absorption), according to NUTS II level, as follows:

For Romania:

- ✓ Mehedinti, Dolj and Olt counties are part of the South-West Oltenia Development Region;
- ✓ Teleorman, Giurgiu and Calarasi counties are part of the South-Muntenia Development Region;
- ✓ Constanta county is part of the South-East Development Region;

For Bulgaria:

- ✓ The Vidin, Vratsa, Montana and Plevna districts are included in the North-West Planning Region, Bulgaria;
- ✓ The districts Veliko-Tarnovo, Ruse and Silistra are included in the North-Central Planning Region, Bulgaria;
- ✓ The Dobrich district is included in the North-East Bulgaria Region.



◆ The cross-border transport network

Currently, there are two bridges for road transport across the Danube between Romania and Bulgaria:

1. Calafat - Vidin;
2. Giurgiu - Ruse.

The total length of the roads in the Romania-Bulgaria cross-border cooperation area is 16,511 km, including county and communal roads. The total density of public roads is 22.95 km/ 100 km², a very low percentage compared to the EU25 average of 110 km/ 100 km².

Along the 631.3 km border, there are 9 roads, 6 ports, 2 railways and a ferry system over the Danube.

Currently, along the 470 km of the border formed by the Danube river, there are only two bridges:

- Giurgiu - Ruse Bridge, known as *the Friendship Bridge*, was the first bridge built over the Danube in Romania and Bulgaria, at km 488.70 of the river, linking the Bulgarian northern shore with the Romanian southern shore, respectively the cities of Ruse and Giurgiu. It was inaugurated on June 20th 1954 and is a road with two lanes and railway and pedestrian traffic, with a length of 2,800 m;

- Calafat - Vidin Bridge - also known as the *Bridge 2* over the Danube, is the second bridge built over the Danube, at km 796 of the river. It is a railway and road bridge connecting the cities of Calafat from Romania and Vidin from Bulgaria. The Calafat - Vidin bridge is part of the pan-European transport corridor that connects (terminals) the German city of Dresden with the city of Istanbul in Turkey and the city of Thessaloniki in Greece. The bridge inaugurated on June 14th 2013 is a two-lane road, a single railway platform and a track for cyclists, with a total length of 1,971 m.

The strengths of the cross-border region and which are emphasized are the unique cultural and creative resources. Archaeological and architectural heritage, traditional folklore, cultural and urban landscapes have been and are the subject of many Romania-Bulgaria cross-border cooperation programmes, and their future



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promotion and development will contribute to the diversification of economic activities and to overcome intra-regional disparities.

The cooperation of the states crossed by Danube river will lead to a better protection of the environment, which in turn will greatly reduce the risk of natural disasters, such as droughts or floods. But important steps need to be taken in this regard, and the modernization of transport interconnections between people is a very good starting point.

The ultimate goal is a better education, a better workforce and a better security, which will lead to the development of the area, in some places (Romania and Bulgaria) being some of the poorest areas of the European Union.

Tourism is perhaps the most important and offering way of development of the area, Danube being all over the world recognized for its natural multiculturalism, created in centuries of history, multiculturalism that generated from cosmopolitan cities to historical sites, more and more varied than in any basin river in this world. With the help of good and sustainable infrastructure, all this cultural mix can be presented to a much larger number of tourists than it is at the moment.

Green ways - cycling trails along Danube - represents the greatest opportunity to develop new integrated tourism products in Romania-Bulgaria cross-border area.

◆ The tourism potential of cultural and natural heritage - Romania

The main cultural and historical tourist resources of Romania are the following:

- archaeological artefacts;
- historical, architectural and art monuments, of unique value in the world;
- museums and memorial houses;
- folklore and traditions;
- tourist villages.



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Of the 266 historical monuments of national interest, 84.9% of them are on the Romanian territory, which means 69 monuments and archaeological sites and 155 monuments and architectural ensembles.

This is a very important asset for the economic growth of the area, from tourism. It also helps that the monuments are distributed relatively evenly in the counties on the border, being concentrated around places with high urban density as follow; 73 in Constanta county, 34 in Dolj county, 32 in Teleorman county and 13 in Calarasi county.

The natural heritage is an attraction for tourists. Biodiversity offered by the Danube basin, relief, from mountains to meadow, vegetation etc., all represent points of interest for tourists, points on which cross-border tourism can be developed sustainably.



Comana National Park, Giurgiu county - Neajlovului Delta

In the Romanian area there are three natural parks and one national park. Romania also has 15 Ramsar sites, areas of international interest. Natura 2000 sites are mainly concentrated in two counties, Mehedinti and Constanta.

◆ The tourism potential of cultural and natural heritage - Bulgaria

The Bulgarian tourism potential is slightly deficient, in comparison to the Romanian one, when it comes to historical monuments of national interest, but it compensates through the natural resources and the high number of protected areas.

The most important attractions in the Bulgarian part of the cross-border area are located in the western part of the region: `Belogradchik rocks` with the 3rd century fortress, Magura Cave, Ledenika Cave and rutilite stone formations. Two of



the nine Bulgarian sites of cultural and natural heritage protected by UNESCO, are located in the cross-border region - the stone-carved churches of Ivanovo and the Srebrna Nature Reserve.



Skaklya waterfall, 1.5 km south of Vratsa

It is noted by UNESCO sites in the Ruse and Razgrad districts. In the Bulgarian area the district of Veliko Tarnovo is the one with the most monuments, 10 in number. The district Dobrich has 7, Ruse has 6, and the districts with the least are Pleven, Silistra and Montana, each with 2.

Dobrich district from Bulgaria is the most developed, due to the best infrastructure for the agreement tourism, the only one directly comparable with Constanta county from Romania.



Veliko Tarnovo - city view



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For cultural tourism, Veliko Tarnovo is the leader of the Bulgarian side, here the main tourist flows come. Veliko Tarnovo also dominates the historical tourism side. As part of mountain tourism, it is practiced in Vratsa and Montana districts. In Vratsa, ecotourism is also practiced, and in Montana, business and spa.

The districts along the Danube in Bulgaria have 4 natural parks and 6 Ramsar sites. The Natura 2000 sites are uniformly concentrated, unlike in Romania, these being in the mountain area of Montana and Vidin districts and in Silistra, Pleven, Razgrad and Dobrich districts.

Along the Danube there are some natural protected areas, 3 biosphere reserves of international interest, Natura 2000 sites, all of which can be easily included in tourist circuits for a sustainable development of cross-border tourism.





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III. CYCLING TOURISM IN THE CROSS-BORDER AREA

According to the study conducted within the project, the following cross-border areas from Romania and Bulgaria are involved:

- seven counties from Romania: Mehedinti, Dolj, Olt, Teleorman, Giurgiu, Calarasi, Constanta;
- eight districts in Bulgaria: Vidin, Vratsa, Montana, Plevna, Veliko Tarnovo, Ruse, Silistra, Dobrich.

The purpose of this project was to create new tourist products in the form of cycling in the neighbouring districts and counties along Danube shores. These activities will contribute to the popularization of the environmental and cultural resources that Bulgaria and Romania have to offer in the project eligible area. The ultimate goal is to increase the number of overnight stays in the region, in order to sustainably develop the tourism economy.

Cycling began in nineteenth-century in England as a leisure activity for the noble class, and later became a means of daily circulation of the poor around the world.

At present, cycling is one of the fastest growing products in the field of tourism, which, despite having its deep economic and social roots in Eastern Central Europe, in terms of development level, is still behind Western Europe. On the other hand, as a tourist product, cycling is full of potential. Bicycle tourism - cycling - began around the 1930s, when the first multi-stage, multi-day tournaments were organized for the first time.

Cycling, as a means of transport, is capable of fulfilling dreams through movement. The combination of an ordinary tourist product with cycling offers added value if new quality, new content, new experience, in a harmonious way is produced.



Among the economic impacts of cycling, the following should be mentioned:

- ✓ Stimulating the economy: cycling can be an attraction in areas where there are no major attractions that serve as a basis for mass tourism. Good environmental conditions, beautiful landscapes, low population density, all these can be motivating for tourists to pay a visit;
- ✓ Increased cycling in the modal distribution leads to a reduction in the costs of road development and maintenance costs. This is due to the low level of axle masses on public roads, so less maintenance is needed; also, the maintenance of bicycle paths;
- ✓ Cost less than for public roads;
- ✓ Energy consumption tends to decrease, reducing carbon dioxide emissions;
- ✓ Cycling contributes to the conservation of buildings: on the one hand, the vibrations are reduced due to the decrease of noise pollution, and on the other hand, the amount of dust deposited decreases.

Beyond the materialized economic benefits, the following social benefits must also be taken into account:

- ✓ Stronger social relationships;
- ✓ Travel opportunities expand: the bicycle is more accessible to most people than expensive cars or flights;
- ✓ Decreasing the number of accidents; also, accidents become less severe - due to a limited speed level;
- ✓ Improvement of the population health conditions;
- ✓ More sustainable land use, a lower ratio of built areas.

The European Union grants special support for the spread of bicycle transport and cycling culture, for several reasons. In ideal cases, cycling protects our physical and mental health, does not pollute the environment, decreases our dependence on motorized transport, fills the cities of life and is a way of connecting rural communities.

Nowadays, the bicycle is no longer just a means of transport or sports equipment, but a symbol of a new way of life, an alternative leisure activity, which offers a healthy, high quality and available relaxation for everyone.



All developed European countries treat the issue of cycling as an issue of particular importance, so Romania and Bulgaria should not be left behind in the popularization of bicycle transport.

The projects targeting cycling routes offer the opportunity to create a cross-border tourist service, which can lead to the economic and cultural development of both regions.

The increased number of visitors has the chance of a certain improvement of the local industry and the service industry.

The development of cycling tourism can be effective if the infrastructure and services provided are developed at the same time. In this case, we can talk about a cycling touring product.

The Romanian-Bulgarian cross-border area offers quite good conditions for the development of cycling tourism, although, despite the many positive values, the possibilities for cycling have not been, or have not yet been fully recognized.

Although cycling tourism enjoys a long-standing and strong tradition rooted in the culture and daily life of many European countries, in Romania and Bulgaria this form of tourism is still little known and practiced.

The aim of this project is to exploit the increasing importance of cycling tourism, by identifying cycling routes in the Romanian-Bulgarian cross-border area along the Danube.

In many cases, some areas are not quite popular, except for the coast with Constanta county and Dobrich district, they will be accessible to all tourists who want to visit some cultural sights, admire some beautiful landscapes and do all this in a healthy way, without high costs, and for this, cycling is the perfect formula. This allows everyone, at their own rhythm, to visit and focus on what they find interesting and to enjoy these cultural and natural resources offered by the Danube area.

The routes identified within the study are 58, half in Romania, half in Bulgaria, divided as following:

- one-day cycle tours for beginners, which are accessible also to disabled people and families with children and have a length of 5 - 50 km;



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- tourist routes of two - three days, for professional cyclists, having a distance of at least 40 km/day.



This information, as well as the scheduled events and other information are detailed on the project`s website and mobile application, and also you can find more on our social media accounts.

The organizers project partners offer to participants all the necessary equipment for the optimal conditions of the identified cycling trails. The equipment is as follows:

- ✓ touring bicycles completely equipped for advanced participants;
- ✓ touring bicycles completely equipped for beginner participants;
- ✓ mountain bicycles completely equipped for advanced participants;
- ✓ mountain bicycles completely equipped for beginner participants;
- ✓ trailer for bicycles with stroller for babies (up to 4 years old);
- ✓ trailer for bicycles for children older than 4 years;
- ✓ bicycles with stroller for people with disabilities - with attendant;
- ✓ bicycles with stroller for people with disabilities - own propulsion (hand-cycles);
- ✓ safety and technical equipment for the reparation of the bikes (medical kit, helmet, water tank, sport watch with compass, sunglasses with UV protection, tools kit).





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IV. CYCLING TRAILS IDENTIFIED FOLLOWING THE STUDY CONDUCTED WITHIN THE PROJECT

The Romanian-Bulgarian border, with a length of 610 km, is among the longest borders in Europe, and is also one of the borders of extraordinary natural beauty. Its main feature is the Danube river, which acts as a natural border between the two countries, demarcating the border over two thirds of its total length, on its way to the Black Sea.



The variety of landscape and forms of relief, a wide diversity of cultural forms and the abundance of natural resources, are the assets that make the Romanian-Bulgarian cooperation area an ideal location for various forms of tourism.



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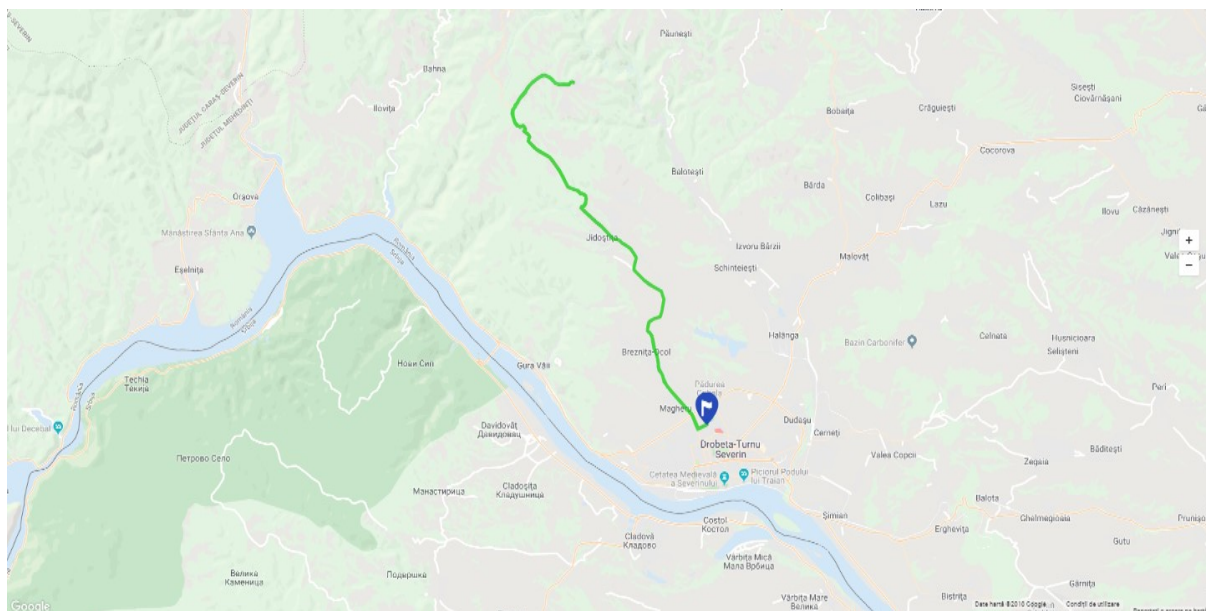
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In order to maintain these unique characteristics of the natural environment, it is necessary to implement long-term strategies aimed at conserving and using natural resources, preventing natural and technological dangers and adapting to climate change.

4.1. 1st Integrated Tourism Product - Road cycling trails in Romania

◆ Drobeta Turnu Severin - Jidostita - Schitu de Sus cycling trail



o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling hills | no strenuous activity

o Distance - 43 km

o Total elevation - 700 m

o Surface - 36 km of asphalt and 7 km of macadam

o Bicycle type - road racing / MTB

➤ Tourist attractions in the area

- the Museum of Iron Gates Hydro-power in Drobeta-Turnu Severin;
- Foot of Trojan`s Bridge;
- the rock sculpture of Decebalus;
- Danube`s Cauldrons;



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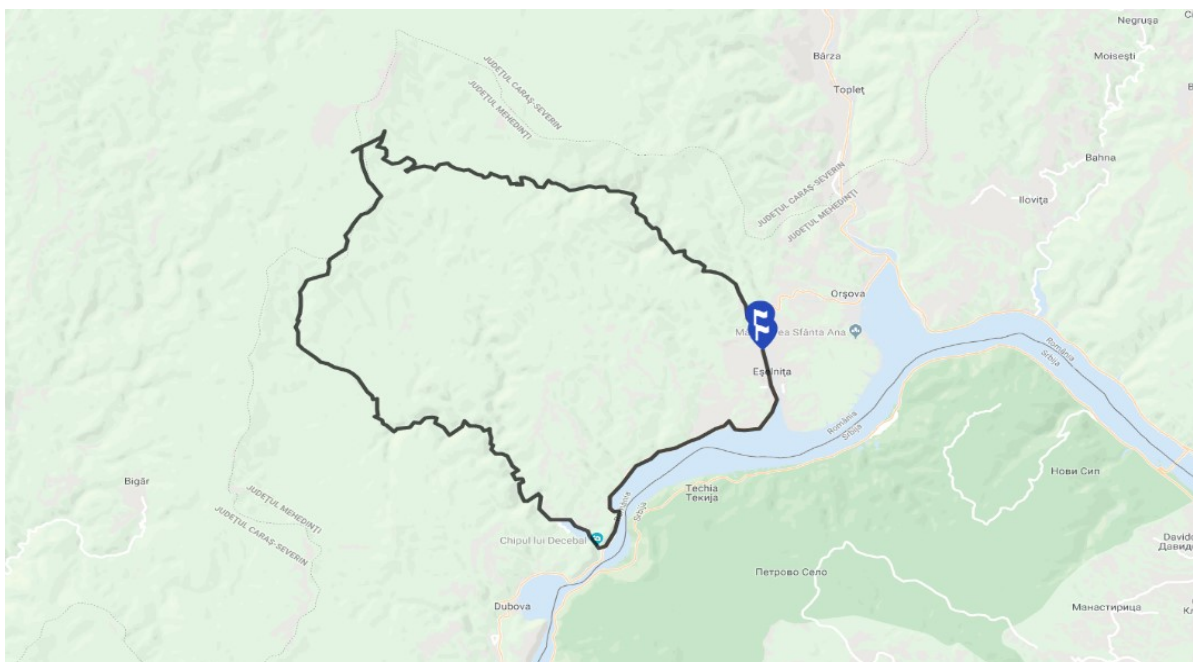
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- Mraconia Monastery;
- Ponicoava Cave.



◆ Eselnita - Pregheda round-trip



- o Cycling levels & difficulty - medium/ advanced | varied terrain on-road and forest route on hills | may involve altitudes and challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 67 km
- o Total elevation - 1,380 m
- o Surface - asphalt | forest trail
- o Bicycle type - road racing / MTB



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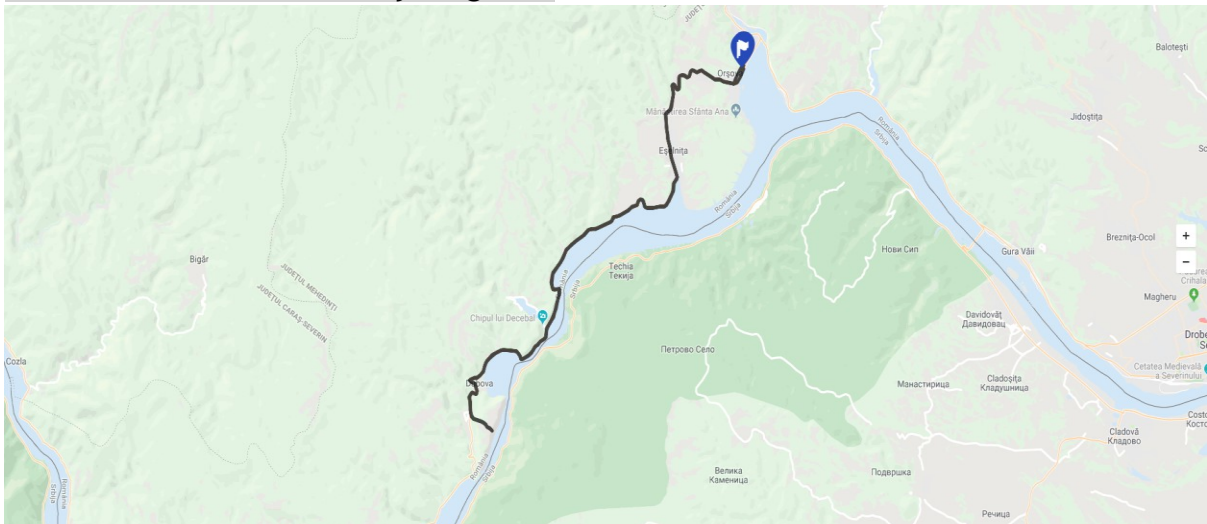


➤ Tourist attractions in the area

- the Museum of Iron Gates Hydro-power in Drobeta-Turnu Severin;
- Foot of Trojan`s Bridge;
- the rock sculpture of Decebalus;
- Danube`s Cauldrons.



◆ Orsova - Ciucaru Mare cycling trail



- o Cycling levels & difficulty - beginners/ medium | varied terrain on-road and forest route on hills/ mountain| may involve altitudes and challenging conditions | Entry-level skills recommended
- o Distance - 52 km
- o Total elevation - 1,420 m
- o Surface - asphalt | forest | mountain route
- o Bicycle type - road racing / MTB



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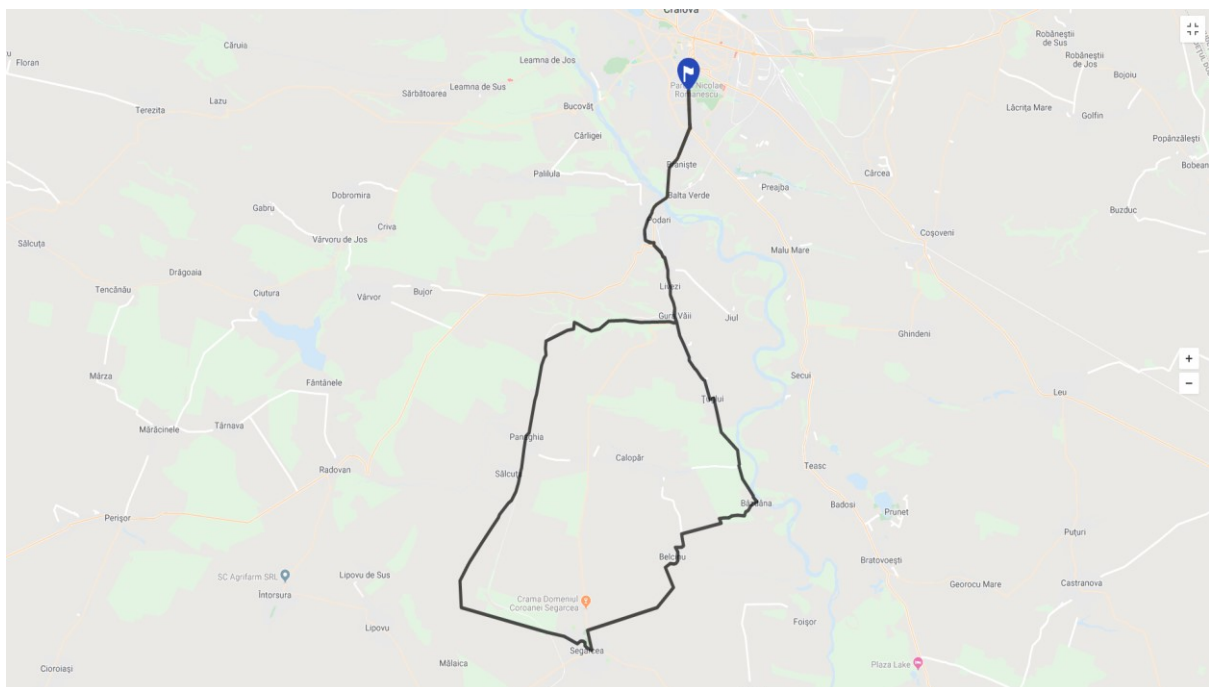


➤ Tourist attractions in the area

- Mraconia Monastery;
- Ponicoava cave;
- Foot of Trojan`s Bridge;
- the rock sculpture of Decebalus;
- Danube`s Cauldrons.



◆ Podari - Segarcea round-trip



- o Cycling levels & difficulty - medium/ advanced | varied terrain | may involve challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 66 km



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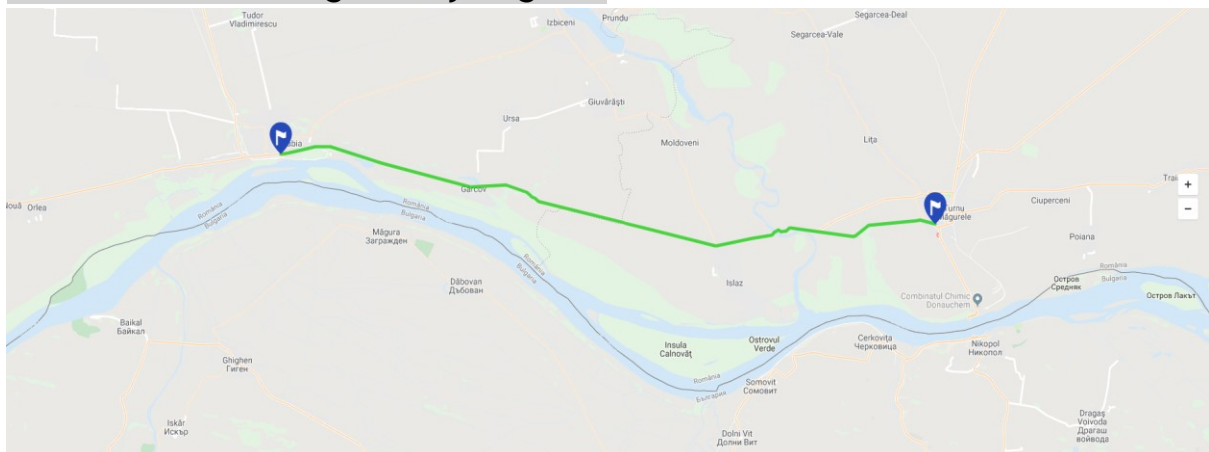
- o Total elevation - 220 m
- o Surface - asphalt | unpaved | gravel
- o Bicycle type - road racing / MTB

➤ **Tourist attractions in the area**

- The Segarcea Crown Domain;
- Our Lady of the Assumption Church;
- Heroes Monument;
- Old school.



◆ **Corabia - Turnu Magurele cycling trail**



- o Cycling levels & difficulty - medium/ advanced | may involve challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 60 km
- o Surface - paved
- o Bicycle type - road racing



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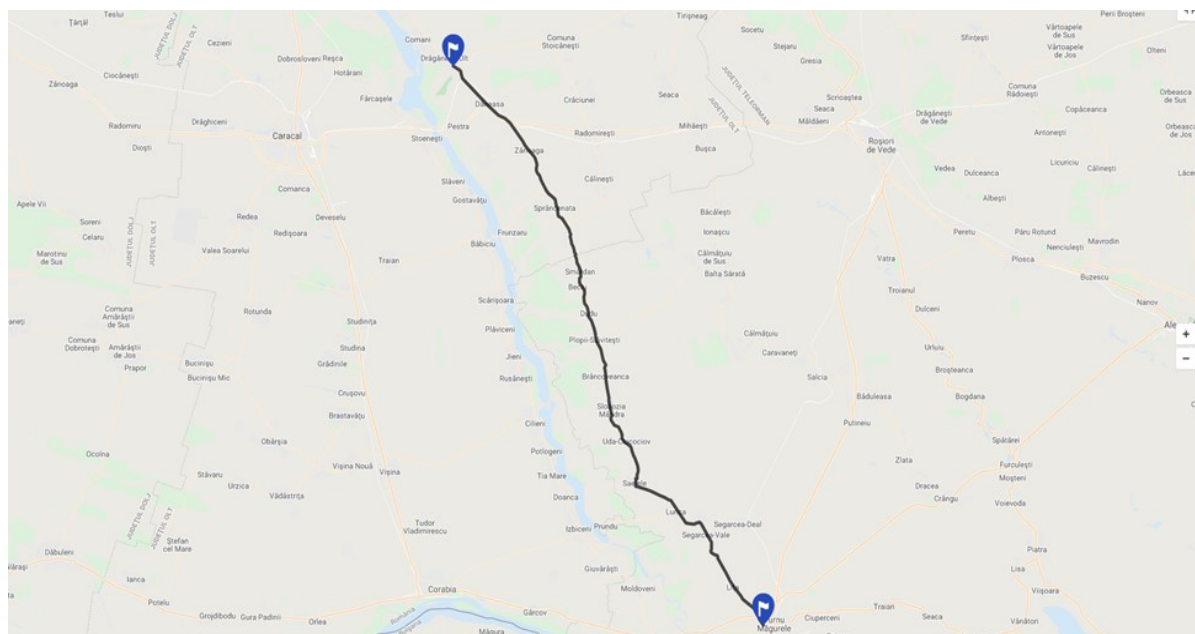


➤ Tourist attractions in the area

- St. Trinity Church, Corabia;
- Ruins of the ancient city of Sucidava;
- The ruins of the medieval fortress Turnu (Turris), Turnu-Magurele.



◆ Draganesti-Olt - Turnu Magurele cycling trail



- o Cycling levels & difficulty - medium/ advanced | varied terrain | may involve challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 60 - 120 km | 2 days-cycling trail
- o Surface - paved, macadam
- o Bicycle type - road racing



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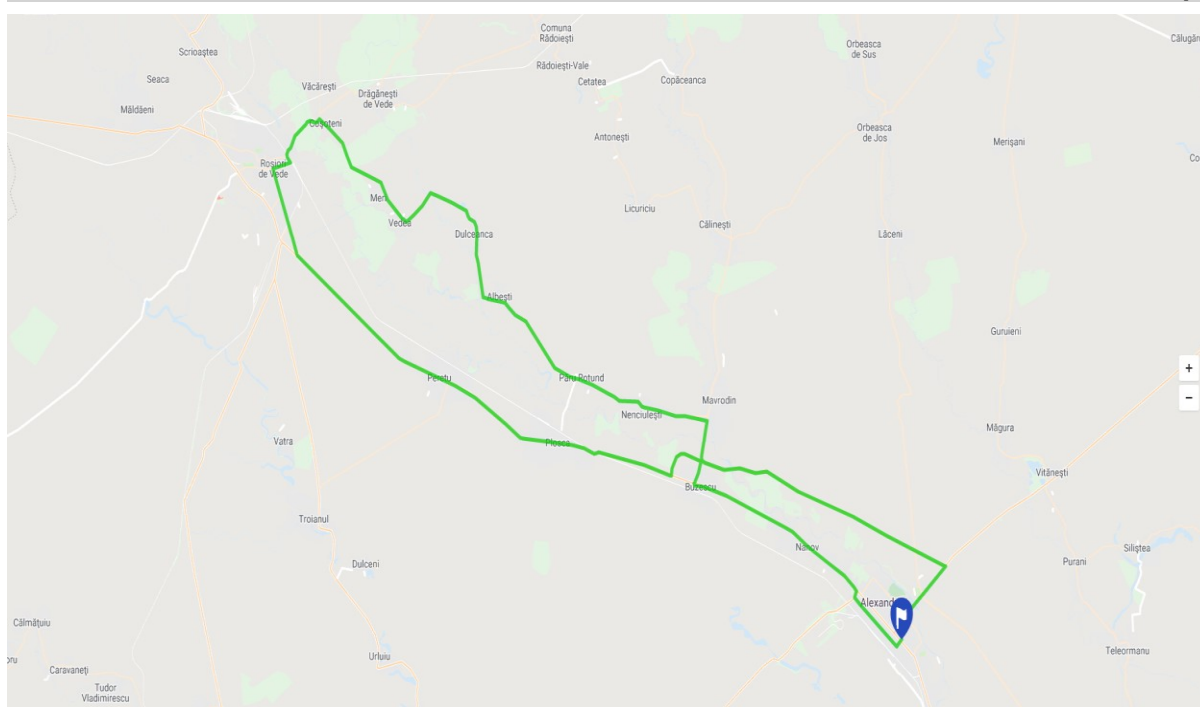


➤ **Tourist attractions in the area**

- Draganesti-Olt Archaeological Park;
- Resort "Vedea Beach", Turnu Magurele;
- The ruins of the medieval fortress Turnu (Turris), Turnu-Magurele.



◆ **Alexandria - Peretu - Rosiori de Vede - Vedea - Nanov - Alexandria round-trip**



- o Cycling levels & difficulty - medium/ advanced | may involve challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 79 km
- o Surface - paved, asphalt | flat route
- o Bicycle type - road racing



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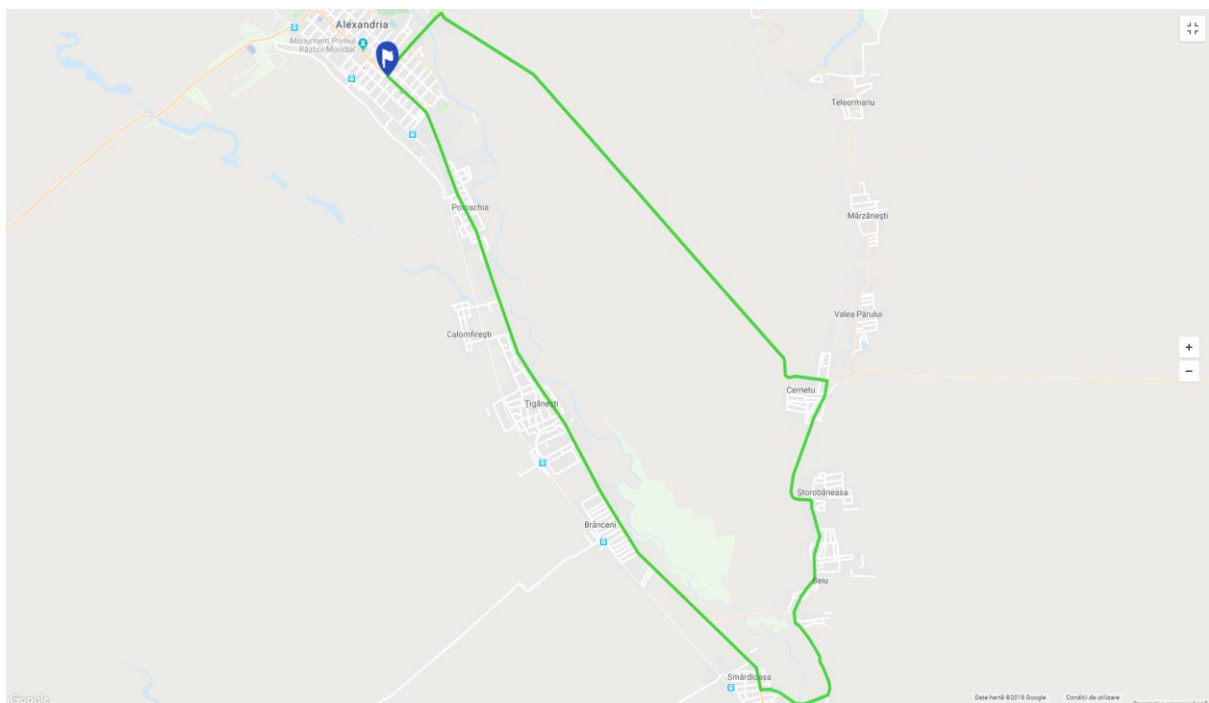


➤ Tourist attractions in the area

- Aquaventura Park, Rosiorii de Vede;
- The Rosorii de Vede Railway Station;
- Municipal Museum of History, Rosiorii de Vede;
- St. Alexander's Cathedral, Alexandria.



◆ Alexandria - Cernetu - Branceni - Alexandria round-trip cycling route



- o Cycling levels & difficulty - beginners/ medium | may involve challenging conditions | Entry-level skills recommended
- o Distance - 45 km
- o Surface - paved, asphalt | flat route



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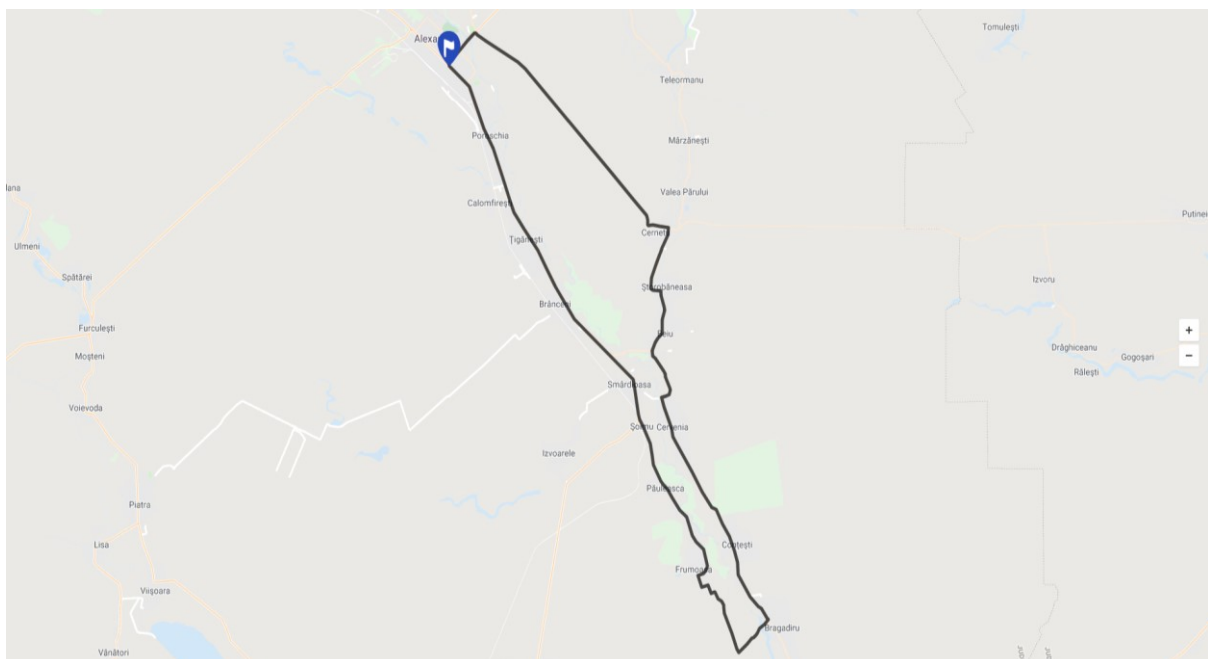
o Bicycle type - road racing

➤ Tourist attractions in the area

- The Alexandria Railway Station;
- St. Alexander's Cathedral, Alexandria.



◆ Alexandria - Bragadiru round-trip cycling route



- o Cycling levels & difficulty - medium/ advanced | may involve challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 68 km
- o Surface - paved, asphalt | flat route
- o Bicycle type - road racing



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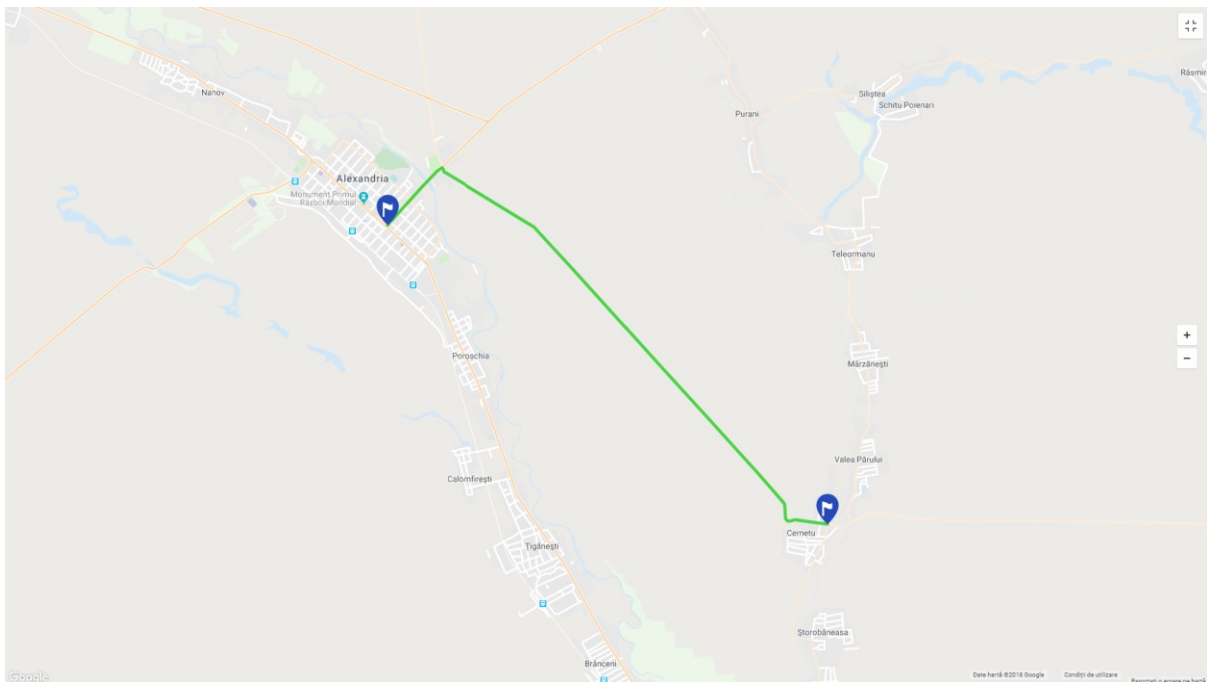


➤ Tourist attractions in the area

- The Alexandria Railway Station;
- St. Alexander's Cathedral, Alexandria.



◆ Alexandria - Cernetu cycling route



o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling hills |
no strenuous activity

o Distance - 28 km

o Surface - paved | flat route

o Bicycle type - road racing



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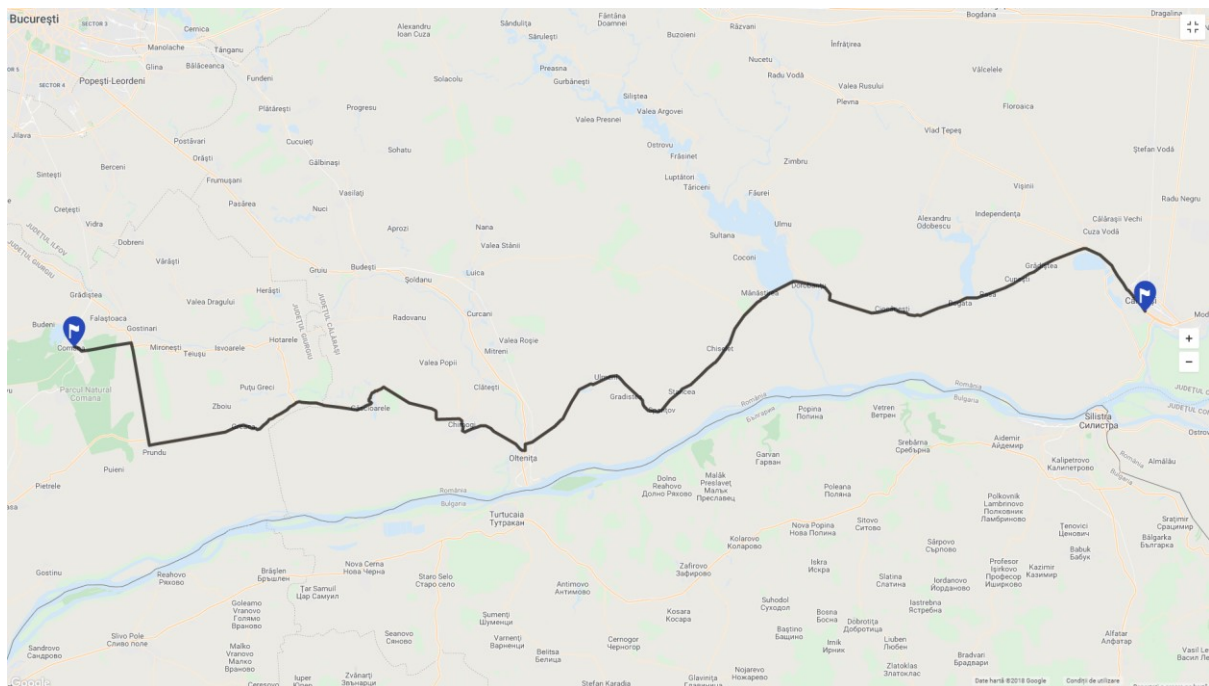


➤ Tourist attractions in the area

- The Alexandria Railway Station;
- St. Alexander's Cathedral, Alexandria.



◆ Comana - Calarasi cycling route



- o Cycling levels & difficulty - advanced | may involve challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 121 km | 2 days duration
- o Surface - paved | flat route
- o Bicycle type - road racing



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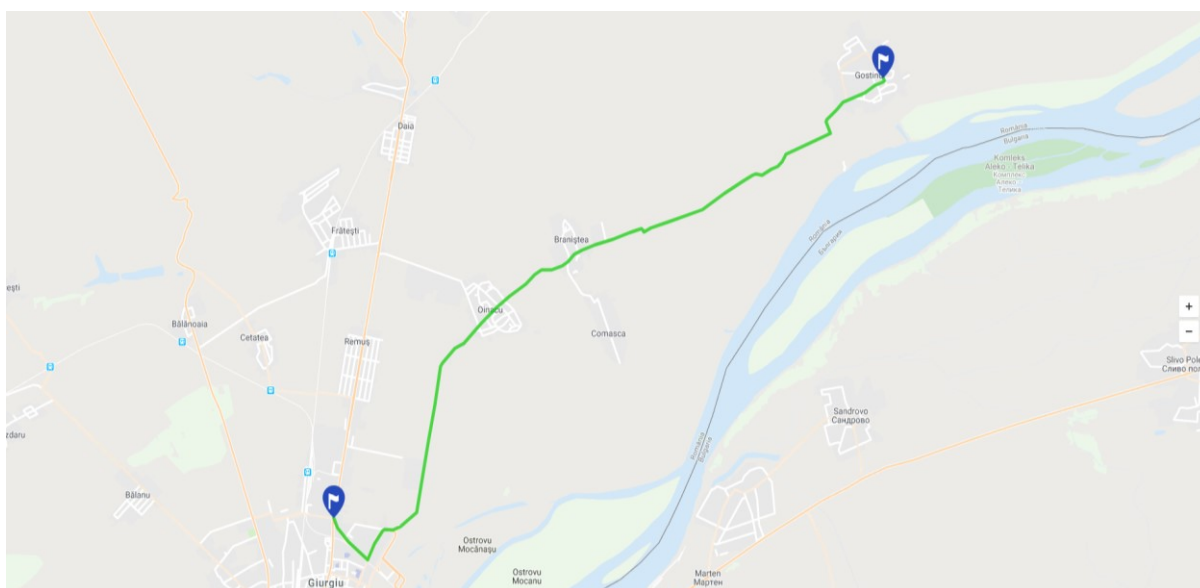


➤ Tourist attractions in the area

- Municipal Museum, Calarasi;
- St. Nicholas Orthodox Cathedral, Calarasi;
- The Art Museum - The Oltenita water tower;
- Monument of the Russian Heroes, Oltenita;
- Saints Dumitru and Nestor Monastery;
- Memorial House Gellu Naum, Comana;
- Comana Monastery;
- Comana Natural Park.



◆ Giurgiu - Gostinu cycling route



- o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling hills
- o Distance - 34 km



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o Surface - paved | flat route

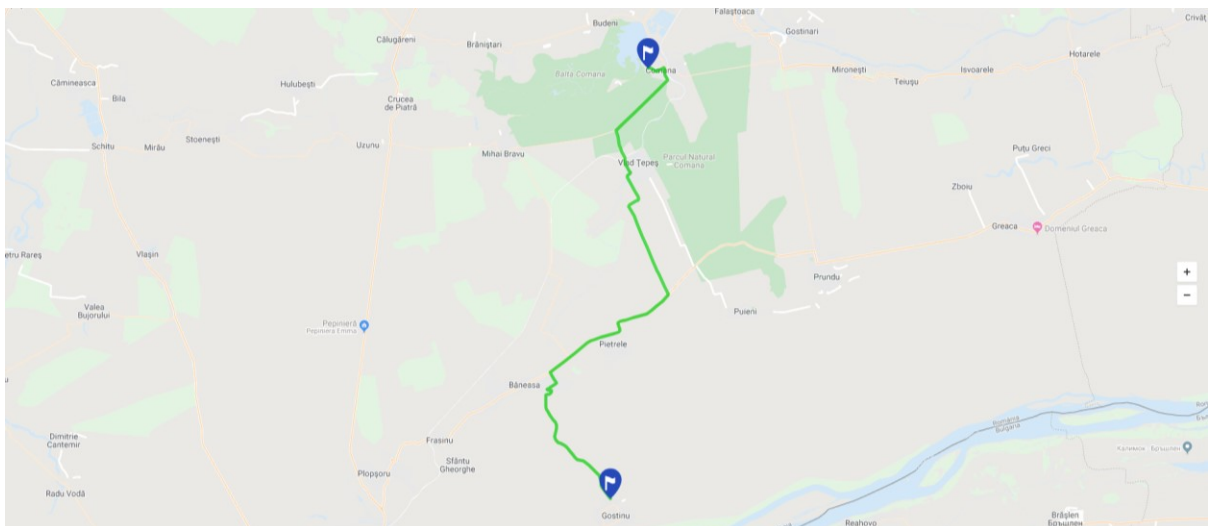
o Bicycle type - road racing

➤ **Tourist attractions in the area**

- Border Police Museum, Giurgiu;
- Alei Park, Giurgiu;
- Statue of Apollo Belvedere, Giurgiu;
- Heroes Monument, Giurgiu;
- Mocanasul Island.



◆ **Gostinu - Comana cycling route**



o Cycling levels & difficulty - medium/ advanced | varied terrain - on-road and off-road | may involve altitudes and challenging conditions | Entry-level skills recommended | Marked active



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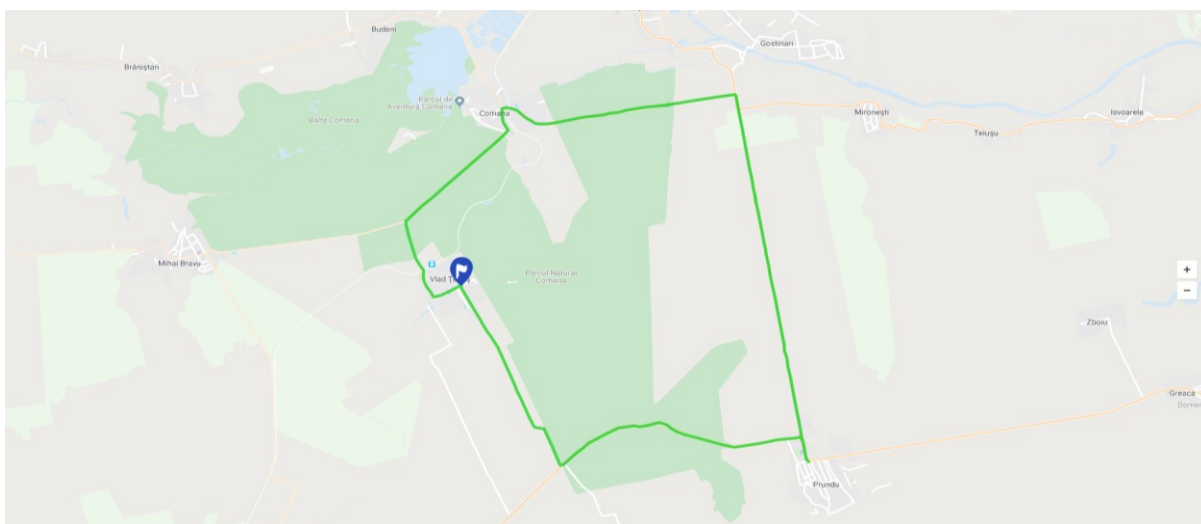
- o Distance - 27 km | 54 km
- o Total elevation - 152 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - road racing / MTB

➤ **Tourist attractions in the area**

- `Gellu Naum` Memorial House, Comana;
- Comana Natural Park;
- Comana Monastery.



◆ **Vlad Tepes - Prundu - Comana - Vlad Tepes round-trip cycling route**



- o Cycling levels & difficulty - medium/ advanced | on-road | may involve altitudes and challenging conditions | Entry-level skills recommended | Marked active
- o Distance - 34 km



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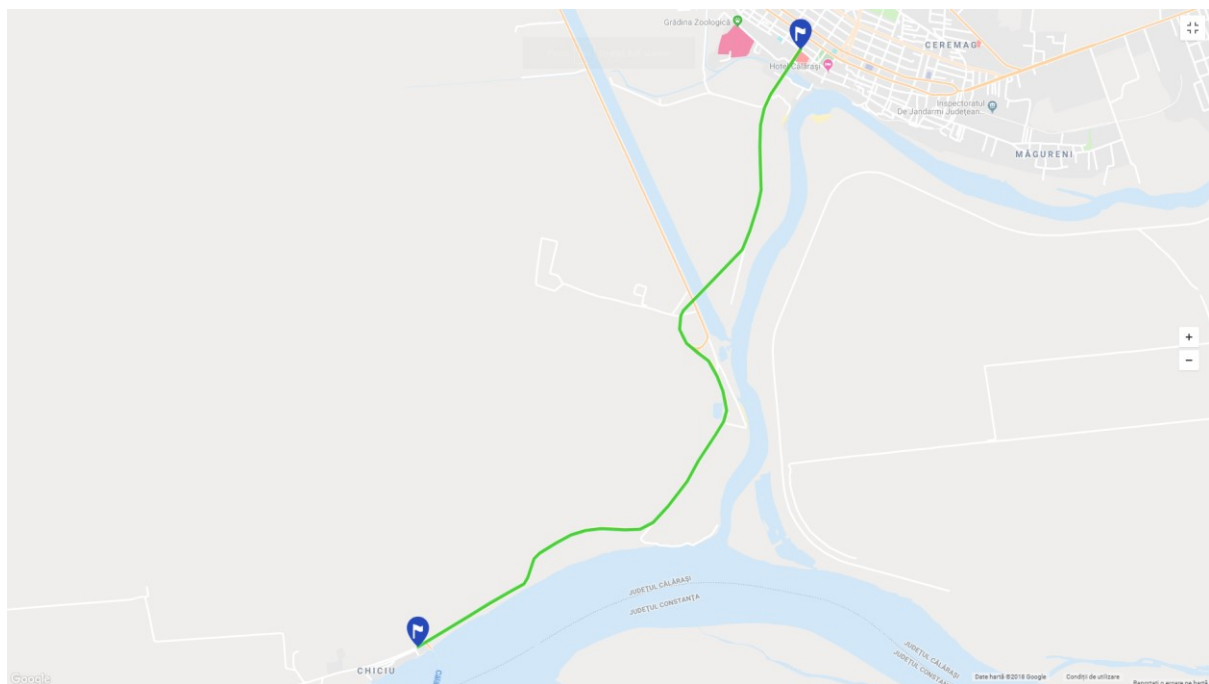
- o Total elevation - 1,469 m
- o Surface - asphalt | paved cycling trail
- o Bicycle type - road racing / MTB

➤ **Tourist attractions in the area**

- `Gellu Naum` Memorial House, Comana;
- Comana Natural Park;
- Comana Monastery.



◆ **Calarasi - Chiciu cycling route**



- o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling trail



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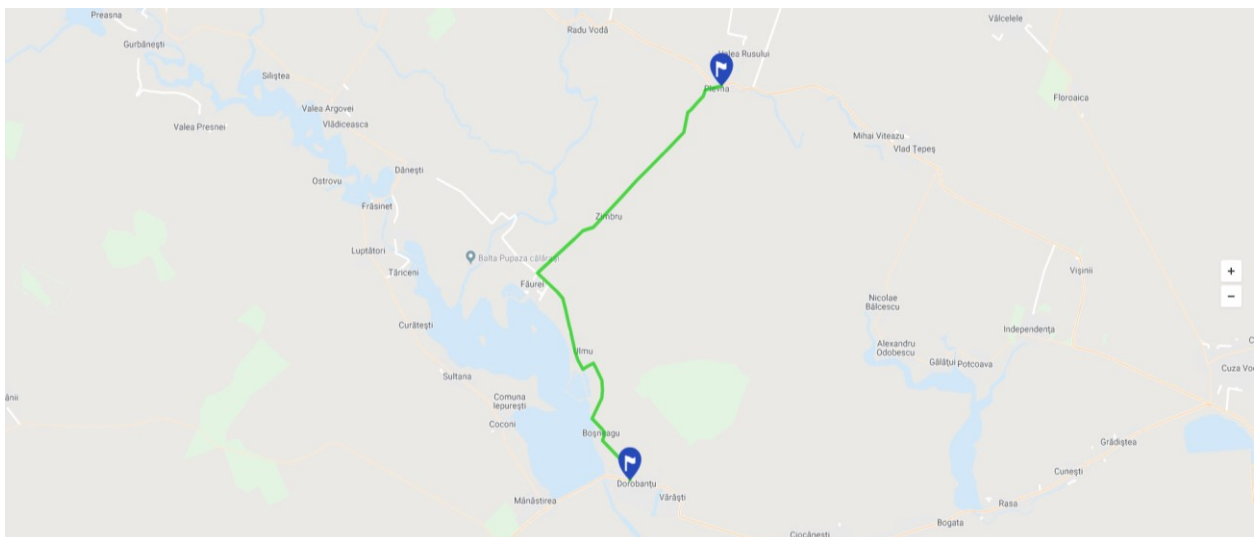
- o Distance - 20 km
- o Surface - paved | flat route
- o Bicycle type - road racing

➤ **Tourist attractions in the area**

- Municipal Museum of Calarasi;
- Lower Danube Archeological Museum of Calarasi;
- `St. Nicholas` Orthodox Cathedral, Calarasi.



◆ **Dorobantu - Plevna cycling route**



- o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling trail
- o Distance - 44 km
- o Surface - paved | flat route
- o Bicycle type - road racing



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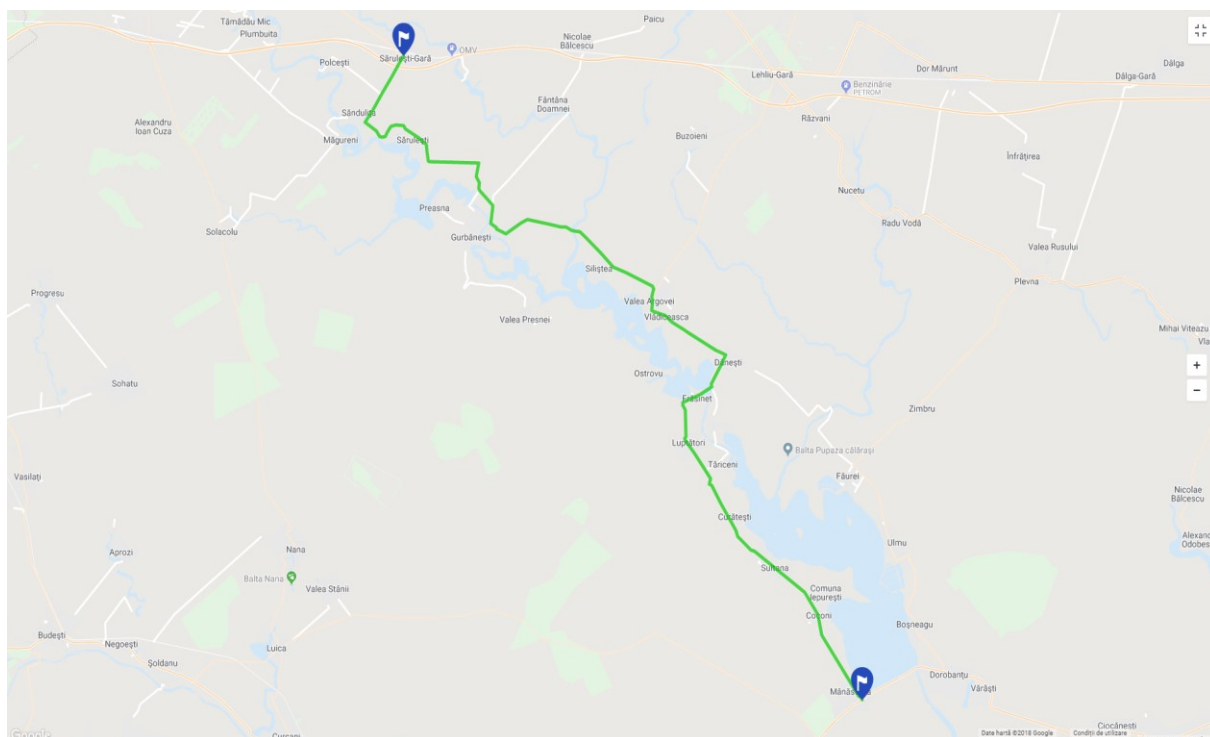


➤ Tourist attractions in the area

- Municipal Museum of Calarasi;
- Lower Danube Archeological Museum of Calarasi;
- `St. Nicholas` Orthodox Cathedral, Calarasi;
- `Saints Dumitru and Nestor` Monastery.



◆ Manastirea - Sarulesti cycling route



- o Cycling levels & difficulty - medium / advanced | on-road | may involve challenging conditions | Entry-level skills recommended
- o Distance - 42 km | 84 km



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o Surface - paved | flat route

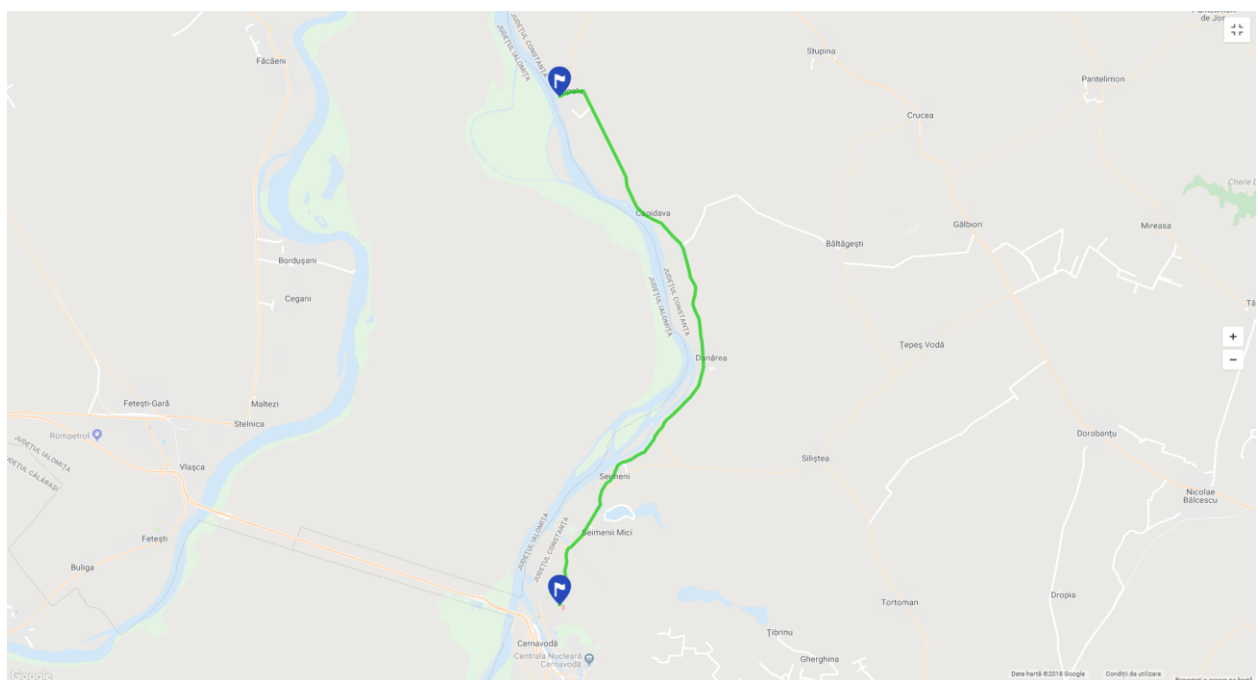
o Bicycle type - road racing

➤ **Tourist attractions in the area**

- The Church of Assumption, Sultana;
- La Salcii, Sarulesti;
- `Saints Dumitru and Nesto`r Monastery;
- Taricerni Monastery, Tariceni Frasinet;



◆ **Cernavoda - Topalu cycling route**



o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling trail



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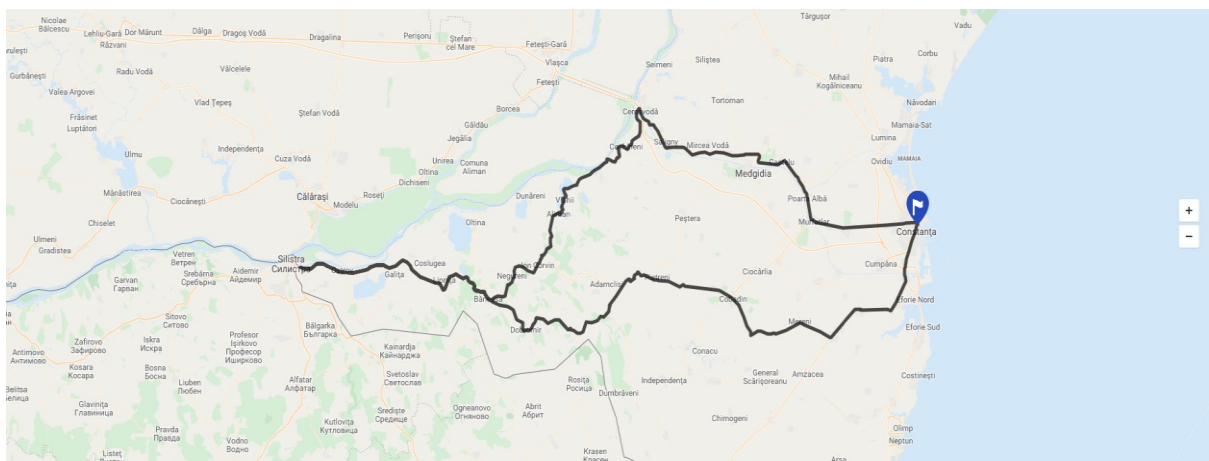
- o Total elevation - 220 m
- o Distance - 27 km | 54 km
- o Surface - paved
- o Bicycle type - road racing

➤ **Tourist attractions in the area**

- `Epictet and Astion` Monastery, Capidava;
- The Art Museum, Topalu;
- `Darie` Winery - Vinum Capidava.



◆ **Constanta - Calarasi cycling route**



- o Cycling levels & difficulty - advanced | on-road | may involve altitudes and challenging conditions | Entry-level skills recommended
- o Total elevation - 1,540 m
- o Distance - 300 km | 3-day cycling trail duration
- o Surface - paved | flat route



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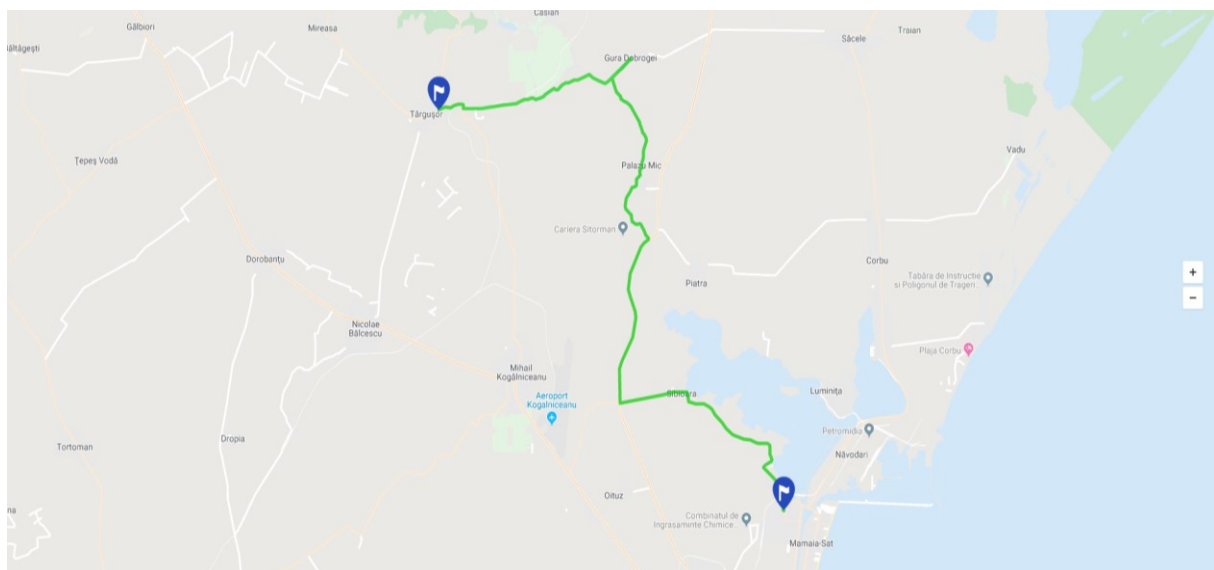
o Bicycle type - road racing

➤ Tourist attractions in the area

- Ostrov wine cellar;
- `Theodor Russo` House, Constanta;
- Gravity Park, Constanta;
- Wine Vineyard and Museum, Murfatlar;
- Municipal Museum of Calarasi;
- Lower Danube Archeological Museum of Calarasi.



◆ Targusor - Navodari cycling route



o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling trail

o Total elevation - 210 m

o Distance - 36 km



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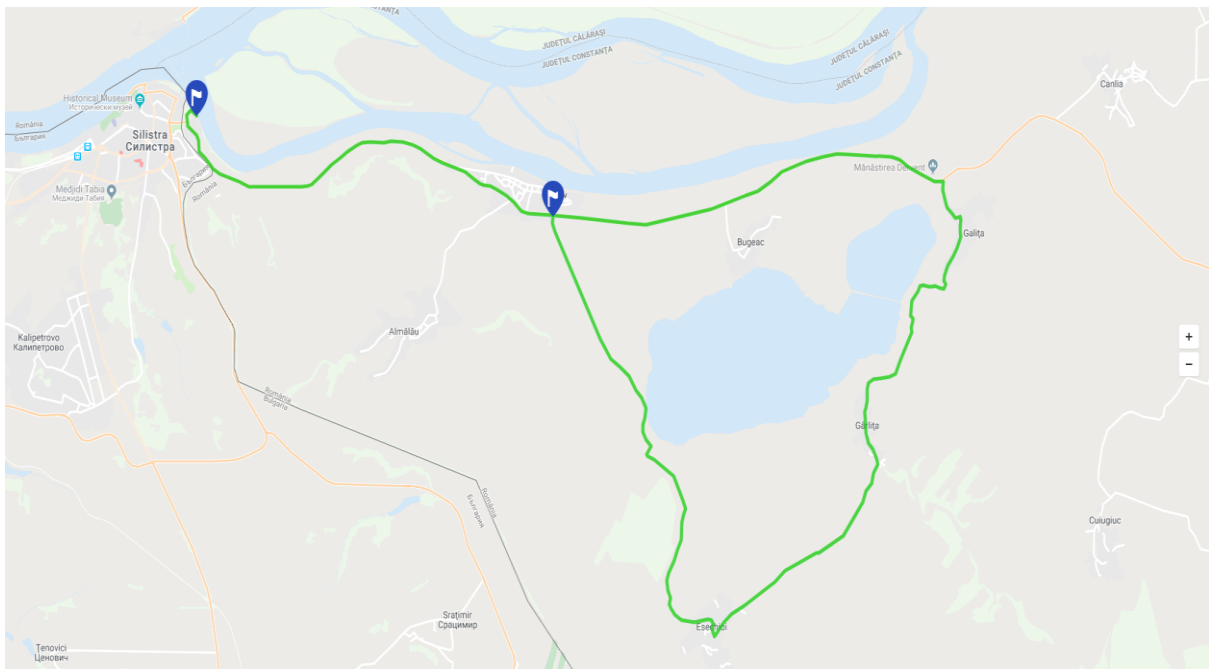
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - road racing / MTB

➤ **Tourist attractions in the area**

- Heroes Monument, Targusor;
- The keys of Dobrudja.



◆ **Ostrov - Derwent Monastery cycling route**



- o Cycling levels & difficulty - beginners | easy: flat and easy gently rolling trail
- o Distance - 27 km
- o Surface - paved | flat route
- o Bicycle type - road racing



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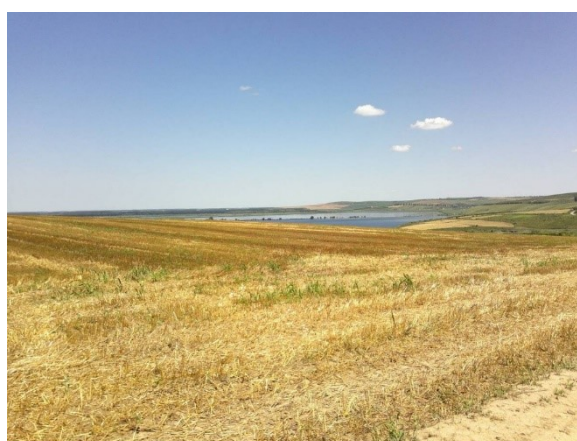


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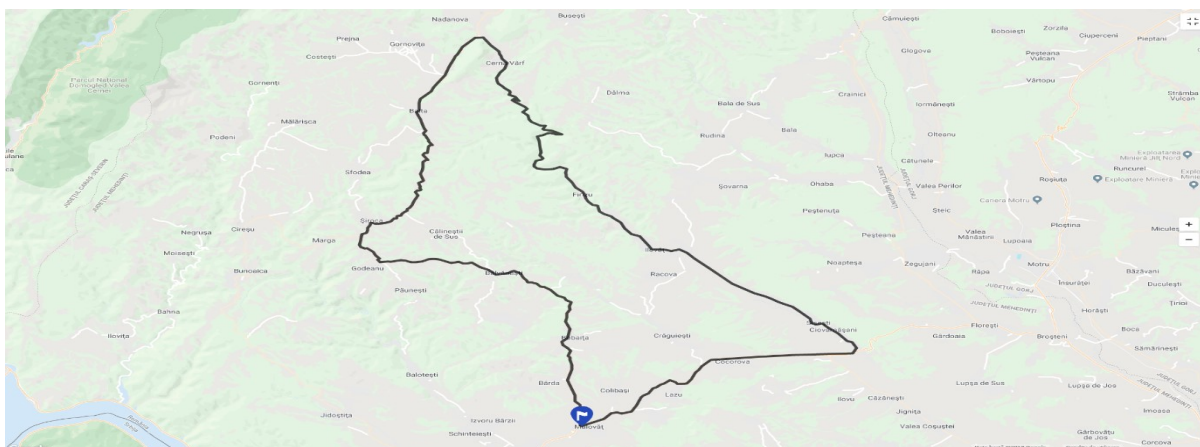
➤ Tourist attractions in the area

- The Monument of Trophaeum Traiani, Adamclisi;
- Ostrov wine cellar;
- `Mihail Kogalniceanu` Mansion;
- Gravity Park, Constanta;
- Wine Vineyard and Museum, Murfatlar;
- The Art Museum, Topalu;
- Monument of the Heroes, Targusor;
- The keys of Dobrudja.



4.2 2nd Integrated Tourism Product - Off-road cycling trails in Romania

◆ Drobeta Turnu-Severin round-trip cycling route



o Cycling levels & difficulty - advanced | off-road | may involve altitudes and challenging conditions | Entry-level skills recommended



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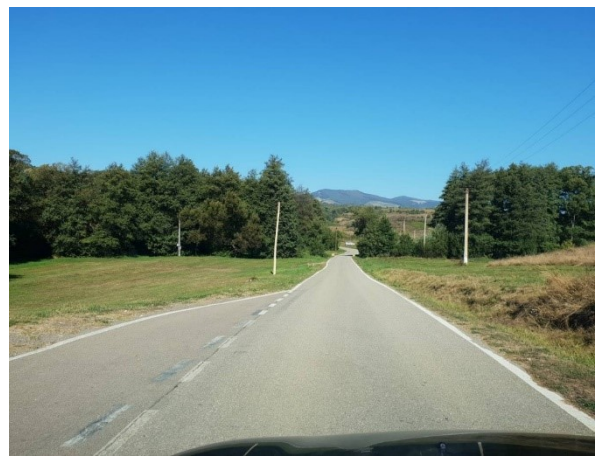
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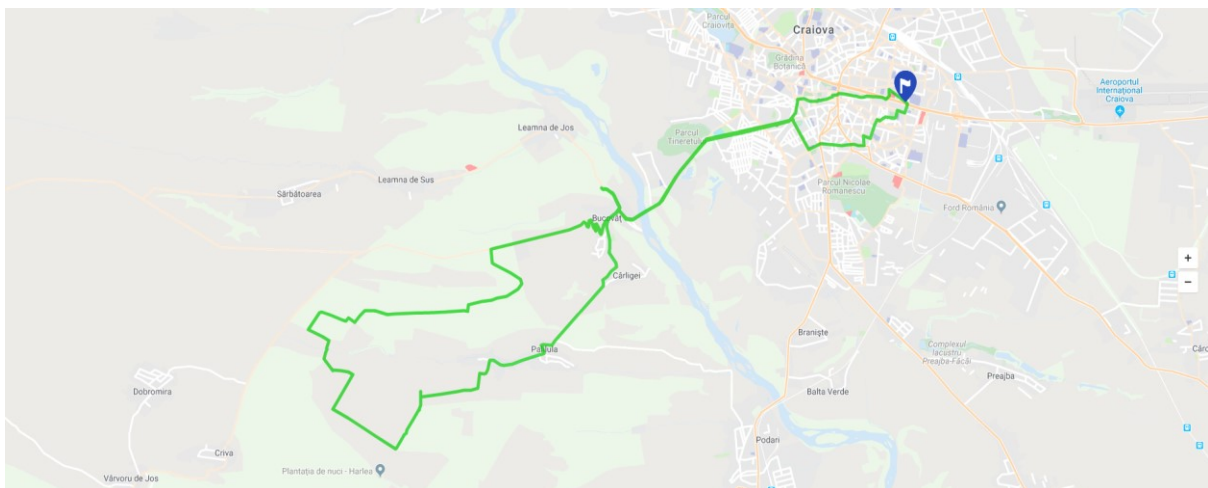
- o Distance - 88 km
- o Total vertical climb - 1,350 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - MTB

➤ **Tourist attractions in the area**

- Museum of the Iron Gates Hydro-power Museum, Drobeta Turnu-Severin;
- Foot of Trajan's Bridge.



◆ **Craiova - Bucovat - Palilula - Carligei - Craiova cycling route**



- o Cycling levels & difficulty - beginners
- o Distance - 41 km
- o Total elevation - 270 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - MTB



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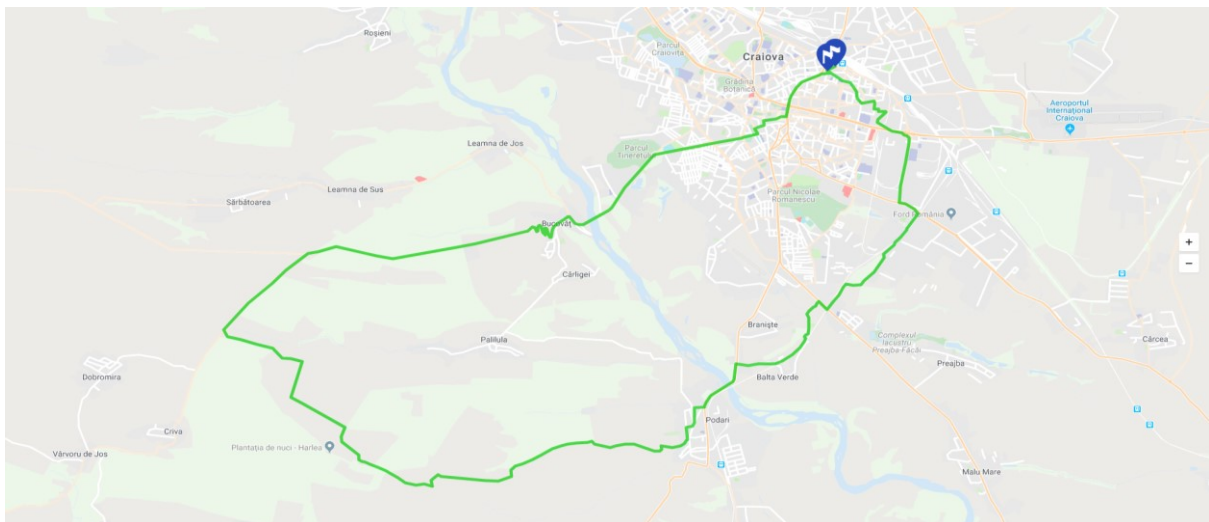


➤ Tourist attractions in the area

- Bucovat Fossil Point;
- `Dr. Mendel` Memorial House, Craiova;
- Romanescu Park, Craiova;
- Bania House, Craiova.



♦ Craiova - Podari - Bucovat - Craiova round-trip cycling route



- o Cycling levels & difficulty - beginners
- o Distance - 46 km
- o Total elevation - 200 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - MTB

➤ Tourist attractions in the area

- Bucovat Fossil Point;



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- Memorial House `Dr. Mendel`, Craiova;
- Romanescu Park, Craiova;
- Bania House, Craiova.



♦ Fantanele lake round-trip cycling route



- o Cycling levels & difficulty - beginners | advanced | off-road | may involve challenging conditions | entry-level skills recommended
- o Distance - 20 km: 5 laps of 4 km for beginners
 - 40 km: 10 laps of 4 km for the advanced
- o Surface - dirt road
- o Bicycle type - MTB
 - **Tourist attractions in the area**
 - Bucovat Fossil Point;



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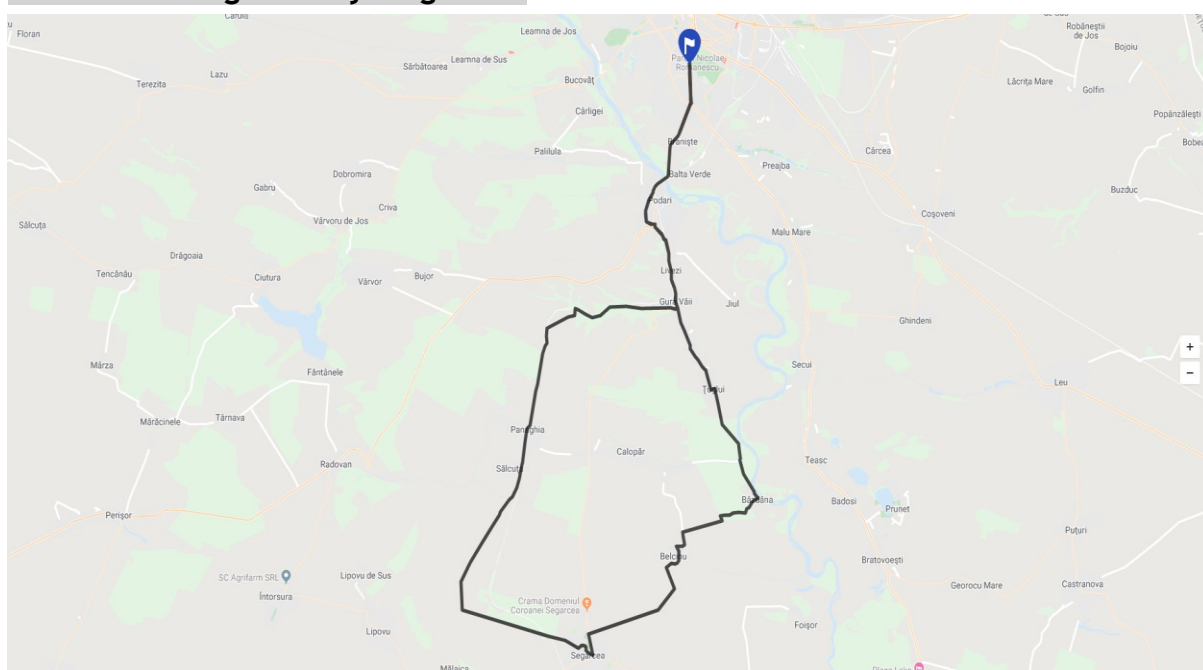
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- `Dr. Mendel` Memorial House, Craiova;
- Romanescu Park, Craiova;
- Bania House, Craiova.



♦ Craiova - Segarcea cycling route



- o Cycling levels & difficulty - medium | advanced | on-road & off-road | may involve altitudes and challenging conditions | entry-level skills recommended
- o Distance - 70 km
- o Total elevation - 180 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - MTB



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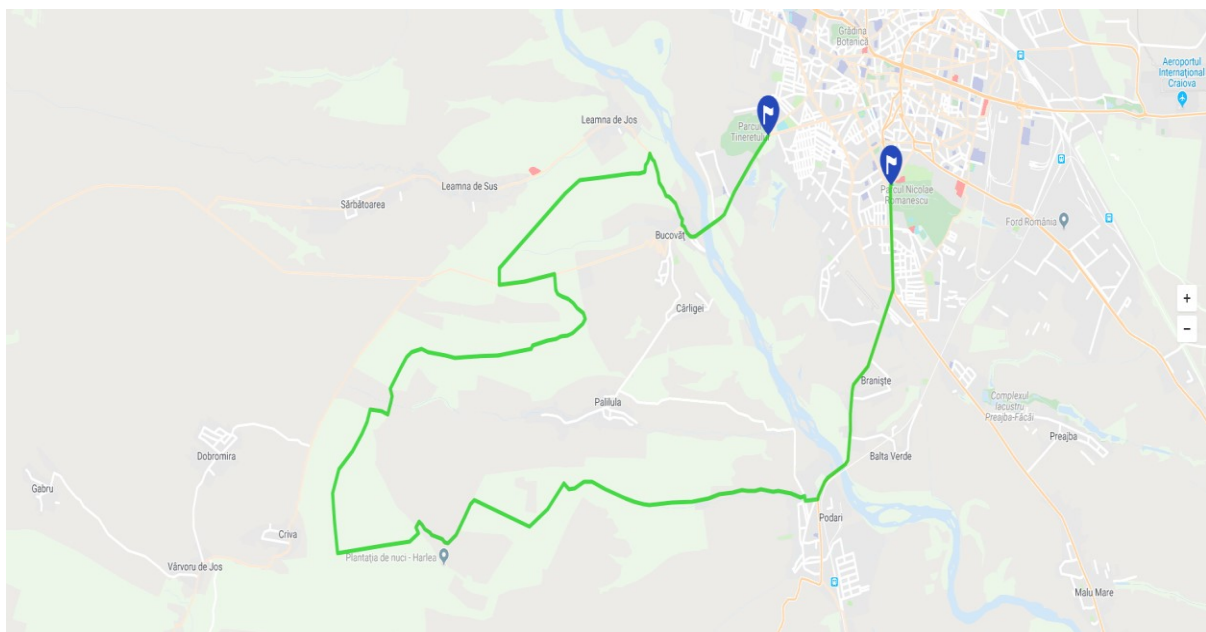


➤ Tourist attractions in the area

- The wine cellar of Segarcea crown;
- `Dr. Mendel` Memorial House, Craiova;
- Romanescu Park, Craiova;
- Bania House, Craiova.



♦ "Green" cycling route - one day to Craiova cycling route



- o Cycling levels & difficulty - beginners
- o Distance - 38 km
- o Total elevation - 180 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - MTB



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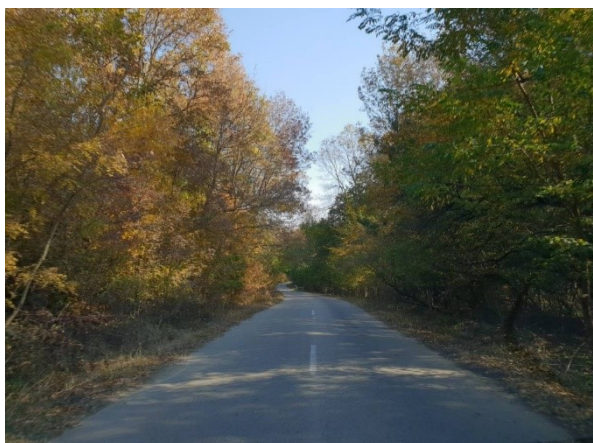


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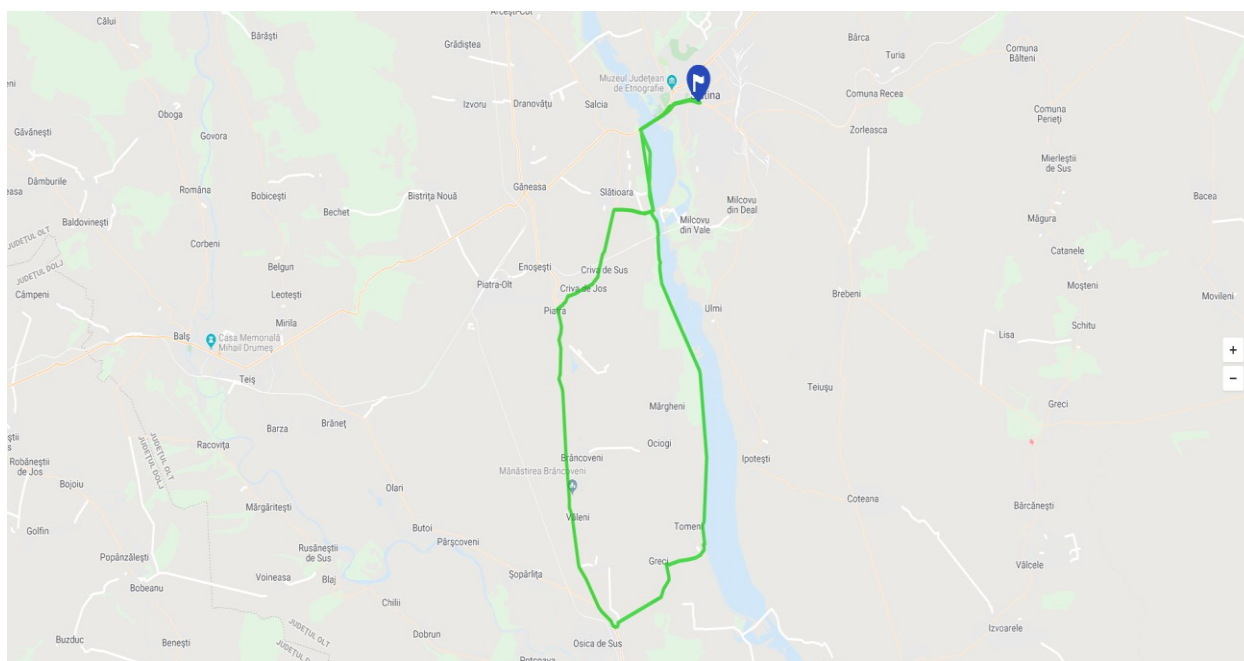


➤ Tourist attractions in the area

- Bucovat Fossil Point;
- `Dr. Mendel` Memorial House, Craiova;
- Bania House, Craiova.



◆ Slatina - Peretu - Osica - Slatina round-trip cycling route



- o Cycling levels & difficulty - beginners
- o Distance - 48 km
- o Total elevation - 100 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - MTB



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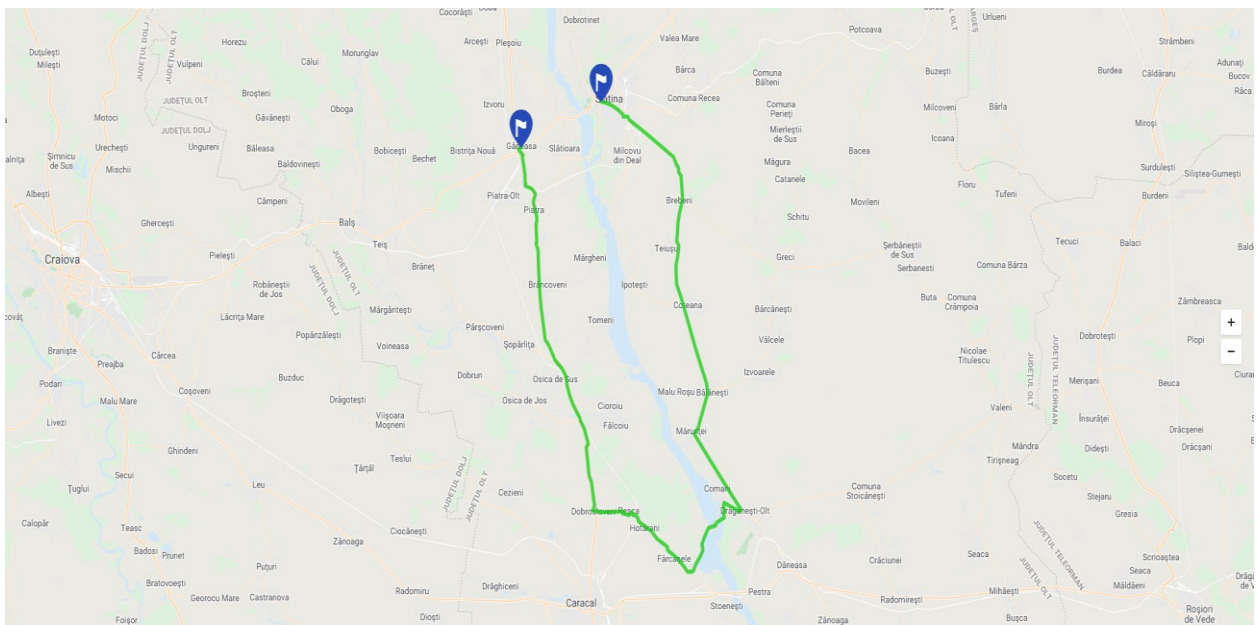


➤ Tourist attractions in the area

- Ethnography Museum, Slatina;
- Clocociov Monastery, Slatina;
- Streharet Monastery, Slatina.



◆ Slatina - Ganeasa cycling route



- o Cycling levels & difficulty - advanced | on-road & off-road | may involve altitudes and challenging conditions | Entry-level skills recommended
- o Distance - 82 km
- o Total elevation - 100 m
- o Surface - asphalt | unpaved, gravel cycling trail
- o Bicycle type - road racing / MTB



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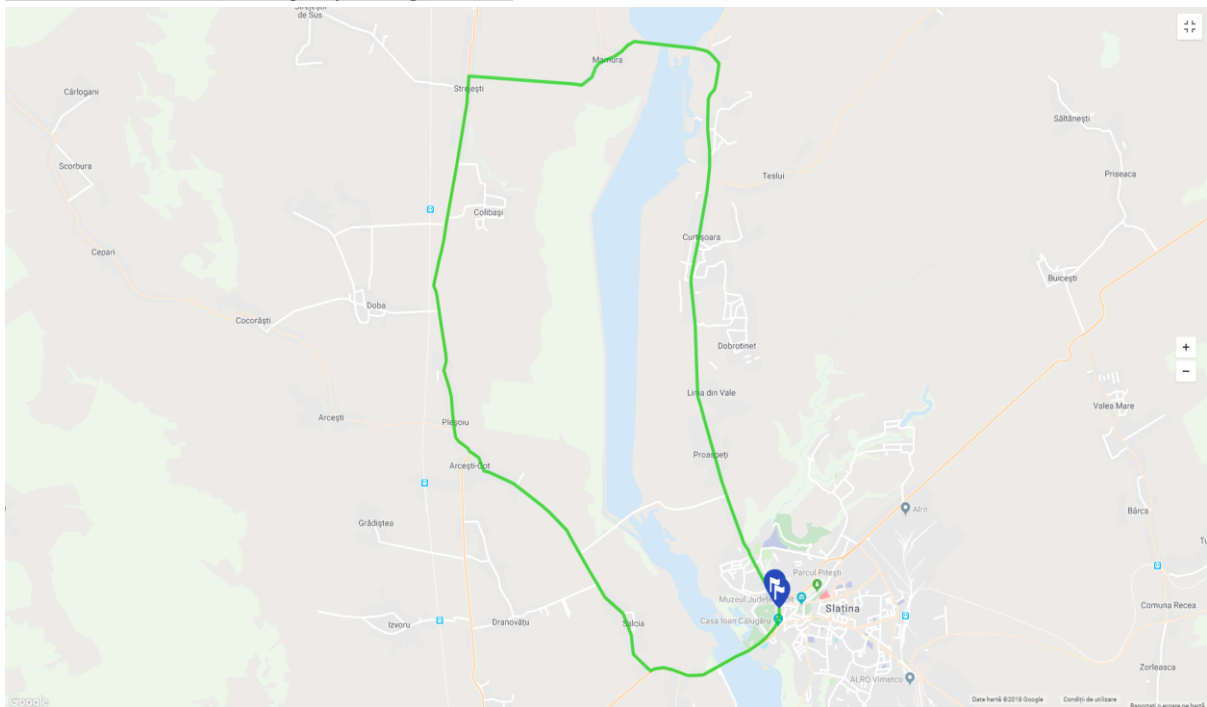


➤ Tourist attractions in the area

- Ethnography Museum, Slatina;
- Clocociov Monastery, Slatina;
- Streharet Monastery, Slatina;
- Draganesti-Olt Archaeological Park.



♦ Slatina round-trip cycling route



- o Cycling levels & difficulty - beginners
- o Distance - 45 km
- o Surface - asphalt | unpaved cycling trail
- o Bicycle type - MTB



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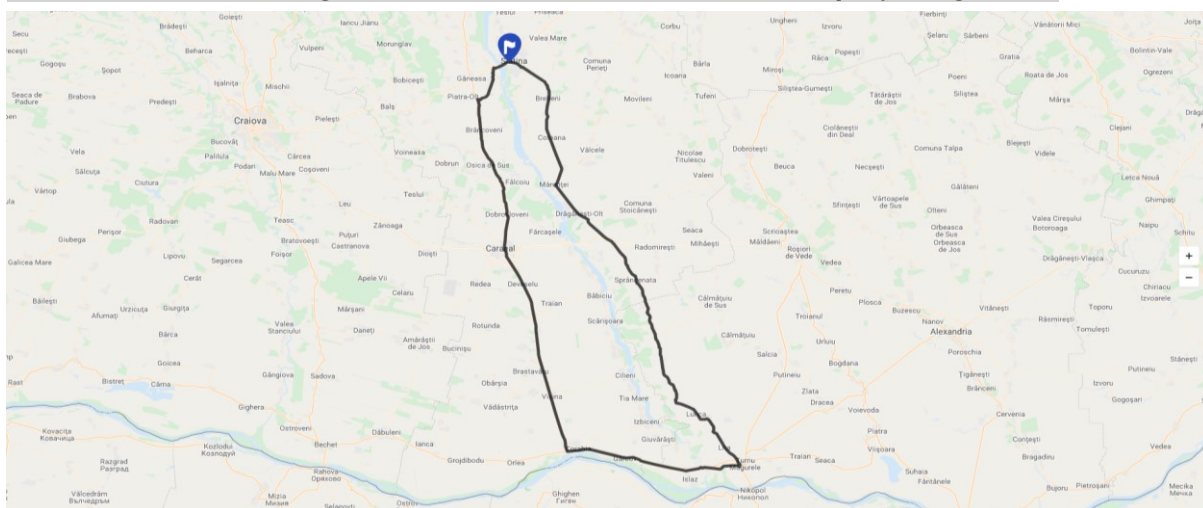


➤ Tourist attractions in the area

- Olt County Museum (History, Archaeology and Folk Art);
- Ethnography Museum;
- Archaeology Museum (Corabia);
- Oltului Alley Park;
- Esplanade Park;
- `Slatina 600` Obelisque;
- Revolution Heroes Monument.



♦ Slatina - Turnu Magurele - Corabia - Slatina round-trip cycling route



- o Cycling levels & difficulty - advanced | on-road & off-road| may involve challenging conditions | Entry-level skills recommended
- o Distance - 211 km | 2-3-days duration
- o Surface - paved
- o Bicycle type - road racing / MTB



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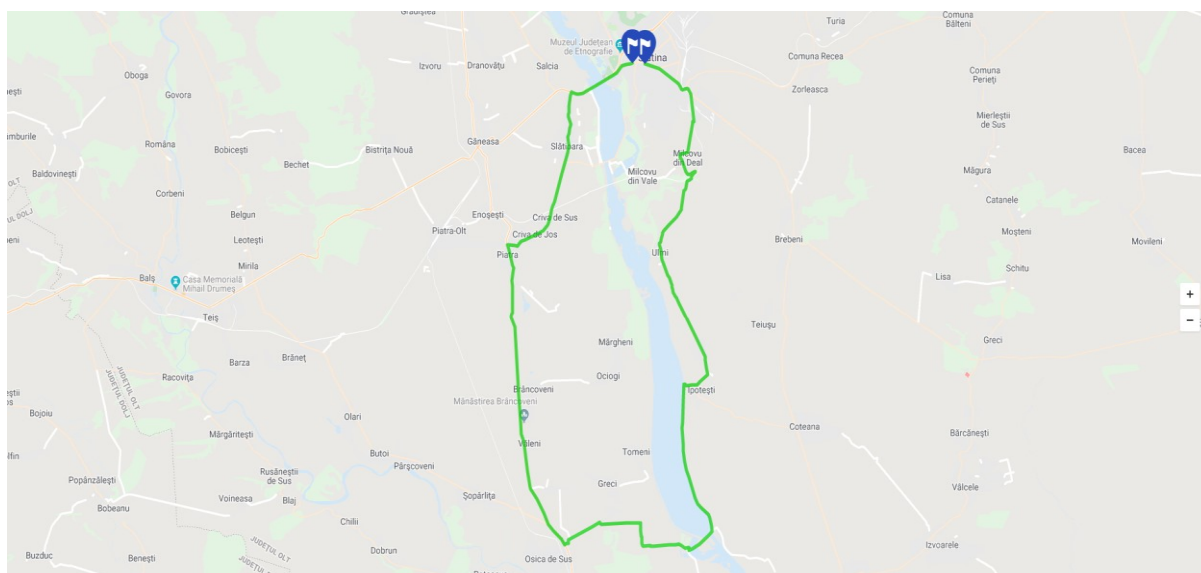


➤ Tourist attractions in the area

- Ethnography Museum, Slatina;
- Clocociov Monastery, Slatina;
- Streharet Monastery, Slatina;
- Draganesti-Olt Archaeological Park;
- `St. Trinity` Church, Corabia;
- The ruins of the medieval fortress Turnu (Turris), Turnu-Magurele;
- Ruins of the ancient city of Sucidava.



◆ Slatina - Ulmi - Valeni - Slatina round-trip cycling route



o Cycling levels & difficulty - beginners

o Distance - 50 km

o Surface - paved | flat route

o Bicycle type - MTB



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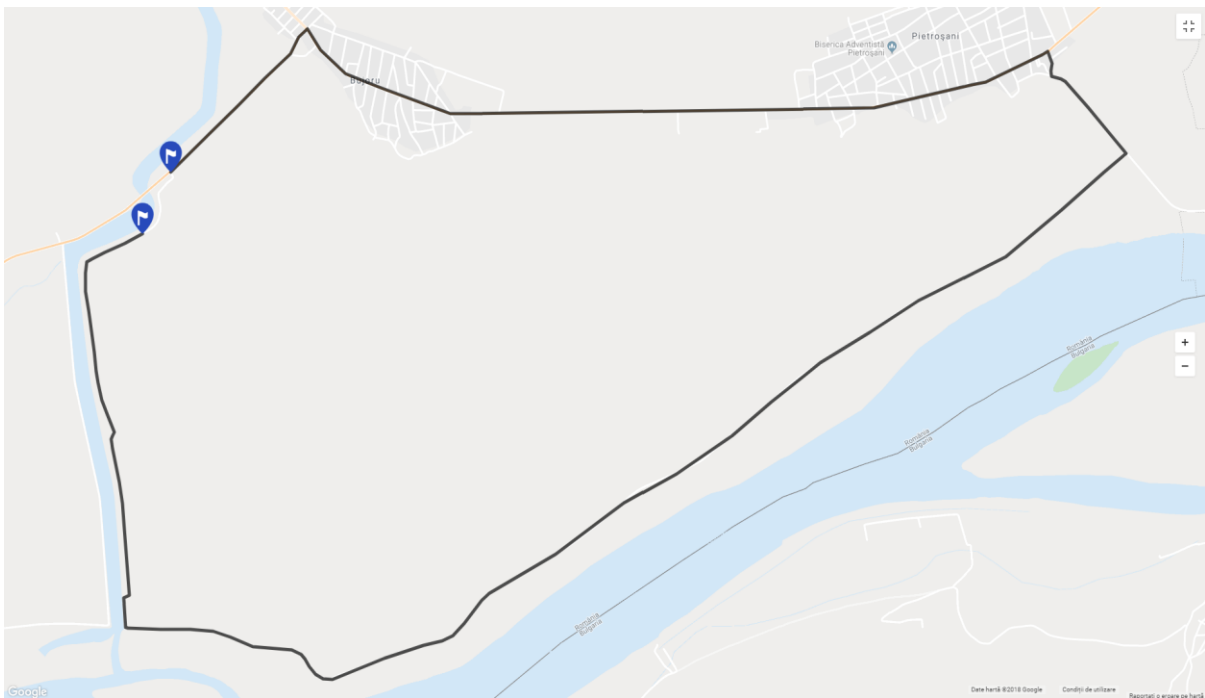


➤ Tourist attractions in the area

- Ethnography Museum, Slatina;
- Clocociov Monastery, Slatina;
- Streharet Monastery, Slatina.



♦ Protected Area "Vedea - Danube" cycling route



- o Cycling levels & difficulty - medium | advanced | on-road & off-road | may involve challenging conditions | entry-level skills recommended
- o Distance - 30 km
- o Surface - asphalt | unpaved cycling trail
- o Bicycle type - MTB



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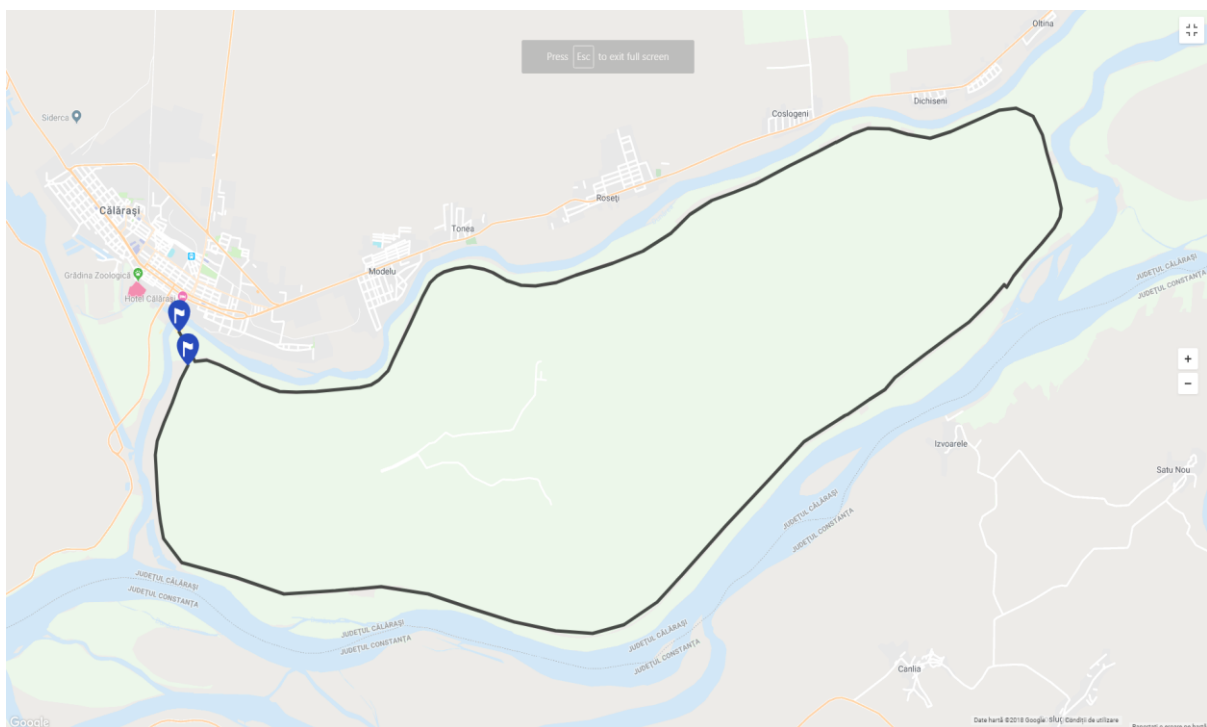


➤ Tourist attractions in the area

- Border Police Museum, Giurgiu;
- Monument of the Heroes, Giurgiu;
- Aquaventura Park, Rosiorii de Vede;
- `St. Alexander's` Cathedral, Alexandria;
- Unicom Wine Cellar.



◆ Calarasi round-trip cycling trail



o Cycling levels & difficulty - medium | advanced | on-road & off-road | may involve challenging conditions | entry-level skills recommended

o Distance - 55 km



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o Surface - asphalt | unpaved cycling trail

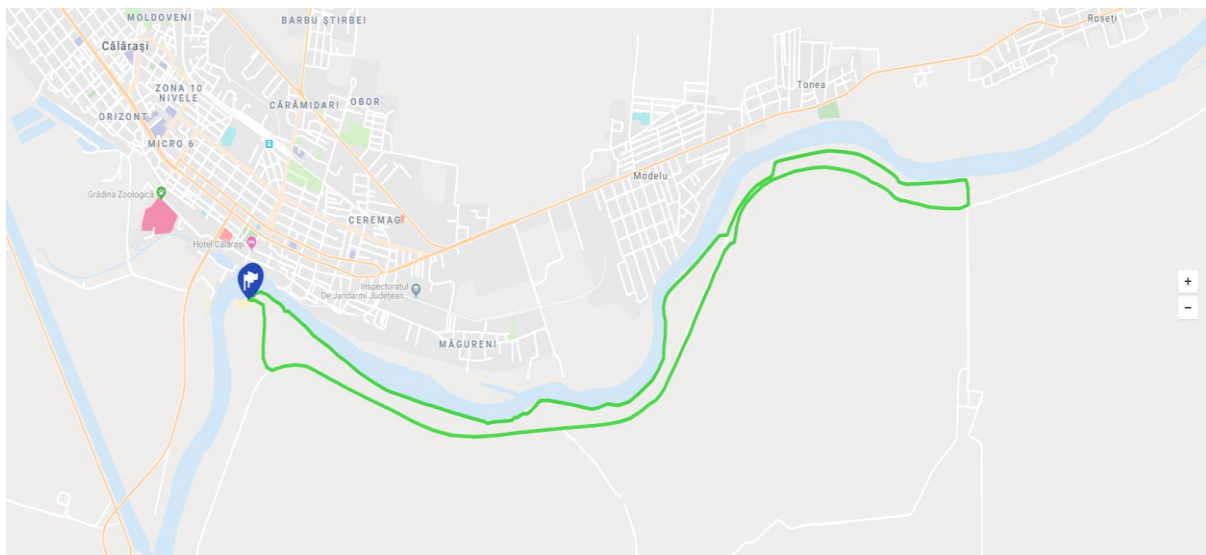
o Bicycle type - MTB

➤ **Tourist attractions in the area**

- Municipal Museum of Calarasi;
- Lower Danube Archeological Museum of Calarasi;
- `St. Nicholas` Orthodox Cathedral, Calarasi.



◆ **Calarasi round-trip cycling route**



o Cycling levels & difficulty - beginners | on & off-road

o Distance - 18 km

o Surface - paved | unpaved

o Bicycle type - MTB



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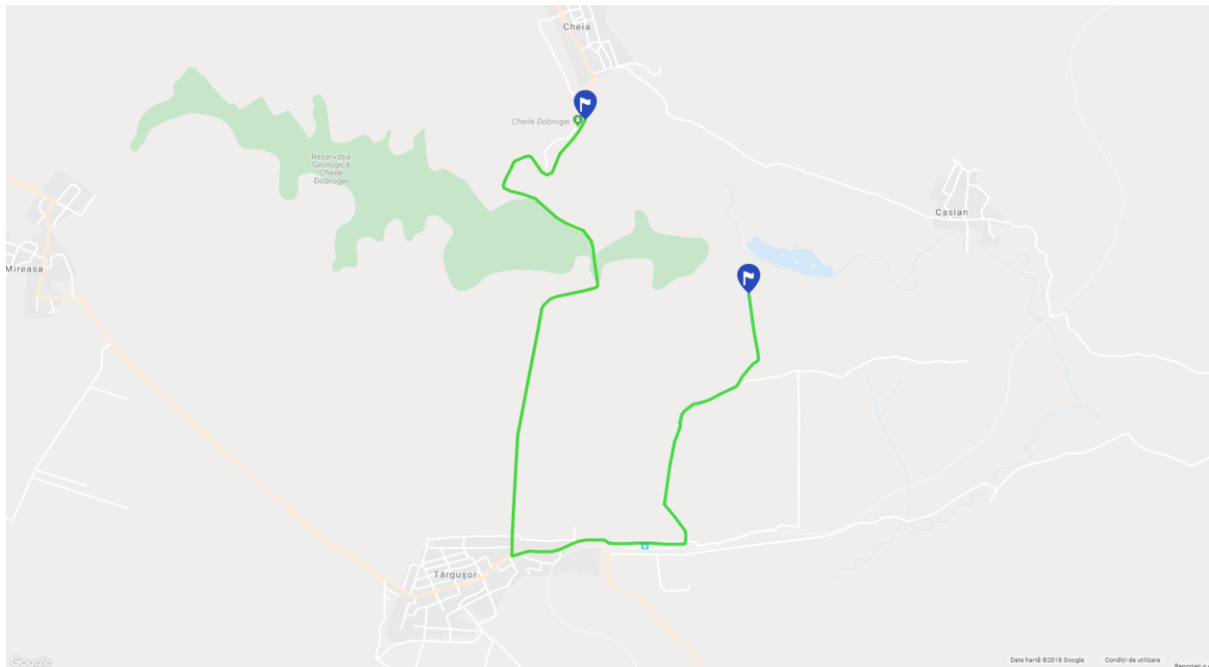


➤ Tourist attractions in the area

- Municipal Museum of Calarasi;
- Lower Danube Archeological Museum of Calarasi;
- `St. Nicholas` Orthodox Cathedral, Calarasi.



◆ Dobrogea Gorges - Saint Ioan Casian Cave Monastery cycling trail



- o Cycling levels & difficulty - beginners
- o Total elevation - 210 m
- o Distance - 22 km
- o Surface - asphalt | unpaved cycling trail
- o Bicycle type - MTB



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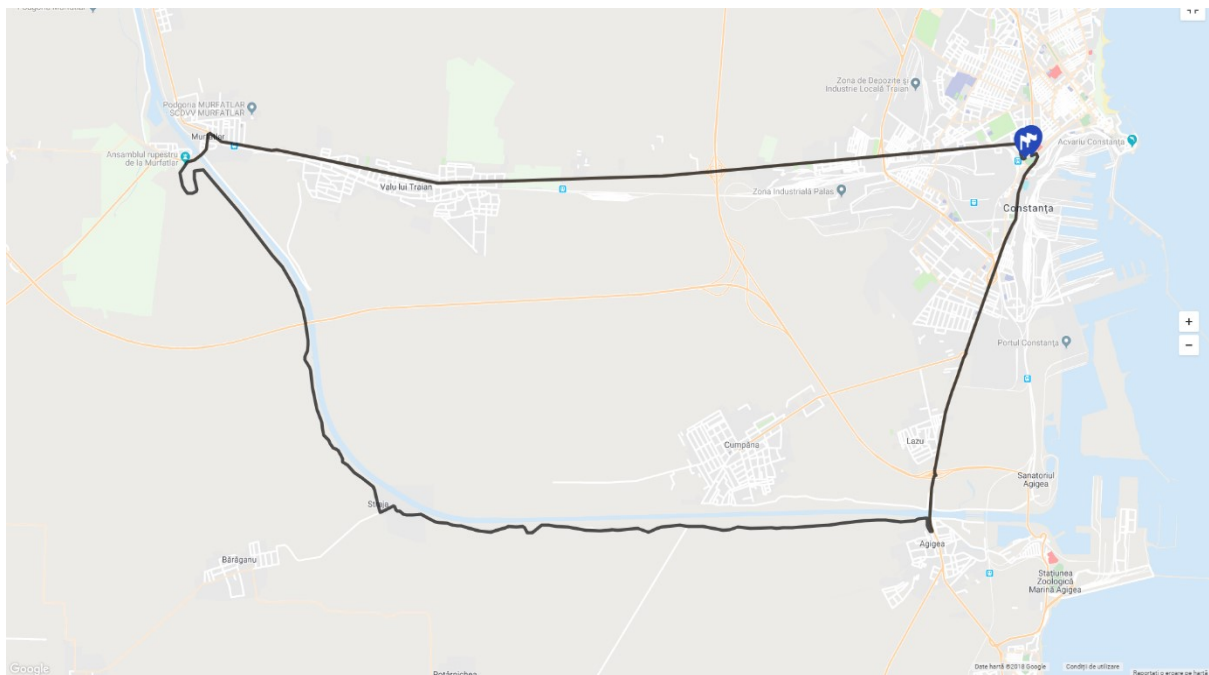


➤ Tourist attractions in the area

- Monument of the Heroes, Targusor;
- The keys of Dobrudja;
- `Saint Ioan Casian` Cave Monastery.



◆ Constanta - Murfatlar - Agigea - Constanta round-trip cycling route



o Cycling levels & difficulty - medium | advanced | on-road & off-road | may involve challenging conditions | Entry-level skills recommended

o Distance - 45 km

o Surface - asphalt | unpaved cycling trail

o Bicycle type - MTB



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➤ Tourist attractions in the area

- `Theodor Russo` House, Constanta;
- Gravity Park, Constanta;
- Wine Vineyard and Museum, Murfatlar.



More details of the cycle routes can be found in the study of identifying cyclo-touristic routes, 6th chapter - *Bicycle Routes identified in the eligible area of the project*, 6.1 subchapter - *Bicycle routes identified in the Romanian part of the RO-BG cross-border area*.

4.3 3rd Integrated Tourism Product

- Experimental cycling trails for families & disabled people in Romania

For both target groups - families with children and disabled people - during the project implementation were identified a series of cycling trails suitable for them, which do not imply a sustained physical effort, all the routes being properly marked and offering a pleasant cycling experience in safe conditions.

A number of two cycling trials were identified in the southern region of Romania, which are suitable for leisure cycling for families with children and disabled people.



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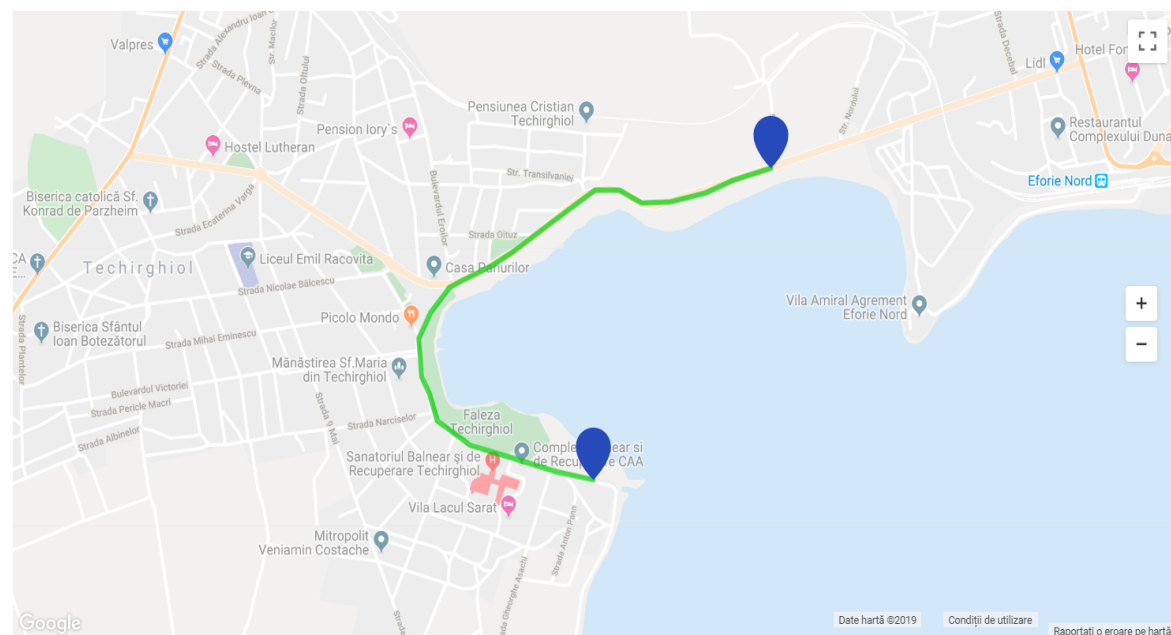


For a safe and pleasant experience, the project partners have purchased the following cycling equipment exclusively for these two target groups:

- trailers for bicycles with stroller for babies (younger than 4 years);
- trailers for bicycles for children older than 4 years;
- bicycles with stroller for disabled people (bikes with attendant and bikes with own propulsion);
- safety and technical equipment for the reparation of the bikes (medical kit, helmet, water tank, sport watch with compass, sunglasses with UV protection, tool kit).

The two cycling routes proposed within the study conducted during the project implementation, which were also used for the pilot actions carried out for the both target groups, are the followings:

◆ Techirghiol Lake cycling route



- o Cycling levels & difficulty - beginners | on-road
- o Distance - 10 km
- o Surface - asphalt
- o Bicycle type - touring bicycles | bicycles with trailers with stroller for babies (younger than 4 years) & with trailers for bicycles for children older than 4 years



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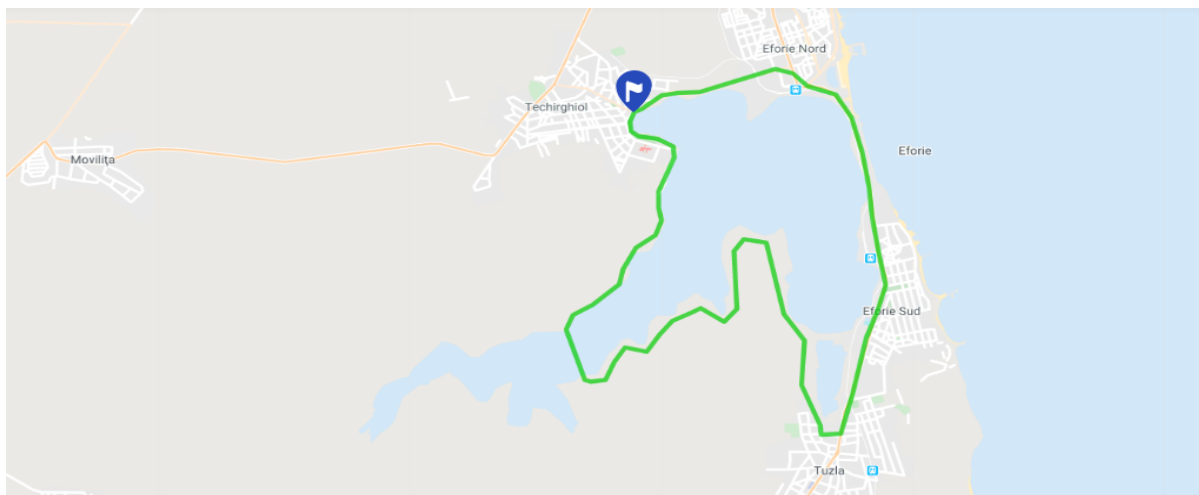


➤ Tourist attractions in the area

- Techirghiol Lake;
- `Esmahan Sultan` Mosque from Mangalia;
- `Theodor Russo` House, Constanta;
- Callatis Archaeology Museum;
- The Monument of Trophaeum Traiani, Adamclisi;
- Wine Vineyard and Museum, Murfatlar.



◆ Techirghiol round-trip cycling route



- o Cycling levels & difficulty - beginners | on-road
- o Distance - 10 km
- o Surface - asphalt
- o Bicycle type - touring bicycles | bicycles with trailers with stroller for babies (younger than 4 years) & with trailers for bicycles for children older than 4 years



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➤ Tourist attractions in the area

- Techirghiol Lake;
- `Esmahan Sultan` Mosque from Mangalia;
- `Theodor Russo` House, Constanta;
- Callatis Archaeology Museum;
- The Monument of Trophaeum Traiani, Adamclisi;
- Wine Vineyard and Museum, Murfatlar.



4.4 1st Integrated Tourism Product - Road cycling trails in Bulgaria

The beauty of the landscapes and the history and legends of the cultural and historical attractions along the northern border of Bulgaria are worth seeing and have a lot of wonderful turistic objectives to be discovered.

In the followings we propose below a series of cycling routes identified in the northern area of the Bulgarian districts that are part of the eligible area of the programme.

These places are meant to bring locals and tourists closer to everything that this area has to offer, where anyone can explore natural sites along the Danube river basin through cycling trips, which represent ones of the best ways to get to know Bulgaria country, discovering its uniqueness.



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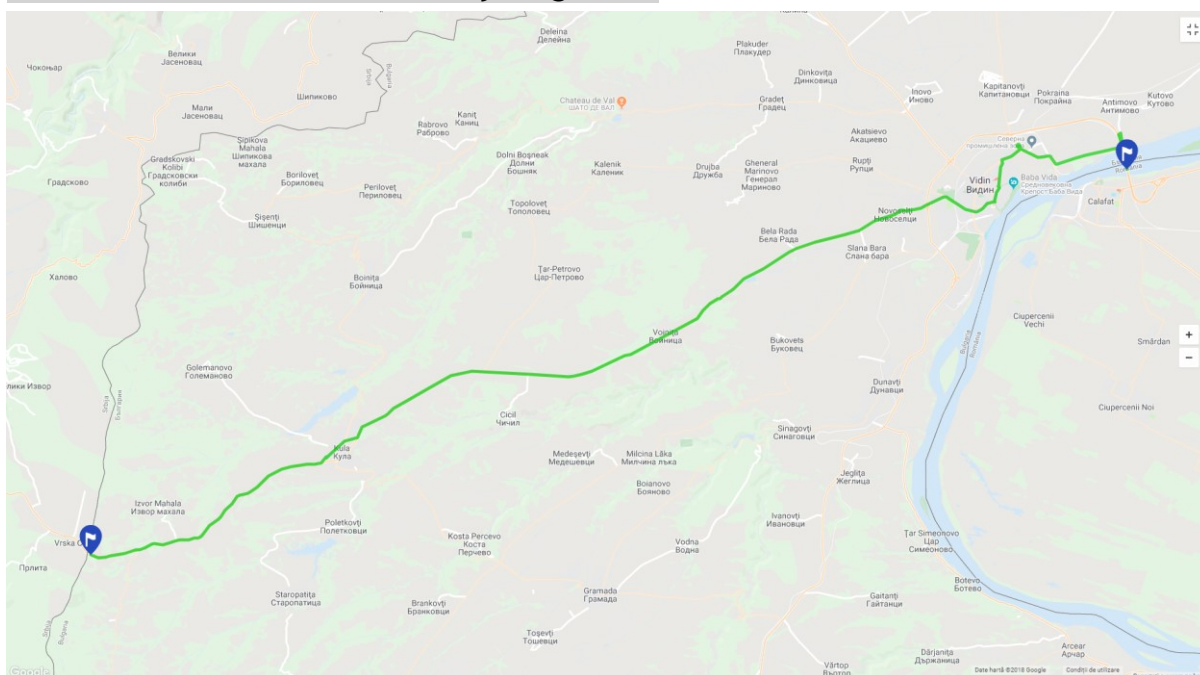
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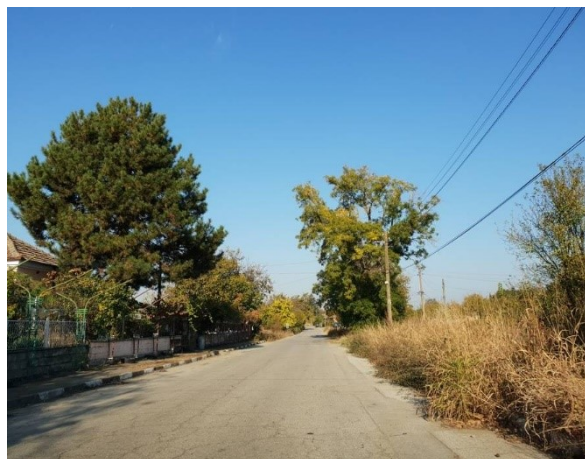
♦ Vidin - Vrashka Chuka Peak cycling route



- o Cycling levels & difficulty - beginners | on-road & off-road | may involve altitudes and challenging conditions | Entry-level skills recommended
- o Total elevation - 320 m
- o Distance - 56 km
- o Surface - paved | unpaved
- o Bicycle type - road racing | MTB

➤ Tourist attractions in the area

- Regional History Museum, Vidin;
- Krastata kazarma Museum, Vidin;
- Vrashka Chuka Peak.





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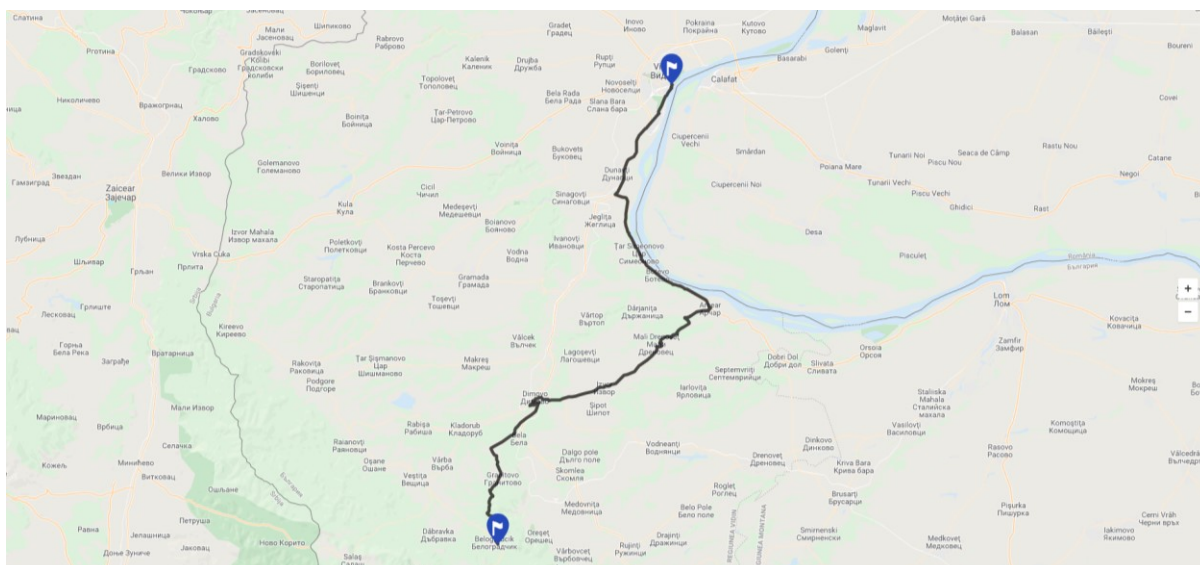
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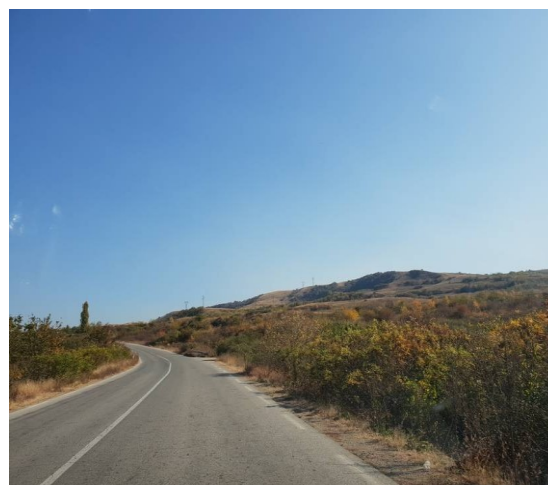
♦ Vidin - Belogradchik cycling route



- o Cycling levels & difficulty - advanced | on-road | may involve altitudes and challenging conditions | Entry-level skills recommended | Marked active
- o Total elevation - 700 m
- o Distance - 130 km | 2-days cycling trail
- o Surface - paved
- o Bicycle type - road racing

➤ Tourist attractions in the area

- Regional History Museum, Vidin;
- Krastata kazarma Museum, Vidin;
- Vrashka Chuka Peak;
- Fort Belogradchik, Belogradchik.





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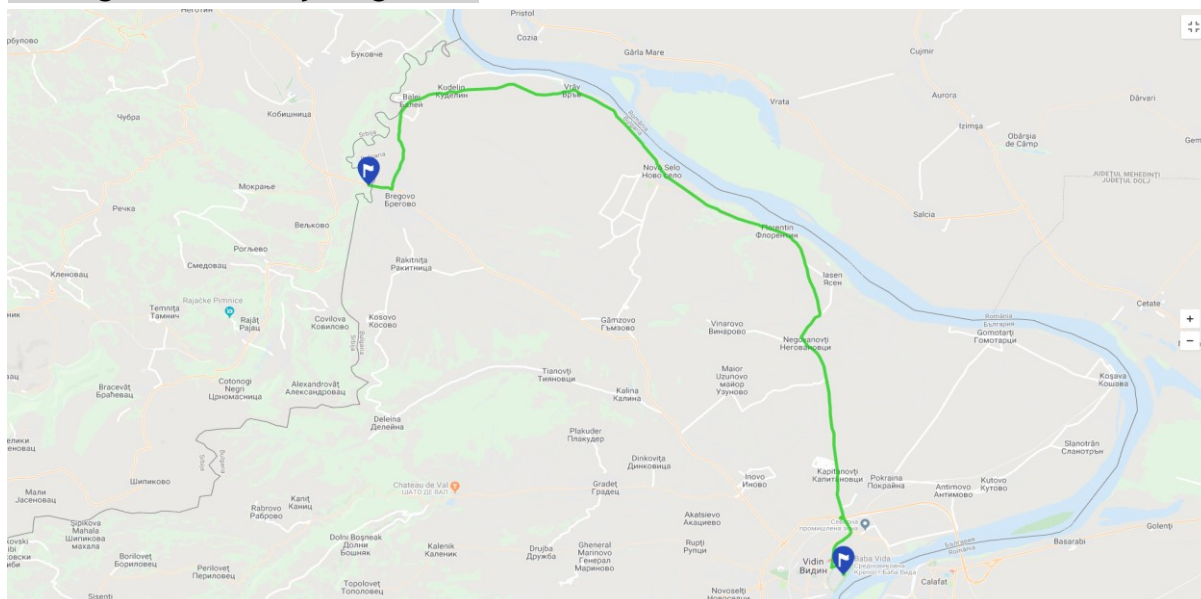
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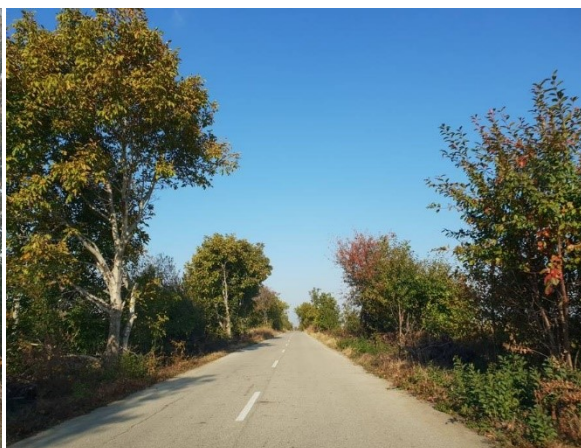
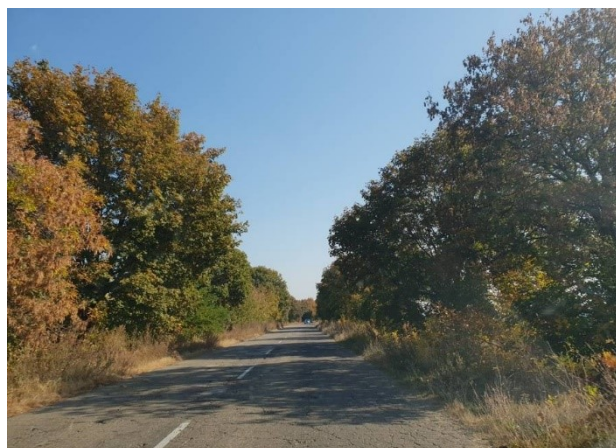
♦ Bregovo - Vidin cycling route



- o Cycling levels & difficulty - beginners | on-road | may involve altitudes conditions
- o Total elevation - 120 m
- o Distance - 43 km
- o Surface - paved
- o Bicycle type - road racing

➤ Tourist attractions in the area

- Regional History Museum, Vidin;
- Krastata kazarma Museum, Vidin;
- Vrashka Chuka Peak;
- Danubia Beach, Simeonovo;
- Fortress "Castra Martis", Kula.





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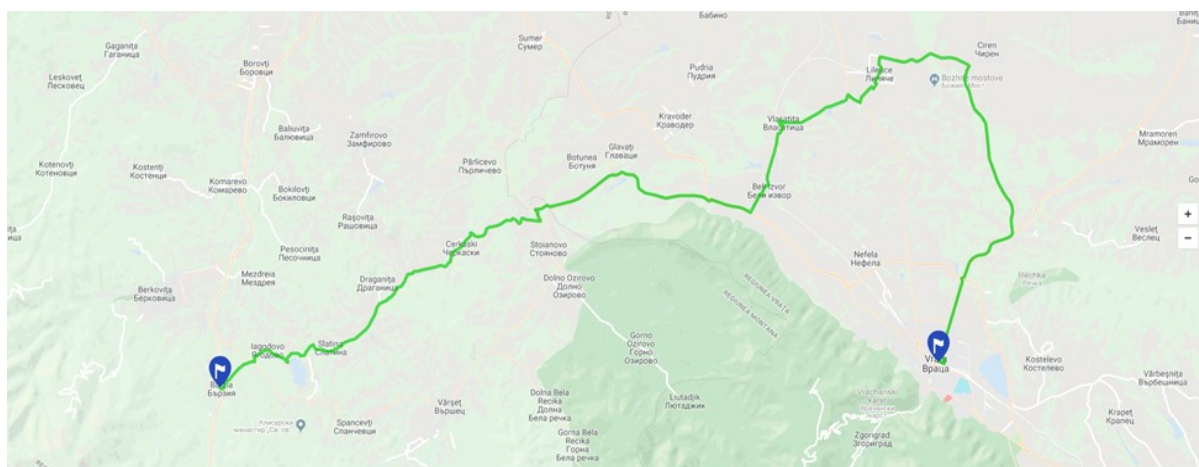
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♦ Barzia - Vratsa cycling route



- o Cycling levels & difficulty - advanced | on-road & off-road | may involve altitudes and challenging conditions | Entry-level skills recommended | Marked active
- o Total elevation - 620 m
- o Distance - 124 km | 2-days cycling trail
- o Surface - paved | unpaved
- o Bicycle type - road racing | MTB

➤ Tourist attractions in the area

- St. Nicholas Church, Barzia;
- God's Bridge (Bozhia Most), Lileace;
- Mogilanska Hill, Vratsa;
- Vratsata Gorges, Vratsa;
- Skaklya Waterfall, Vratsa;
- Natural Reservation "Balkan Wing".





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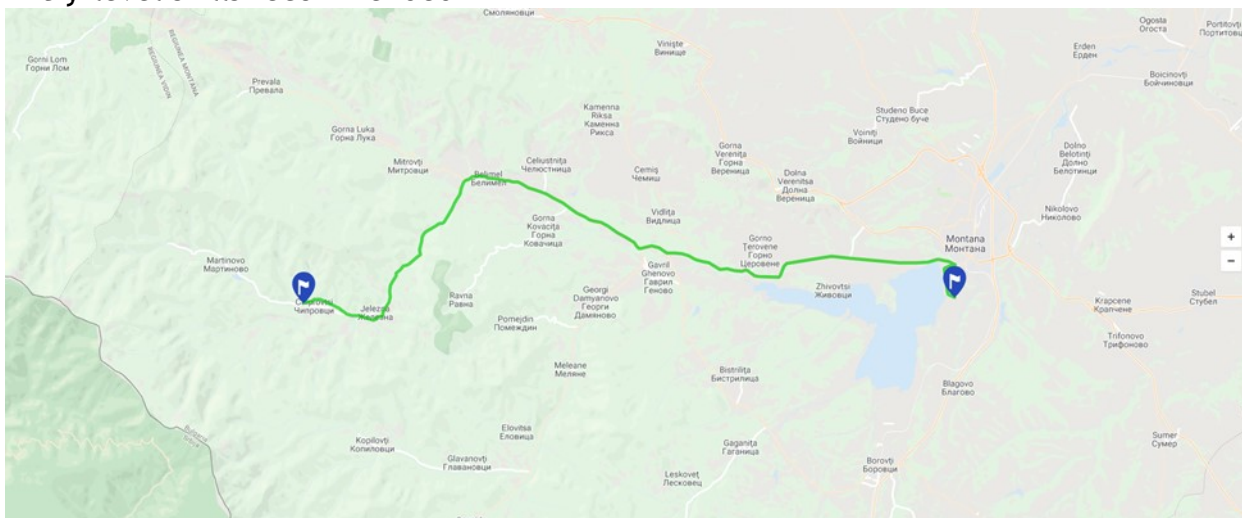
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◆ Montana - Ciproviti cycling route

o Cycling levels & difficulty - beginners | on-road | may involve altitudes conditions |

Entry-level skills recommended



o Total elevation - 410 m

o Distance - 35 km

o Surface - paved

o Bicycle type - road racing

➤ Tourist attractions in the area

- History Museum in Chiprovita;
- Memorial complex Balova shuma, Gavril Ghenovo;
- The dam "Balova shuma";
- Zheravitsa Fountain Market, Montana;
- Mishin Kamyk cave, Chiprovtsi.





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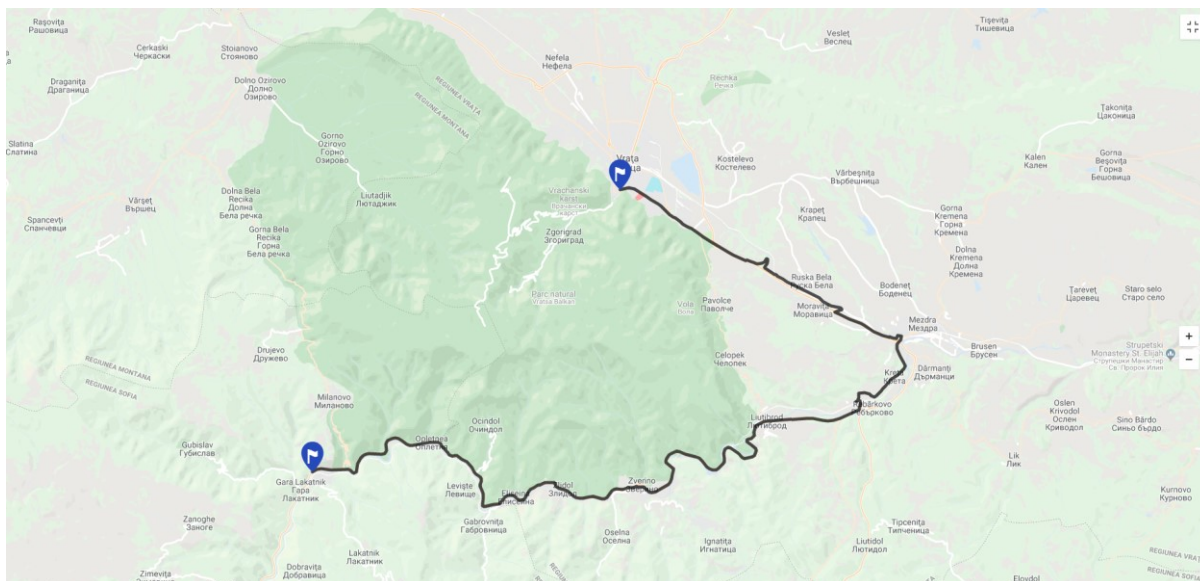
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♦ Vratsa - Lakatnik station cycling route



- o Cycling levels & difficulty - advanced | on-road | may involve altitudes and challenging conditions | entry-level skills recommended | marked active
- o Total elevation - 1,370 m
- o Distance - 174 km | 2-days cycling trail
- o Surface - paved
- o Bicycle type - road racing

➤ Tourist attractions in the area

- Mogilanska Hill, Vratsa;
- Vratsata Gorges, Vratsa;
- Skaklya Waterfall, Vratsa;
- Natural Reservation "Balkan Wing";
- Vratsata Pass, Vrachanski Balkan.





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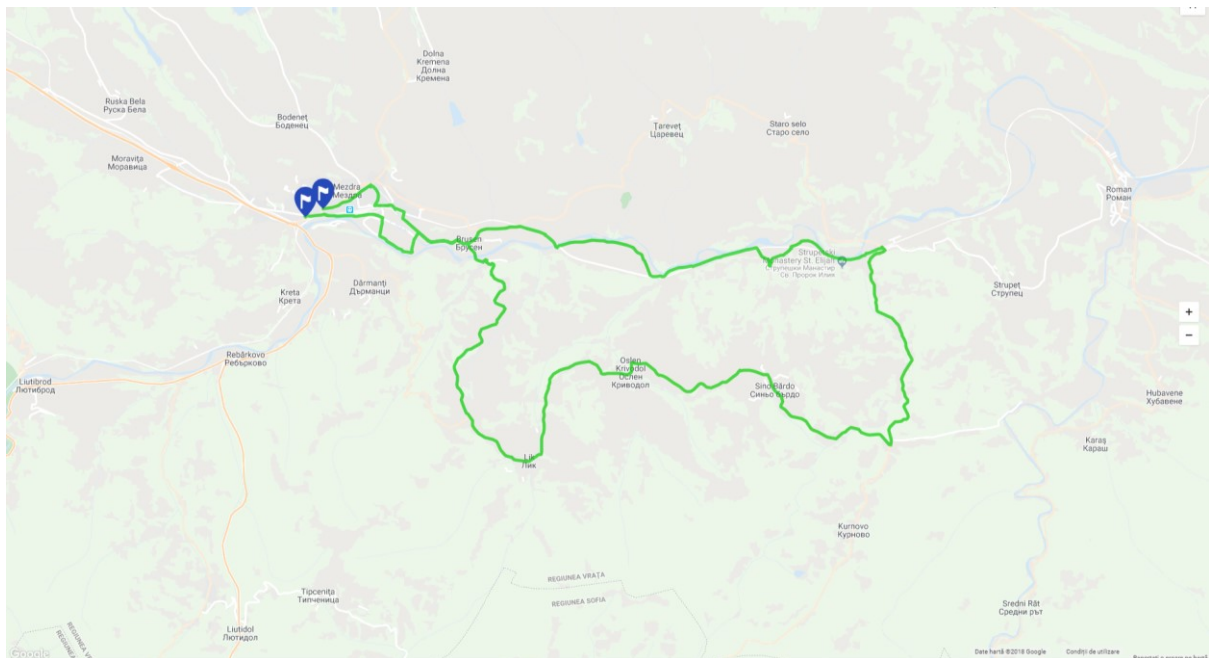
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♦ Mezdra - Strupetski round-trip cycling trail



- o Cycling levels & difficulty - beginners | on-road & off-road | may involve altitudes conditions
- o Total elevation - 550 m
- o Distance - 45 km
- o Surface - paved | unpaved
- o Bicycle type - road racing | MBT

➤ Tourist attractions in the area

- Strupetski Monastery, Strupets;
- Fortress Kaleto, Mezdra.





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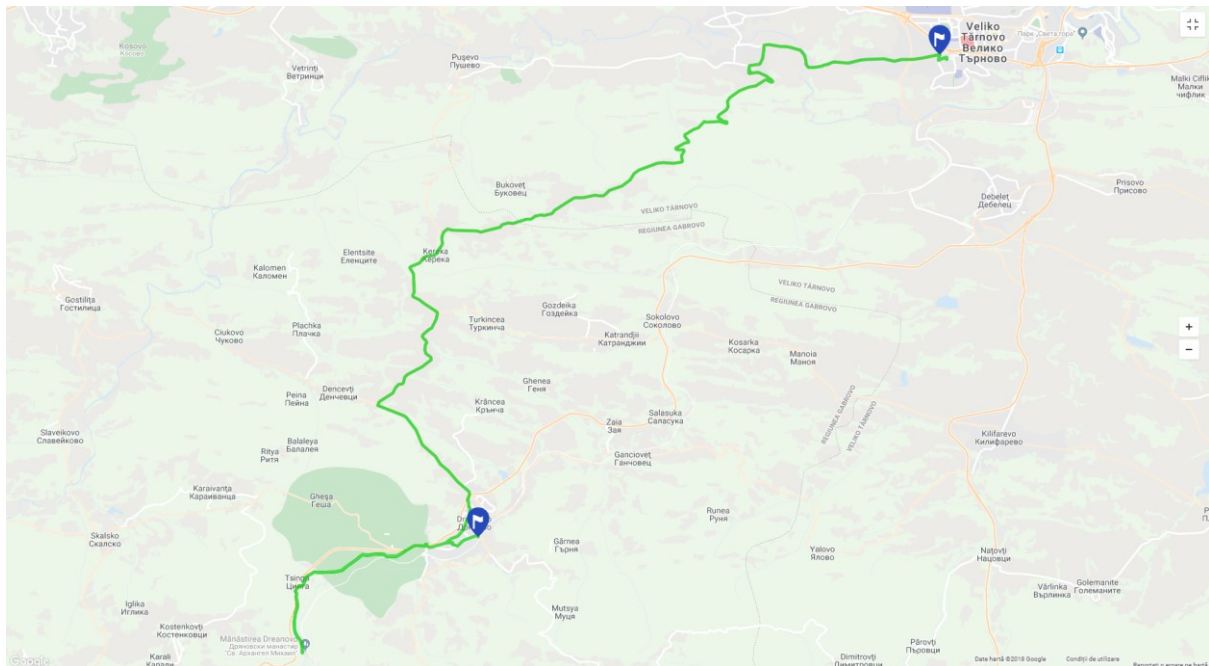
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♦ Veliko Tarnovo - Dryanovo Monastery cycling route



- o Cycling levels & difficulty - beginners | on-road | may involve altitudes conditions
- o Total elevation - 500 m
- o Distance - 38 km
- o Surface - paved
- o Bicycle type - road racing

➤ Tourist attractions in the area

- Dryanovo Monastery;
- St. Demetrius Church of Thessaloniki, Veliko Tarnovo;
- Prison Museum, Veliko Tarnovo;
- Archaeological Museum, Veliko Tarnovo;
- The Baldwin Tower, Veliko Tarnovo.





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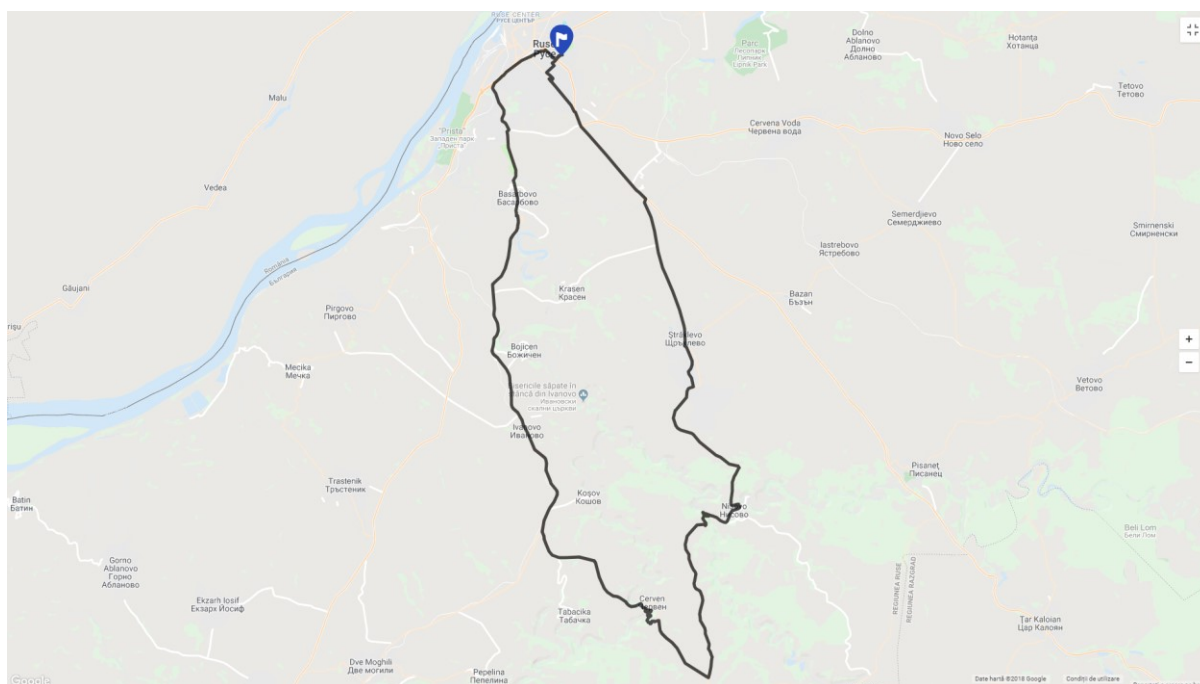
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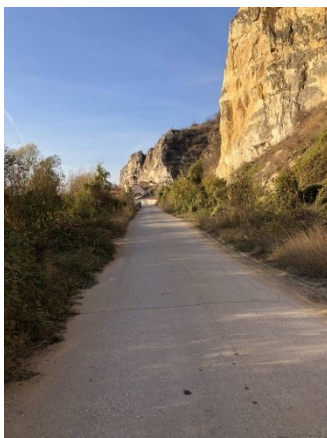
◆ Rusenski - Lom Natural Park round-trip cycling route



- o Cycling levels & difficulty - advanced | on-road | may involve altitudes conditions
- o Total elevation - 680 m
- o Distance - 74 km
- o Surface - paved | unpaved
- o Bicycle type - road racing | MBT

➤ Tourist attractions in the area

- Natural Reserve Rusenski Lom;
- Churches dug in the rock of Ivanovo;
- The monastery of St. Dimitrie Basarabov;
- Kyunt Capua Gate of the Ruschuck Fortress.





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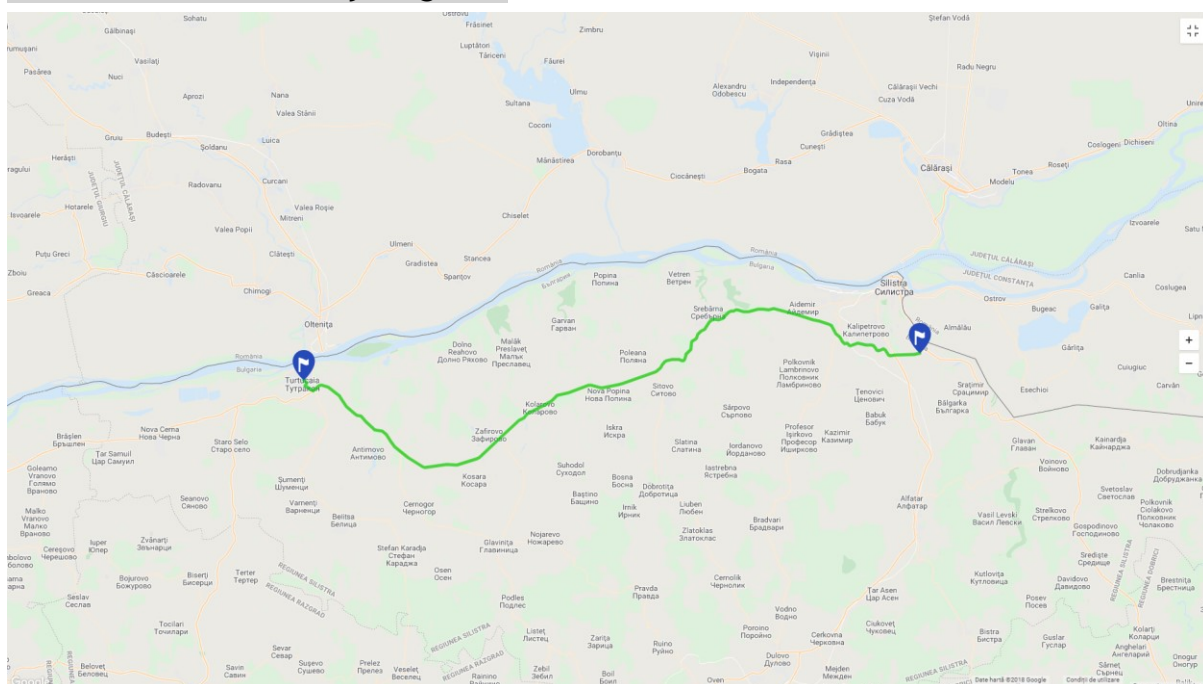
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♦ Silistra - Turtucaia cycling trail



- o Cycling levels & difficulty - advanced | on-road | may involve altitudes conditions
- o Total elevation - 470 m
- o Distance - 65 km
- o Surface - paved
- o Bicycle type - road racing

➤ Tourist attractions in the area

- Danube Park, Silistra;
- Kurshumlu Mosque;
- Sanctuary Sabri Hyuseyin (Softa Baba);
- Archaeological Reservation - "Ancient Transmariska Castle", Turtucaia.





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♦ Silistra cycling trail



- o Cycling levels & difficulty - beginners | on-road & off-road
- o Total elevation - 280 m
- o Distance - 65 km
- o Surface - paved
- o Bicycle type - road racing | MTB

➤ Tourist attractions in the area

- Danube Park, Silistra;
- Kurshumlu Mosque;
- Sanctuary Sabri Hyuseyin (Softa Baba);
- Pkrov Monastery, Aidemir.





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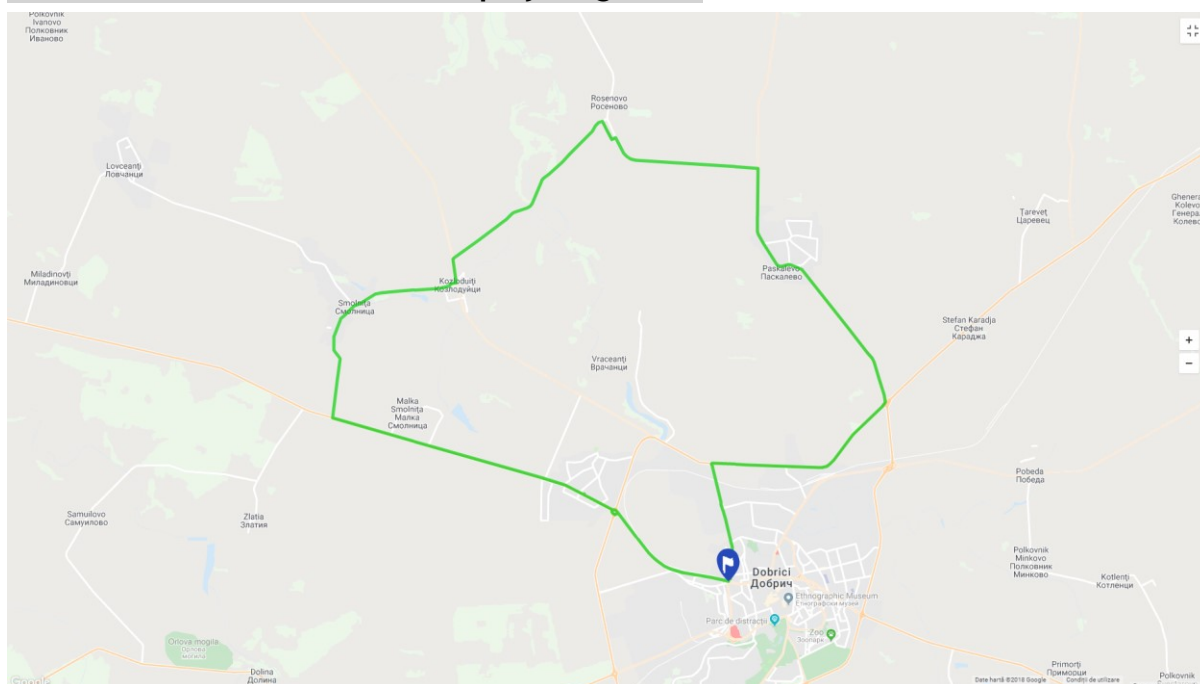
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♦ Dobrich - Rosenovo round-trip cycling route



- o Cycling levels & difficulty - beginners | on-road
- o Total elevation - 220 m
- o Distance - 38 km
- o Surface - paved
- o Bicycle type - road racing

➤ Tourist attractions in the area

- Outdoor Ethnographic Museum "Old Dobrich";
- The Holy Trinity Church, Dobrich;
- Jordan Yovkov Museum, Dobrich);
- "The Oaks" Natural Park, Dobrich.





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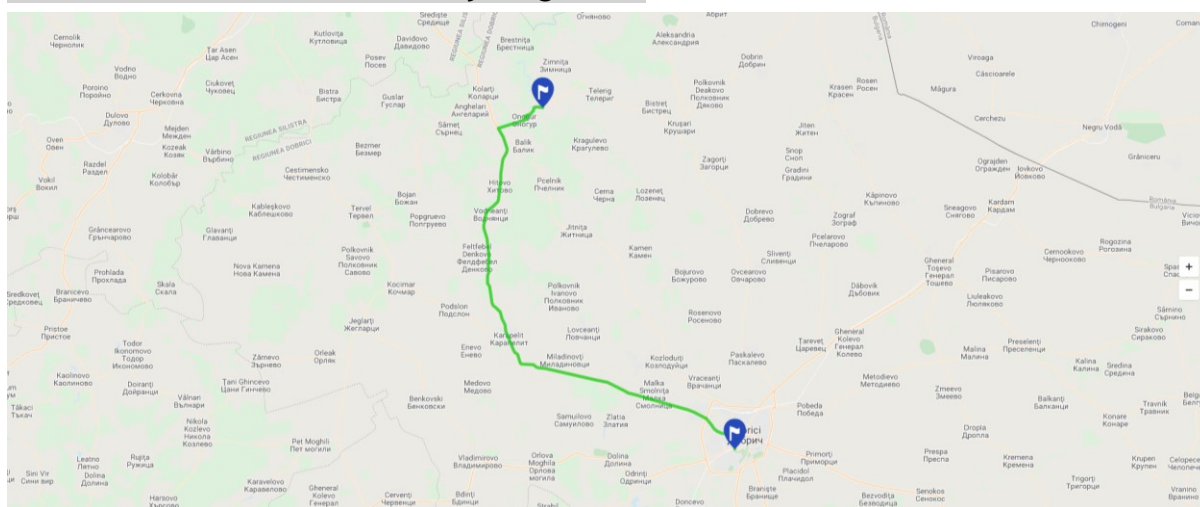
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◆ Dobrich - Efretor Bakalavo cycling route



- o Cycling levels & difficulty - beginners | on-road
- o Total elevation - 280 m
- o Distance - 49 km
- o Surface - paved
- o Bicycle type - road racing

➤ Tourist attractions in the area

- Outdoor Ethnographic Museum "Old Dobrich";
- The Holy Trinity Church, Dobrich;
- Jordan Yovkov Museum, Dobrich;
- Regional History Museum, Dobrich;
- "The Oaks" Natural Park, Dobrich.





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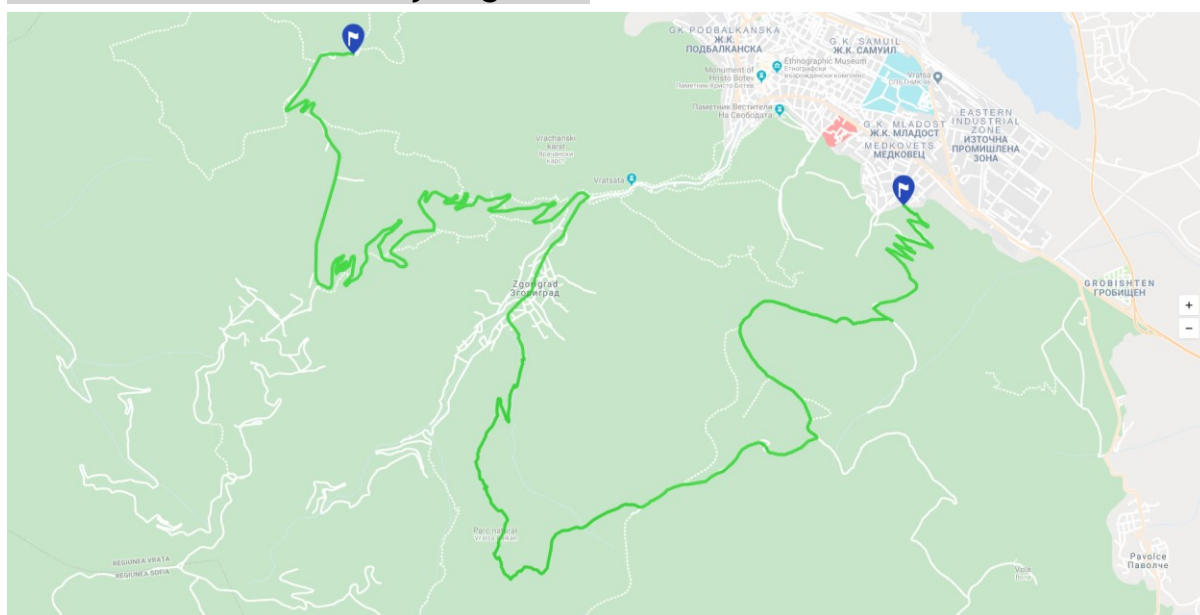
4.5 2nd Integrated Tourism Products - Off-road cycling trails in Bulgaria

The Danube - the Lifeline of Europe - it hosts a huge diversity, in both cultural and natural terms: the historical heritage, the diversity of ethnic groups, reflected in arts, language, food and much more. Today, this mighty river connects people rather than divides them. Bulgaria is characterized by a cultural and natural heritage which requested a unitary approach with Romania and a consequently joint cooperation with the neighbouring country to overcome national boundaries in the field of tourism. Therefore, considering the potential of the area, it is a step forward to have integrated tourist products based on cycling.

What tourists want is the story, through out the pedalling. They have to be allured by nature, the taste, secrets and experience that they might find along the way. They should not be stopped by borders and allow the story be wider.

In the followings we propose below a series of MTB cycling routes identified in the northern area of the Bulgaria.

♦ Vratsa - Ledenika cave cycling route



- o Cycling levels & difficulty - advanced | on-road & off-road | may involve altitudes and challenging conditions | entry-level skills recommended | marked active
- o Total elevation - 1,280 m



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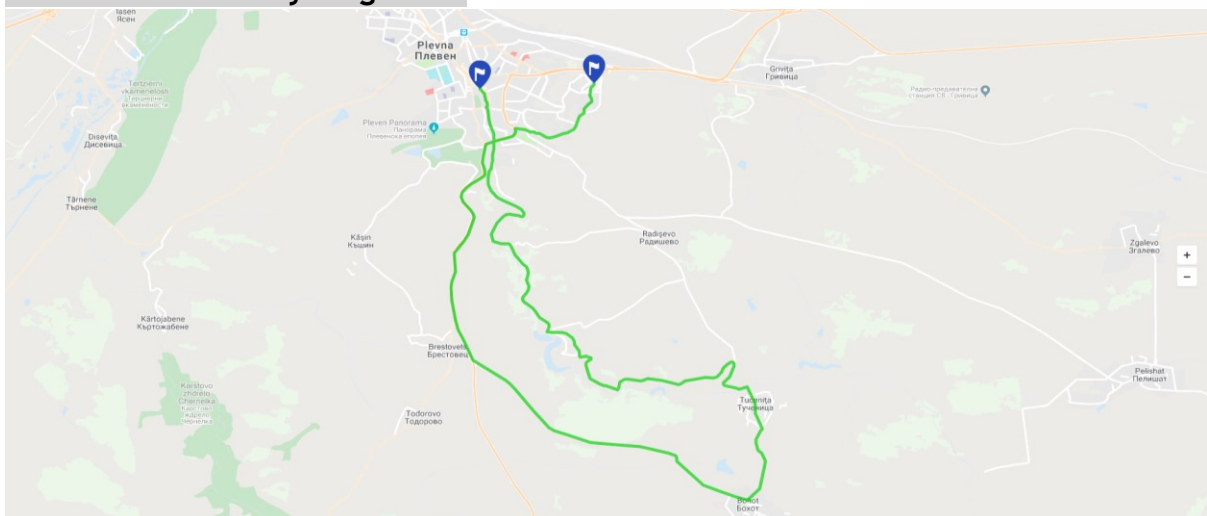
- o Distance - 31 km
- o Surface - paved | unpaved
- o Bicycle type - MTB

➤ **Tourist attractions in the area**

- Mogilanska Hill, Vratsa;
- Vratsa Gorges, Vratsa;
- Natural Reservation "Balkan Wing";
- Skaklya Waterfall, Vratsa;
- Vratsa Pass, Vrachanski Balkan.



◆ **Pleven - Bohot cycling route**



- o Cycling levels & difficulty - beginners | on-road & off-road | may involve altitudes conditions



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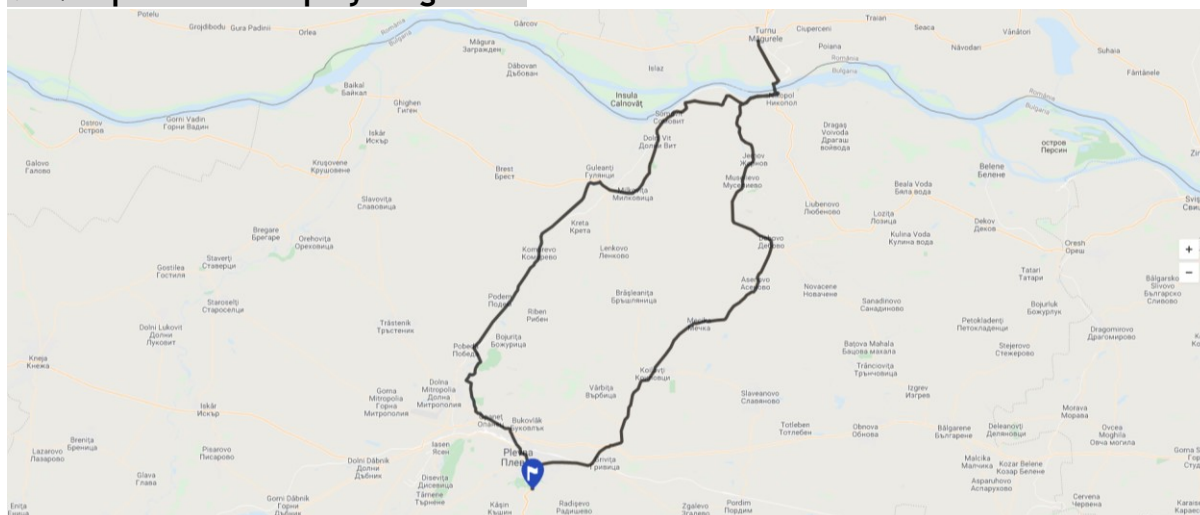
- o Total elevation - 300 m
- o Distance - 34 km
- o Surface - paved | unpaved
- o Bicycle type - MTB

➤ Tourist attractions in the area

- Kailaka, Pleven protected area;
- The cave museum of wine, Pleven;
- The Old Bridge over the Vit River, Pleven;
- The Bulgarian National Complex of Renaissance, Pleven;
- Drama Theater Ivan Radoev, Plevna.



◆ Nikopol round-trip cycling route



- o Cycling levels & difficulty - advanced | on-road & off-road | may involve altitudes and challenging conditions | entry-level skills recommended | marked active



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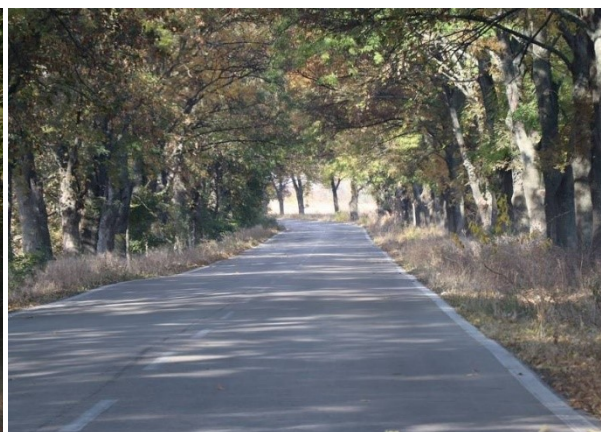
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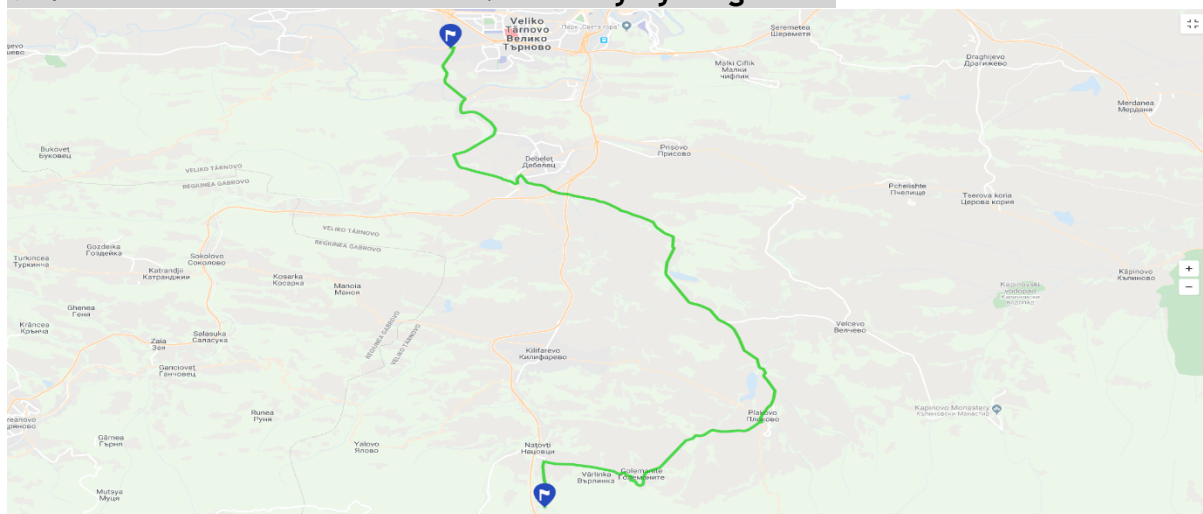
- o Total elevation - 490 m
- o Distance - 126 km | 2-days cycling tour duration
- o Surface - paved | unpaved
- o Bicycle type - MTB

➤ **Tourist attractions in the area**

- Kailaka, Pleven protected area;
- The cave museum of wine, Pleven;
- Fountain "Elia" (Syutliyka), Nicopole;
- Victory Monument, Nicopole;
- The Bulgarian National Complex of Renaissance, Plevna.



◆ **Veliko Tarnovo - Kilifarevski Monastery cycling route**



- o Cycling levels & difficulty - beginners | on-road
- o Total elevation - 220 m



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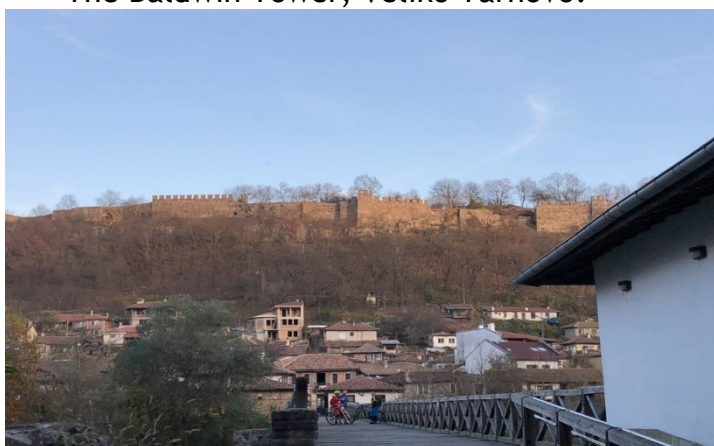
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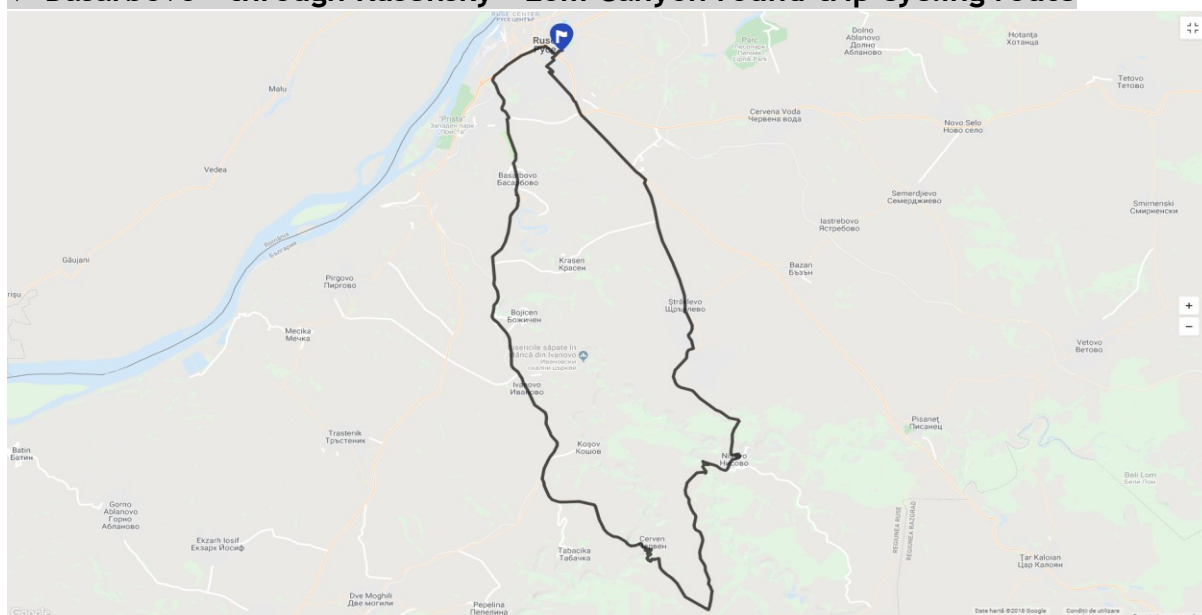
- o Distance - 45 km
- o Surface - paved
- o Bicycle type - MTB

➤ **Tourist attractions in the area**

- Kilifarevski Monastery;
- St. Demetrius Church of Thessaloniki, Veliko Tarnovo;
- Prison Museum, Veliko Tarnovo;
- Archaeological Museum, Veliko Tarnovo;
- The Baldwin Tower, Veliko Tarnovo.



◆ **Basarbovo - through Rusensky - Lom Canyon round-trip cycling route**



- o Cycling levels & difficulty - beginners | off-road



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- o Total elevation - 280 m

- o Distance - 50 km

- o Surface - unpaved

- o Bicycle type - MTB

➤ **Tourist attractions in the area**

- The monastery of St. Dimitrie Basarabov;
- Churches dug in the rock of Ivanovo.



More details of the cycle routes can be found in the study of identifying cyclo-touristic routes, 6th chapter - *Bicycle Routes identified in the eligible area of the project*, 6.1 subchapter - *Bicycle routes identified in the Romanian part of the RO-BG cross-border area*.



4.6 3rd Integrated Tourism Product

- Experimental cycling trails for families & disabled people in Bulgaria

For both target groups - families with children and disabled people - during the project implementation was identified a cycling trail in the green region of western Bulgaria suitable for them, which do not imply a sustained physical effort, all the routes being properly marked and offering a pleasant cycling experience in safe conditions.

The identified cycling routes are on asphalt routes and macadam/ gravel, in tourist attractive areas, in natural areas of invaluable beauty. These cycling trails are identified in the north-western area of Bulgaria, in Belogradchik, where there are many attractive tourist objectives, both natural and historical, unique and of inestimable value.

The route was, first and foremost, chosen to provide safety for children and disabled people, so there are no significant obstacles or notable differences in elevation on the cycling trails.

The cycling trial identified for leisure activity for families with children and disabled people is in the northern region of Bulgaria, perfectly suitable for relaxing cycling for parents, grandparents, children and disabled people of all age.

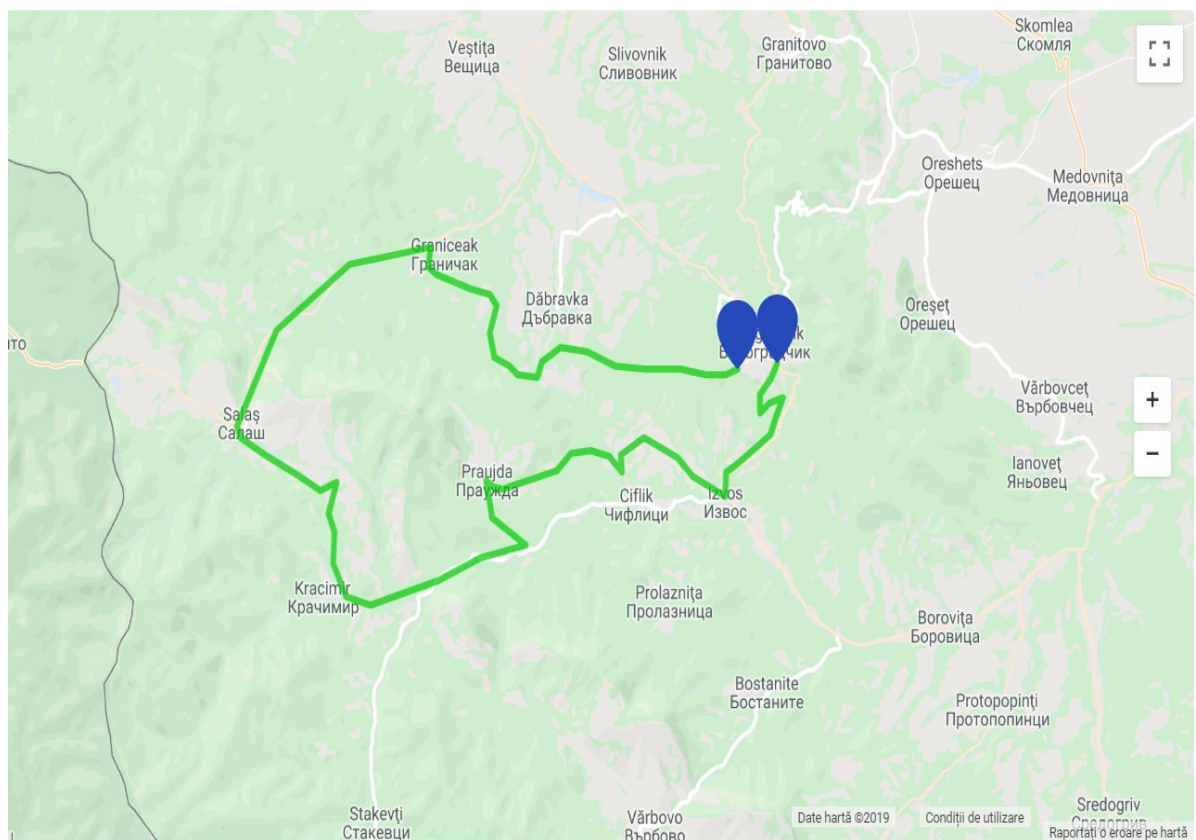
For a safe and pleasant experience, the project partners have purchased the following cycling equipment exclusively for these two target groups:

- trailers for bicycles with stroller for babies (younger than 4 years);
- trailers for bicycles for children older than 4 years;
- bicycles with stroller for disabled people (bikes with attendant for people with locomotor disabilities, who are in wheelchairs, and bikes with own propulsion - hand-cycles);
- safety and technical equipment for the reparation of the bike's (medical kit, helmet, water tank, sport watch with compass, sunglasses with UV protection, tool kit).



The cycling route proposed within the study conducted during the project implementation, which is also used for the pilot actions carried out for the both target groups, is the followings:

◆ Belogradchik cycling route for families and disabled people



o Distance - 45 km total distance of the cycling route





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V. INPUTS, ACTIVITIES AND OUTPUTS OF THE PROJECT

Romania-Bulgaria cross-border area is full of cultural and historical features, which makes it a beyond belief landscape. There are many ways of discovering the Romania-Bulgaria cross-border area and enjoying the natural and cultural heritage outside the big cities.

Several national parks, nature reserves, important wetlands and beautiful islands, as well as some UNESCO World Heritage Sites shape the unique natural landscape, ideal for active holidays. Less known, cycling trails lead along the river, but also turn aside revealing beautiful landscapes in the both countries.

The unspoiled small towns and villages in the rural areas keep their authentic way of life, old traditions and customs and offer a great journey through the rich cultural diversity.

Cycling trips along the river basin represent one of the best ways to get to know Romania and Bulgaria countries, discovering their uniqueness and cultural commonality.

Therefore, offering to the potential tourist some alternatives routes to enjoy nature and discover the cultural and historical heritage from the CBC area, the phenomena of cycling can become an ordinary activity for tourists.

The variety of natural, as well as cultural heritage along the Danube is huge, waiting to be discovered.



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Visitors should get the possibility to widen their horizons and encounter a unique cycling experience within a variety of landscapes and regions.



5.1 Project main objective

The main objective of the project is to develop integrated tourism products based on green and healthy activities with small costs and easy to do in the cross-border region.

Cycling enables tourists to get to know countries and cultures in a direct way. Therefore, the established cross-border cycling trails along the Danube should not only support the touristic infrastructure, but also strengthen the bond between the two neighbouring countries.



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The three partners - AISSER Calarasi Association, `Sport for You and Me` Association and ACTIS Sport Club Association - have started the project implementation by purchasing within the European contract specialized equipment necessary for carrying out ecological and sporting tourist activities in complete safety and leisure conditions.

The challenge in the area is to find long-term sustainable development and cycling is among the most sustainable forms of sports, recreation and tourist activities.

Therefore, considering the potential of the area, it is a step forward to have integrated tourist products based on cycling. What tourists want is the story, not only pedalling. They have to be allured by nature, the taste, secrets and experience that they might find along the way. They should not be stopped by borders and allow the story to be wider.

The main objective of the project was to create 3 new integrated tourism products in order to facilitate better utilization of joint tourism potentials, namely: one tourism product - adventures trips on-road; one tourism product - adventures trips off-road, and one tourism products - leisure trips for families with children and for disabled people, in order to facilitate better utilization of joint tourism potential, generating 5,600 overnights in the CBC region.

Through `Danube on 2 Wheels` project it had been created two Bike Information Points/ Tourist Centers, one on each side of the border - at ACTIS Sport Club Association headquarter in Calarasi and at `Sport for You and Me` Association headquarter in Belogradchik, Vidin, adequately equipped to support the new integrated tourism products: on-road and off-road bicycles, bikes with strollers for children younger than 4 years and bikes for children older than 4 years and bikes for disabled people, together with safety equipment and necessary accessories, technical equipment for the reparation of the bikes. Also, during the project implementation period, the partners organized 12 pilot actions (3 days each) in the eligible area of the programme: 4 experimental on-road expeditions; 4 experimental off-road expeditions; 2 experimental trips for families with children and 2



experimental trips for disabled people and their personal care attendants using the equipment purchased to promote the new tourism products.

The new tourism products had been developed starting from the findings and results of the common strategy to identify the cycle routes to ride and explore the natural and cultural heritage and will be made known by making use of the common strategy to promote the integrated tourism products, including raise awareness on natural and cultural heritage of the area.

The relevance of the project in the programme context is given by its contribution to the programme output indicators: 3 new integrated tourism products created covering 6.98% of the programme output indicator for this call for proposals (I9) and 2 common strategies developed covering 8.7% of the programme output indicator for this call for proposals (I10).

Cycling is an activity that is being taken up by an increasing number of people, regardless of age and social position. It is a form of soft recreational tourism that yields many positive results: it is environmentally friendly, promotes a healthy lifestyle and uses a low-cost means of transport. As an important tourist product, cycling is also important from the economic perspective.

All the specific equipment purchased serve enthusiastic cycling tourists, nature lovers, from both countries. For this reason, all the equipment is located both in Romania, at the headquarters of the ACTIS Association, in Calarasi, as well as in Bulgaria, at the headquarters of the `Sport for You and Me` Association, in Belogradchik - Vidin.

5.2 Project main results

The activities developed during and after the project implementation period will increase the number of tourist overnights in the region up to 5,600, covering 1.05% of the programme result indicator.



The project is estimated to increase the overnight stays number in the Danube area, during the project implementation stage and its sustainability stage, having as target group all cyclist enthusiasts, nature lovers, families with children, disabled people, practically all the people who like spending time outdoors and have sport activities in nature.

The project had created three new integrated bicycle touring products intended for on-road, off-road and experimental trips for beginners, advanced, families and disabled people.

Pilot actions have been organized in the cross-border area, both in Romania and Bulgaria, for the tour packages offered through the project. The events were of several types, one day for beginner cyclists and two - three days for professional cyclists. During these events, accommodation and meal services were provided for the participants.

In total, 12 pilot actions were organized in the eligible area of the programme, using the purchased sports equipment, to promote the new tourism products:

- ✓ 4 experimental adventure trips with on-road bikes (trip duration: 3 days);
- ✓ 4 experimental adventure trips with off-road bikes (trip duration: 3 days);
- ✓ 2 experimental trips for families with children (trip duration: 3 days);
- ✓ 2 experimental trips for disabled people and their personal assistants (trip duration: 3 days).

The number of overnights will be increased during the sustainability stage, when minimum one cycling event/ cycling adventure per year in Romania/Bulgaria will be organized or when the project partners will participate in other cycling events organized by third parties, which are consecrated and have the capacity to attract a large number of active enthusiastic tourists.

For 5 years, active enthusiastic tourists will join the cycling events organized by the project partners or third parties in the eligible area of the programme and will overnight in the programme region, generating almost 5,000 overnights.



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As mentioned before, the tourism products that will be promoted in the project sustainable period can be organized by the project partners or could be done by other entities that are already recognized among cyclists in the cross-border area for consecrated mass events, organized periodically, which have gained in time the capacity to attract a large number of active enthusiastic tourists.

For a cycling trip, there is no need of an authorized guide and can be done by anyone, as long as they respect the indications made available by the project outputs.

The beneficiaries estimate an increased total number of overnights generated by the project also by making available all the project outputs (equipment, web portal, mobile application, cycling trails identified in the CBC region, pilot actions etc.) during 5 years after the project completion.

According to the data published by the National Institute of Statistics (NIS), the arrivals registered in the tourist reception structures in Romania, in the first nine months of 2019, amounted to 10.449 million, meaning an increase of 4.4% on the same period of the previous year.

According to the quoted source, during the analysed period, out of the total number of arrivals, those of the domestic tourists in the tourist structures with accommodation functions represented 79.8%, the rest of 20.2% being foreign tourists.

Regarding the overnights registered in the tourist reception structures in our country, during the period January - September 2019, they reached 23.902 million, an increase of 6% compared to those recorded in the first nine months of 2018. In addition, during the same period, of the total number of overnight stays, those of Romanian tourists in the tourist reception structures with accommodation functions represented 82.8%, while the nights of foreign tourists were 17.2%.

Source info: <https://www.bursa.ro/institutul-national-de-statistica-turism-in-crestere-in-primele-noua-luni-ale-lui-2019-86313834>



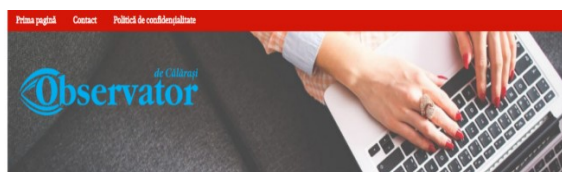
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În luna august 2019 a crescut numărul de înnoptări în structurile de primire turistică cu funcțiuni de cazare

A Solența Ilina O septembrie 2019 Social Niciu comentarii



Esti pasionat de jurnalism?

Te place sa lucrezi pe un site online actualizat?

Te place sa lucrezi pe un site online actualizat?

Te place sa lucrezi pe un site online actualizat?

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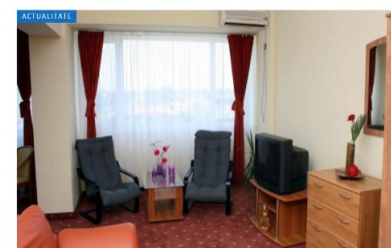
Te place sa lucrezi pe un site online actualizat?

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Te place sa lucrezi pe un site online actualizat?



STIRI RECENTE CULTURA „CUM SE FACE 2”, ASTĂZI PE SCENA SĂLI BARBU ȘTIRBEI DIN CĂLĂRAȘI



Față de iunie 2018, numărul turiștilor sosiți în Călărași, în iunie 2019, a crescut cu 33% iar înnoptările cu 91,1%

Cauta...

ARTICOLE RECENTE

Primăria Borcea, pregătită pentru sărbătorirea Zilei Naționale a României
26 noiembrie 2019

Primăria Călărași va construi 4 stații de reîncărcare a autovehiculelor electrice
26 noiembrie 2019

„Cum se face 2”, astăzi pe scena Sălii Barbu Știrbei din Călărași
26 noiembrie 2019

Diferență de peste 4.000 de voturi între Iohannis și Dăncilă în municipiul Călărași
25 noiembrie 2019

Cum s-a votat în mediul rural din Județul Călărași. Unde a câștigat Iohannis, și unde Dăncilă
25 noiembrie 2019

Față de iunie 2018, numărul turiștilor sosiți în Călărași, în iunie 2019, a crescut cu 33% iar înnoptările cu 91,1%

Obiectiv 4 septembrie 2019 0 Comentarii

În luna iunie 2019 activitatea de turism s-a caracterizat prin scăderea numărului de sosiri în structurile de primire turistică cu funcțiuni de cazare turistică și creșterea numărului de înnoptări și a indicelui de utilizare netă a capacității de cazare turistică în funcțiune față de luna precedentă.

Comparativ cu aceeași perioadă a anului precedent, s-a caracterizat prin creșterea numărului sosirilor, numărului înnoptărilor și a indicelui de utilizare netă a locurilor de cazare.

Numărul de sosiri ale turiștilor în structurile de primire turistică cu funcțiuni de cazare turistică în luna iunie 2019, a fost de 2335, mai mic cu 12,3% comparativ cu luna anterioară și mai mare cu 33,0% comparativ cu luna iunie 2018.

Sosirile înregistrate în structurile de tip hotel au reprezentat 74,1% din numărul total de sosiri în structurile de primire turistică cu funcțiuni de cazare, în timp ce sosirile înregistrate în structurile de tip motel au reprezentat 10,4%.

Numărul de înnoptări în structurile de primire turistică cu funcțiuni de cazare turistică, în luna iunie 2019, a fost de 7048, mai mare cu 0,2% față de luna precedentă și respectiv cu 91,1% comparativ cu luna iunie 2018.

Înnoptările înregistrate în structurile de tip hotel au reprezentat 59,4% din numărul total de înnoptări în structurile de primire turistică cu funcțiuni de cazare turistică, în timp ce înnoptările înregistrate în structurile de tip motel au reprezentat 18,3%.

Indicele de utilizare netă a capacității de cazare turistică în funcțiune în luna iunie 2019, a fost de 21,7% la total

Acest site folosește cookies. Prin navigarea pe acest site, va exprimați acordul asupra folosirii cookie-urilor.



În luna august 2019 activitatea de turism s-a caracterizat prin creșterea numărului de înnoptări în structurile de primire turistică cu funcțiuni de cazare turistică, a indicelui de utilizare netă a capacității de cazare turistică în funcțiune și scăderea numărului de sosiri în structurile de primire turistică cu funcțiuni de cazare turistică față de luna precedentă. Comparativ cu aceeași perioadă a anului precedent, s-a caracterizat prin creșterea numărului sosirilor, a numărului înnoptărilor și a indicelui de utilizare netă a locurilor de cazare. Numărul de sosiri ale turiștilor în structurile de primire turistică cu funcțiuni de cazare turistică în luna august 2019, a fost de 2.754, mai mic cu 8,6% comparativ cu luna anterioară și mai mare cu 17,9% comparativ cu luna august 2018. Sosirile înregistrate în structurile de tip hotel au reprezentat 70,1% din numărul total de sosiri în structurile de primire turistică cu funcțiuni de cazare, în timp ce sosirile înregistrate în structurile de tip motel au reprezentat 13,3%. Numărul de înnoptări în structurile de primire turistică cu funcțiuni de cazare turistică, în luna august 2019, a fost de 8332, mai mare cu 11,6% față de luna precedentă și respectiv cu 63,8% comparativ cu luna august 2018. Înnoptările înregistrate în structurile de tip hotel au reprezentat 51,9% din numărul total de înnoptări în structurile de primire turistică cu funcțiuni de cazare turistică, în timp ce înnoptările înregistrate în structurile de tip motel au reprezentat 27,3%. Indicele de utilizare netă a capacității de cazare turistică în funcțiune, în luna august 2019, a fost de 34,6% la total structuri de primire turistică cu funcțiuni de cazare, mai mare cu 3,6 puncte procentuale comparativ cu luna precedentă și mai mare cu 12,4 puncte procentuale comparativ cu luna august 2018.

According to NIS, the situation for both Romania and Bulgaria of the capacity and activity of tourist accommodation in 2019 was the following:

County	Accommodations capacity	Arrivals	Overnights	Indicators of net use capacities in function
ROMANIA				
Calarasi	885, out of which 279 in function	22,000	55,000	19.6
Constanta	85,285, out of which 10,149.1 in function	1,163,000	4,542,000	44.8
Giurgiu	636, out of which 225.4 in function	25,000	48,000	21.1
Teleorman	1,259, out of which 285.2 in function	12,000	18,000	6.3
Dolj	2,448, out of which 872 in function	97,000	175,000	20
Mehedinti	2,174, out of which 713.1 in function	92,000	201,000	28.3
Olt	837, out of which 309.8 in function	35,000	73,000	23.6



County	Establishments - in numbers	Bed places - in numbers	Overnights - in numbers	Arrivals - in numbers
BULGARIA				
Silistra	12	527	1,453	976
Dobrich	41	4,085	8,654	4,818
Veliko Tarnovo	100	4,216	16,913	9,645
Pleven	22	1,201	4,330	2,545
Montana	21	1,102	3,181	1,863
Vidin	24	805	2,787	1,742
Vratsa	23	827	4,295	1,756
Ruse	47	1,963	8,512	5,337

Accommodation capacity existent at 31st July 2019, according to <http://www.insse.ro> and <https://www.nsi.bg/>.

5.3 The logistics behind conducting pilot actions

In the following we will present from the logistical point of view the actions carried out by the project partners in organizing all the ten pilot actions.

Through the 2019 CYLCE for FUN events we have launched a campaign against sedentarism, by promoting a healthy lifestyle and fighting for the sport to become a "compulsory matter" in the people`s lives. We believe in moving the world through sport!

Cycling has a lot of benefits. Cycling provides an important metabolic stimulus, as caloric burning increases for a long time even after the pedalling is over. In addition to a higher resting metabolism, a constant cycling routine improves overall endurance. The more you practice the art of cycling, the more exercise you maintain, which in turn allows your muscles to increase their ability to create energy efficiently.



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Endurance training can help in all aspects of everyday life, both on the road and outside. Along with endurance, strengthened muscles and increased metabolism, cycling also supports the health of the most vital organs, most importantly, the heart. Lifting heartbeats for constant periods of time, through activities such as cycling, strengthens this major muscle and increases the efficiency to pump oxygen throughout the body.

Circulation improves as blood vessels dilate and lung capacity increases. Over time, these auxiliary systems - the lungs, vessels, capillaries and cells - adapt to a higher level of energy consumption and increase efficiency in daily life. This leads to better cardiovascular health as a whole, along with a heart that is less demanded by activities in daily life.

The effects of cycling are important on the psychic level, being proven to reduce the main problems of the modern man, anxiety and depression, managing to calm and disconnect from the daily stress the participant. Cycling is often not done by a single person; it is done in a group and the social component is again very important.

Participating at the cycling events has a great meaning also at the social level, this type of recreation having the power to bring people together and create long lasting friendships.

In the following we`ll present the used methods and regulation in organizing the outdoor events. In order to have many participants and to create a carefree cycling event, where people enjoy and have a good mood, we had to make a good planning for these adventures.

Therefore, we created a well-established program and a set of clearly defined rules, with which we managed to organize twelve outdoor sport events without any incident, offering many interactive and fun activities, so that those who participate feel good, cycle with joy in the locations established by the routes identified in our previous study.

In principle, the way of organizing the cycling events was the same, the differences being given especially by the specific of each target group.



5.3.1 Planning on-road cycling events

Organizing a cycling can be a very enjoyable and rewarding experience. Although there is more work involved than most of the cyclists might realize, making the first event evolve from an idea into reality is ultimately very gratifying for the organizers. Below are some of the most important steps that we took and we recommend others to consider when planning, promoting, and executing the cycling event (most of the same steps apply to all types of cycling tours).

First of all, when planning the on-road cycling event, it is important to **consider the options for a location** where will be held, the characteristics of the course, and whether or not it will be implemented a theme for the event. For our events we chose a theme for all types of cycling - on-road and off-road also. We chose to make it fun, so all the interested people to be able to participate - from the families with small children, disabled people, to students, former sportsmen and professional cyclists. This is why we chose to name all the cycling events CYCLE for FUN, adding to each one the place and, in some cases, the type of the cycling trail etc.

The second important step was to **create an online registration** using the website developed through the project, named *DanubeOn2Wheels.eu*. Creating online registration form we could increase the number of participations, using a simplified registration process and utilizing a simple checkout process, that didn't require accounts for participants.

Another important thing in creating the event is based on **the cycling location**. The location of the event must take concern where a sizable portion of the prospective cyclists live. Depending on the expected size of the event (we had a target group of a twentieth to thirtieth expected at each event), it is also need to take into consideration the hotels in the area to accommodate the participants. As it pertains to picking a location, the event organizers also have to take factor in the scenery of potential cycling routes.

Also, it`s important to **create a cycling course**, that gives participants a unique experience. Often cyclist want a route that is flat or gentle downhill, so to



draw more participants, it is ideal to avoid hills. Also, in choosing a course, we found it necessary to minimize expenses. For this reason, we had for our four on-road cycling events both an out-and-back and a loop course to avoid the expense of transporting participants.

With all these details settled, now it's time to take consideration on **the theme of the event**. As we previously presented, we chose to have a fun event.

Fun cycling has become increasingly popular in the past few years. They range from costume races to interactive activities carried out during the event, in which you involve the participants to complete some fun tasks.

It seems that fun runs tend to attract more participants that don't consider themselves to be professional cyclists. It is more of the thrill than the cycling that brings these extra participants out.

We recommend as well others to have *charitable cause*, that have a similar effect of bringing out participation from people that may not have otherwise considered to participate at a cycling event - no matter if on or off road. During the sustainability period of the project we will try to organize such events or to participate with all the cycling equipment purchased at other consecrated events in the cross-border area.

Also, as a recommendation for planning a fun cycling or a charity cycling event, we strongly recommend to consider the expenses associated with the theme chose, and make adjustments to the event to fit the theme. For example, for a Halloween race you might consider holding the event in the evening. When deciding to involve a charity the organizers have to reach out to a few charities to see which ones would help the most with volunteers and promotion of the event.

The next step is about **promoting the cycling event**. When promoting on-road or off-road cycling even the organizers have to come up with a good name, and a strategic advertising plan. For example, all our cycling events had the same name and theme - CYCLING for FUN. Although, the cycling events were organized on different dates and locations, all participants knew what it was all about and that behind all these is the same organizer. For this reason, we were pleasantly surprised to discover among the cyclists, participants who also came to our previous events.



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When planning the name for the event the first thing we did was to find out which names are already taken in the local area, and nationally. Similar to a business, the event name gives a feeling and imply an experience. Names absolutely matter! So, because we planned a fun cycling, we picked a symbolic name for all the events. Also, in some instances it is wise to name the event after have picked a course or location.

Another important aspect in organizing these events is given by permits!

For this matter, we made sure to check with the local government to determine what permits are required for the type of event we created. We were required to take a permit, for having coverage to protect our NGOs responsible for putting on the event.

Although our events were not competitions, the only competition was for some cyclers with themselves in establishing a Personal Best.

For a proper cycling event, taking in concern the distance and the time spent making effort, for the participants we provided hydration. We had a lot of water bottles (0.5l), so necessary in the process of dehydration of the cyclists during the endurance events.

We recommend others organizers to provide plenty of water, and if possible, another beverage with electrolytes to cyclists, to energize them. For longer cycling routes some events provide stands that include fruits like apples, bananas, oranges, lemons, food, like energy bars (that can be eaten easily and digested quickly), and even also pain relievers and ice buckets.

The best promotion of the project was provided during the cycling events through the participation kit. This contained the followings: T-shirts, caps, eco-friendly pens, memory sticks USB, key holders, agenda, backpack and rain coats.

We recommend other organizers to provide their cyclists with at least shirts. Often this is an athletic polyester shirt, but short cycling routes chose for the sports events sometimes provide cotton shirts, in order to reduce cost. Another recommendation regards medals, that are usually given to participants that complete a race. Be aware that medals can be pricey if they are purchased in small quantities. Also, if your event is a race, it`s recommended to have awards for age



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division winners. Sometimes these awards are just for first place, but they often go three to five deep. Some long cycling races choose to give out prize money. The usual regulations used by organizers stipulate that overall awards need to be based upon gun time. Age division awards can be based upon chip time.

The opening of the event registration is another important step in organizing the event. We had the registration online, on the project's website - www.danubeon2wheels.eu. Taking in consideration the fact that we faced in a very short time many situations in which we depended on external factors, such as weather, accommodation availability, services necessary for a good organization of events, we had to open online registration shortly before the events. But all this time we made an intense promotion on the social networks of the project (Facebook & Instagram), which provided us with a good dissemination of events, so that at the Start we managed to have more participants than we initially expected.

We recommend other organizers to open registration early to have greater participation. Usually, cyclists that visit the organizers website throughout the year may not think to come back in six months & register. The ideal time to open registrations is immediately after the previous instance of the event, usually one year before. This ensures that participants will be able to sign up as soon as they are ready. Also, it is important to remember that the greatest source of event growth is friend and family referrals from the participants that have already signed up. The earlier the organizers can have people signed up for the event, the more time they have to talk about that event.

Another important element in promoting cycling events was **photo tagging**. After the events took place, these were promoted both on the project site and on the social networks, by posting as many pictures as possible with the participants, who had the opportunity to download the pictures with them and that they had distributed in turn on their accounts on social networks, photos that were tagged with the project logo. This led to a good dissemination among the participants, who, by posting photos from the events organized within `Danube on 2 wheels`, ensured a good promotion of the project.



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In this regard, we recommend to other entities that wish to organize such cycling events to use this method of promotion - the photo tagging, which never fails, as it is a free and secure method of disseminating events on a large target group scale. All you have to do is apply the logo of the event or the organizing entity on all the photos posted on your website and on your social networks, to spread the brand used for your purpose.

At the end of all cycling events we took care of all **the courses clean up**. This is the final stage in a public cycling event, where attend many people. For this job, having in thought that we didn't have financial coverage by the project, we appealed to the help of our partners and friends, who were by our side in this final stage, extremely important for the nature of the project, through which we come to offer and promote a new type of eco-friendly tourism.

Clean up is often a job that is overlooked. But we recommend other organizers to give special importance to this stage. Events can be banned from communities if they are not left as clean as they were found. It is generally a good idea to have fresh bodies of people in charge of clean up that didn't have to help with the set up. At the end of an event both organizers and other volunteers will be exhausted, so try to have fresh people come in to help clean up.

In organizing the cycling events within the project, we created a series of **PARTICIPATION RULES**, that were made public on the website, before the day of the cycling event. The rules of participation for the on-road events had the following characteristics:



*CYCLE FOR FUN is an event for outdoor movement. The purpose of the event is **for fun**, not competition*

The event had different ROUTES lengths, adapted to the target group the event was intended for.



The on-road cycling routes were intended for beginners to professional cyclers. Because it was not a competition, the distance travelled by those enrolled in this sample does not have a minimum limit, being set only the maximum limit of the distance taken, which was determined by the total distance of the cycling route identified in the study carried out by the beneficiaries of the project.

EVENT KIT

The event package contained the following:

- *T-shirts*
- *caps*
- *eco-friendly pens*
- *memory sticks USB*
- *rain coats*
- *key holders*
- *backpack*
- *agenda*

PARTICIPATING CONDITIONS

Details of cycling on-road routes

- *The minimum age * of registration was 14 years.*

** Age was considered at the date of the event; the minimum age allowed for road cycling events was set according to the difficulty of the established route, as the case may be.*

The CYCLE FOR FUN route was properly signalled by the organizers. The organizers of CYCLE FOR FUN recommended the participation only to those who were capable of medical effort.

Who could attend?

Minors participated either with a parent (confirmed with the CI on the spot) or on the basis of the Statement of Responsibility for the participation of a minor under the age of 18, signed by the parent (or legal guardian), who was aware of the Regulation and assumed, together with the participant, the risks and implications of participating in the event. Unaccompanied minor participants had to come to the event with the statement signed by the parent/ guardian.

All on-road events were organized for both categories of sexes, regardless of age.



Cycling route

All the four road cycling routes were presented to the participants on the event opened on the website, showing the map where the adventure will take place, the distance, the type of cycling trail, and also presenting all the most beautiful and important touristic objectives on that way, the restaurants and the accommodation found there. More details had been given at the start of the event, at the technical meeting, which was held before all the cycling events, in order to make known the route, the regulations and other information needed for the participants.

Rewards for participants

The rewards were awarded at the beginning of the event. The rewards consisted of promotional materials (shirts, caps, backpack, agenda, pen, keyholders, memory-stick, rain coats) and were limited in number (30 pieces of each promotional material).

Required equipment

The participants had the possibility to ask for a bicycle free of use during the event or to participate at the adventure using one of their own. They were required to wear the t-shirt and the caps given by the organizers. Also, they were advised to have at the cycling events the followings: water cans (preferably handy in the bike holder/ brackets) or in the backpack; cycling glasses (as the case may be, depending on the weather on the day of the event); cycling gloves and trousers with base were part of the recommended equipment; the mobile phone stored in a pouch/ bag; the use of radio systems or other electronic communications (e.g. iPod, mp3 player etc.) was not recommended, because we strongly recommended them to connect with nature.

Registration and validation of entries

The registration for the cycling event was FREE. Registration was done by completing the registration form available on the website www.danubeon2wheels.eu.

The renunciation/ surrender of a place of registration had to be made and announced before the event, at the e-mail address: office@aisser.ro.

The validation of the participants took place on the day of the cycling events, between 09:30 and 10:30 AM, at the stand of the ORGANIZER.

Upon validation of the registration, the participants presented their identity card and signed the Declaration on their own responsibility in case of accident.



Withdrawal from the cycling event

The ORGANIZER reserved the right to stop a participant in the following cases:

- was injured after the start, and the state did not allow him to continue the route;*
- in exceptional cases.*

Cycling trail safety

Any accident involving CYCLE FOR FUN participants, which occurred during the event, due to the non-observance of the rules of the event and the rules of civic conduct would have been the responsibility of those involved in the accident.

The cyclists were responsible for their participation, the ORGANIZER assumed no obligation in case any of them would have got injured or other consequences that may have arisen due to participating in cycling events.

Those who have chosen to receive a road bike from the Organizer, to use it exclusively during the event, had received the equipment at the meeting point. Before the start, all participants had tested the allocated bicycle and made the necessary settings, with the support of a representative of the Organizer, at the technical meeting.

The cycling helmet was MANDATORY for all participants along the route!

For those who came with their own equipment could only participate with road bikes, in good working order. The used personal bicycles must have been driven only by human force. Participants could repair or replace any part except the frame. Bicycle change was not allowed, participants had the obligation to complete the route with the same frame.

In the event of a breakdown, a malfunction or a stop, the cyclist was obliged to clear the route to avoid accidents and to solve the problem, in case it was minor and short-term, in a safe place, being supported by the organizers.

During the event, safety and technical equipment were made available to the participants for the repair of the minor defects of the bicycles. The organizers were permanently, throughout all the events, on the route, along with the group of participants, through the route coordinators.

Technical meeting

All the cycling events started with a technical meeting, which gathered all the participants and the members of the organizer team. Before the START, the technical session was organized to provide details to the participants about the route, organization,



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hydration/ eating point (camping area), as well as the event regulation. At the same time, on this occasion, training had been given to those who have chosen to use the Organizer's bicycles, they had tested the equipment and were prepared individually by the organizers, according to the needs of each participant.

5.3.2 Planning off-road cycling events

Connect with Nature and Collect Experiences on epic cycling journeys in Southern Romania and in the northern Bulgaria! Take in splendid architecture proof of the living of our ancestors, small traditional villages and outstanding breathtaking sceneries.

Very often tourism is built on the detriment of nature. We think and do differently, always putting the effort in preserving nature and supporting local communities. Our core value is the belief that sustainable travel with local experiences is the best travel!

At the CYCLE for FUN off-road adventure, our mission was to serve as a bridge between the travellers, who are ready to seek out adventure and collect new experiences, and our hosts and local villagers who are eager to provide them with the best thrills and amazement possible inside the CBC area.

Both neighbouring countries reveal their rare beauty, warm culture and colourful history for all to enjoy. Throughout our adventures, we offered travellers the opportunity to explore ancient crossroads and delve into the revival of a region once scarred by conflict and wars. This region is remarkable for its popular culture.

The objective of these CYCLE for FUN events was to promote green and historic tourism, by exploring the CBC area, by pedalling. So, at our events we invited people who are looking for a unique personal experience in places that inspire and bring them closer to the true values that are unaltered, in a beautiful adventure on our cycling trails, where they had the chance to discover exciting destinations for the lovers of unpaved paths and authentic beauty.



We, along with our partners, had organized four off-road pilot actions in May 2019, in the most beautiful natural areas from the Romanian-Bulgarian cross-border. All these events lasted for 3 days each and had no costs for the participants.

In order to spread the word on the simple rules to follow in the beautiful natural areas from Romania and Bulgaria with breath-taking landscapes, to explore and discover its wilderness, we summarized the *Environmental Care Code* we follow in a comprehensive infographic.

With input from various other nature conservation NGOs, we have created a list of **Care Codes**, including a 'Leave no Trace' code and an Activity Minimal Impact Code, that we took in consideration in organizing the cycling events.

Before every MTB ride, it is important to make a list of everything is needed to be done and prepare before getting on the trail.

1. Plan ahead and prepare

Plan ahead by considering the goals of the event and those of the group participating in it. Know all the information needed about the chosen location, by getting local information, skills and gear needed to make the MTB trip a success.

2. Cycle and relax on durable ground

Some areas are more fragile than others. In choosing the places to cycle and take a break in our events we took care to be on the most durable surface as possible, the best ones are tracks, gravel and most grasses. Impacts on fragile natural features caused by travel and camping can take many years to heal.

3. Dispose of waste properly

In all our MTB cycling trips, we took care not to leave behind food scraps or anything that would harm the environment. As users of the outdoors, we all have a responsibility to clean up after ourselves. Rubbish and toilet waste are unsightly and can introduce unwanted organisms into the environment.

In planning the cycling event, we had to prepare in order to have a successful experience and participants an enjoyable adventure. For these, we took in consideration the followings:



- ✓ **Alerts:** Learning about changes in conservation areas that might affect the safety or enjoyment of our cycling trips;
- ✓ **Weather and conditions:** Overlooking the weather forecasts for the national parks and other conservation areas where we had planned the cycling trips, as well as severe weather warnings;
- ✓ **Maps:** Finding out and consulting available maps so we could adequately plan for the MTB trips;
- ✓ **Plan for a safe trip:** Planning the land-based cycling trips into the outdoors from the cross-border area. For all the cycling events we had three To Do things to check before: plan, prepare and equip well for a safe and enjoyable adventure of any cycling length.

In organizing the cycling events within the project, we created a series of **PARTICIPATION RULES**, that were made public on the website, before the day of the cycling trip, and also at the technical meetings organized before all the departures in the cycling adventures.

The rules of participation for the events had the following characteristics:



CYCLE for FUN was an MTB event, throughout we aimed to promote green and historical tourism, by exploring, by pedalling, some cycling trails identified in the CBC area, in the heart of nature.

The cycling routes were in a natural setting, through forests, on rugged terrain (earth/ gravel), on ascending/ descending paths through the characteristic vegetation of the area, to meet many Belvedere points, from where we enjoyed absolutely impressive and spectacular landscapes.

Throughout the events, all the participants were accompanied by the members of the Organizer team. It was strictly forbidden to the participants to deviate from the trail proposed and crossed by the group, as well as to abandon the camping area (break places established in the trips).

CYCLE for FUN events were intended for cyclers in the middle of wild nature on rugged terrain at moderate rhythm for several hours.



CONDITIONS OF PARTICIPATION

Event details

The routes were in an area with remarkable tourist potential, but unexploited, in the middle of nature, through forest, on rugged and rocky terrain.

Event objective

- popularizing the cycling trails in the event area;
- educating participants in the spirit of nature protection.

Who could attend?

The minimum age of registration was 14 years. Minors could participate either with a parent (confirmed with the CI on the spot) or on the basis of the Declaration on their own responsibility signed by the parent (or legal guardian), who were aware of the regulation and assumed, along with the participant, the risks and the implications of participating in the event. Unaccompanied minor participants could come to the events with the Declaration signed by the parent/ guardian.*

** is considered the age fulfilled at the date of the event*

Although the MTB events were also for beginners, CYCLE for FUN organizers recommend to participate only those who are medically fit and experienced and have spent before hours on MTB in the middle of nature on unpaved trails. Also, the organizers recommended that participants were properly equipped for the trips they took part in, for the guarantee that even in less favourable weather, cycling still remains a pleasant experience.

Required and recommended equipment

- sports shoes, with semi-rigid sole, and ankle protection;
- cap or bandana;
- appropriate clothing taking into account the weather forecast;
- breathable clothes;
- waterproof pants;
- the medicines usually used by the participants and something anti-allergic (e.g.: Claritin)
- solution against mosquitoes;
- hydration containers.



Warnings

Weather: Sometimes due to weather conditions and for the participants safety it could had been necessary to partially or entirely change the route to be travelled. These changes would had been done by mutual agreement, with the explanation of all the variants, but the Organizer had been the only one entitled to make the final decision, if it would had been mandatory. Due to a good planning before all the cycling events, we weren't forced to apply any of the above.

Organizer's instructions: All indications of the Organizer were adhered to without comment, without the participants trying to influence its decisions.

Registration and validation

Registration was done by completing the registration form available on the website www.danubeon2wheels.eu. Registration for all events was FREE.

In total, 30 places were available.

The renunciation/ assignment of a place of registration had to be announced by e-mail at office@aisser.ro. The validation of the entries and the lifting of the participant kit took place on the first day of the cycling event, at the technical meetings. Also, the participants that asked for a MTB bike, received it and test it before the cycling adventure. Upon validation of the registration, the participants presented their identity cards and signed the Declaration on its own responsibility in case of accident and the Attendance List.

Withdrawal from the event

The ORGANIZER reserved the right to withdraw a participant in the following cases:

- in case of injury, if the state does not allow the participant to continue the trail;*
- in exceptional cases.*

The participants were responsible for participating in these events, the Organizer assumed no obligation in case any of them got injured or other consequences that may had occurred during these events.

Event cancelling

The organizer reserved the right to change the location of the events at any time, with the obligation to announce all the changes in advance. The organizer reserved the right to cancel/ postpone the events in exceptional cases, on the condition that all participants were notified in advance. In case of bad weather conditions and/ or other



special conditions, the Organizer reserved the right to stop the event or to change the time barriers. In case of force majeure, we understand the events that could have influenced the smooth running of the events such as: major floods, natural disasters or other major events that cause the Organizer to cancel CYCLE for FUN. As a mention, all these matters of possible cancelling of any MTB events weren't applied, because it wasn't necessary.

5.3.3 Planning experimental cycling events for families

In organizing the cycling events intended for the families within the project, we created a series of **PARTICIPATION RULES**, as we did for all types of cycling events. All these were made public on the website, before the day of the cycling event.

The cycling events for families with children were two, one in each of the neighbouring countries. These took place in May - June and September 2019. The main differences from the road cycling and MTB events were given by the cycling equipment used by the participants and the minimum age of participation. The duration of participation was the same as the other events, namely 3 days, and the limit number of participations was 20 people per event.

The rules of participation for the cycling events had the following characteristics:



CYCLE FOR FUN is an event for outdoor movement. The purpose of the event is for fun, not competition!

The event had different ROUTES lengths, adapted to the target group the event was intended for.

The cycling events had a low degree of difficulty, with no elevation grade, being intended for beginners and professionals alike, these being run exclusively on the road. The only condition was for the parents to know how to ride their bicycles.



The cycling routes were intended for beginners to professional cyclers. Because it was not a competition, the distance travelled by those enrolled in this sample does not have a minimum limit, being set only the maximum limit of the distance taken, which was determined by the total distance of the cycling route identified in the study carried out by the beneficiaries of the project.

EVENT KIT

The event package contained the following:

- *T-shirts*
- *caps*
- *eco-friendly pens*
- *memory sticks USB*
- *rain coats*
- *key holders*
- *backpack*
- *agenda*

PARTICIPATING CONDITIONS

Details of cycling on-road routes

The CYCLE FOR FUN route was properly signalled by the organizers. The organizers of CYCLE FOR FUN recommended the participation only to those who were capable of medical effort.

Who could attend?

Minors participated either with a parent (confirmed with the CI on the spot) or on the basis of the Statement of Responsibility for the participation of a minor under the age of 18, signed by the parent (or legal guardian), who was aware of the Regulation and assumed, together with the participant, the risks and implications of participating in the event. Unaccompanied minor participants had to come to the event with the statement signed by the parent/ guardian.

All events were organized for both categories of sexes, regardless of age.



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Cycling route

Both cycling routes were presented to the participants on the event opened on the website, showing the map where the adventure will take place, the distance, the type of cycling trail, and also presenting all the most beautiful and important touristic objectives on that way, the restaurants and the accommodation found there. More details had been given at the start of the event, at the technical meeting, which was held before all the cycling events, in order to make known the route, the regulations and other information needed for the participants.

Rewards for participants

The rewards were awarded at the beginning of the event. The rewards consisted of promotional materials (shirts, caps, backpack, agenda, pen, keyholders, memory-stick, rain coats) and were limited in number (20 pieces of each promotional material).

Required equipment

The participants had the possibility to ask for a bicycle free of use during the event or to participate at the adventure using one of their own. They were required to wear the t-shirt and the caps given by the organizers. Also, they were advised to have at the cycling events the followings: water cans (preferably handy in the bike holder/ brackets) or in the backpack; cycling glasses (as the case may be, depending on the weather on the day of the event); cycling gloves and trousers with base were part of the recommended equipment; the mobile phone stored in a pouch/ bag; the use of radio systems or other electronic communications (e.g. iPod, mp3 player etc.) was not recommended, because we strongly recommended them to connect with nature.

Registration and validation of entries

The registration for the cycling event was FREE. Registration was done by completing the registration form available on the website www.danubeon2wheels.eu.

The renunciation/ surrender of a place of registration had to be made and announced before the event, at the e-mail address: office@aisser.ro.

The validation of the participants took place on the day of the cycling events, between 09:30 and 10:30 AM, at the stand of the ORGANIZER.



Upon validation of the registration, the participants presented their identity card and signed the Declaration on their own responsibility in case of accident.

Withdrawal from the cycling event

The ORGANIZER reserved the right to stop a participant in the following cases:

- *was injured after the start, and the state did not allow him to continue the route;*
- *in exceptional cases.*

Cycling trail safety

Any accident involving CYCLE FOR FUN participants, which occurred during the event, due to the non-observance of the rules of the event and the rules of civic conduct would have been the responsibility of those involved in the accident.

The cyclists were responsible for their participation, the ORGANIZER assumed no obligation in case any of them would have got injured or other consequences that may have arisen due to participating in cycling events.

Those who have chosen to receive a bike with trailer from the Organizer, to use it exclusively during the event, had received the equipment at the meeting point.

Handing over the equipment was done on the basis of a Report of delivery - receiving, with the mention that the participant assumes the responsibility to take care to deliver the equipment in the initial state as assigned to it. After the completion of the event, all the bicycles with or without trailers were delivered to the meeting point established by the Organizer on that day.

Before the start, all participants had tested the allocated bicycle and made the necessary settings, with the support of a representative of the Organizer, at the technical meeting. The cycling helmet was MANDATORY for all participants along the route!

For those who came with their own equipment could only participate with road bikes, in good working order. The used personal bicycles must have been driven only by human force. Participants could repair or replace any part except the frame. Bicycle change was not allowed, participants had the obligation to complete the route with the same frame.



In the event of a breakdown, a malfunction or a stop, the cyclist was obliged to clear the route to avoid accidents and to solve the problem, in case it was minor and short-term, in a safe place, being supported by the organizers. During the event, safety and technical equipment were made available to the participants for the repair of the minor defects of the bicycles.

The organizers were permanently, throughout all the events, on the route, along with the group of participants, through the route coordinators.

Technical meeting

All the cycling events started with a technical meeting, which gathered all the participants and the members of the organizer team.

Before the START, the technical session was organized to provide details to the participants about the route, organization, hydration/ eating point (camping area), as well as the event regulation. At the same time, on this occasion, training had been given to those who have chosen to use the Organizer's bicycles with trailers, they had tested the equipment and were prepared individually by the organizers, according to the needs of each participant.

5.3.4 Planning experimental cycling events for disabled people

In organizing the cycling events intended for the disabled people within the project, we created a series of **PARTICIPATION RULES**, as we did for all types of cycling events. All these were made public on the website, before the day of the cycling event.

The cycling events for the disabled people and their parents and assistants were organized the same as those intended for the families with children - two, one in each of the neighbouring countries. These took place in May 2019. The main difference from the road cycling, MTB and families experimental cycling events were given by the equipment used by the participants and their assistants. The duration of participation was the same as the other events, namely 3 days, and the limit



number of participations was 10 disabled people, accompanied by family members or personal assistants per event.

For this target group special equipment were purchased. These are bicycles specially adapted for children and adults with disabilities that provide a sense of independence and freedom while enhancing mobility. Some of them are bicycles with strollers, which can be driven by the attendants, who can watch and monitor the children seated in the front stroller. And others are handcycles that can be handled without difficulty by the disabled people, through cyclical movements of the handlebar with the help of the hands.

The rules of participation for the cycling events had the following characteristics:



CYCLE FOR FUN is an event for outdoor movement. The purpose of the event is for fun, not competition!

The event had different ROUTES lengths, adapted to the target group the event was intended for.

The cycling events had no difficulty level, with no elevation grade, being intended for beginners. The only condition was for the parents and attendants to know how to ride a bicycle.

Because it was not a competition, the distance travelled by those enrolled in these events did not have a minimum limit, being set only the maximum limit of the distance taken, which was determined by the total distance of the cycling route identified in the study carried out by the beneficiaries of the project.

EVENT KIT

The event package contained the following:

- T-shirts
- caps
- eco-friendly pens
- memory sticks USB
- rain coats



- *key holders*
- *backpack*
- *agenda*

PARTICIPATING CONDITIONS

Details of cycling on-road routes

The CYCLE for FUN route was properly signalled by the organizers. The organizers of CYCLE for FUN recommended the participation only to those who were capable of medical effort, as the case may be, depending on the type of equipment used.

Who could attend?

Minors participated either with a parent/ attendant (confirmed with the ID on the spot) or on the basis of the Statement of Responsibility for the participation of a minor under the age of 18, signed by the parent (or legal guardian), who was aware of the Regulation and assumed, together with the participant, the risks and implications of participating in the event. Unaccompanied minor participants had to come to the event with the statement signed by the parent/ guardian. All events were organized for both categories of sexes, regardless of age.

Cycling route

Both cycling routes were presented to the participants on the event opened on the website, showing the map where the adventure will take place, the distance, the type of cycling trail, and also presenting all the most beautiful and important touristic objectives on that way, the restaurants and the accommodation found there. More details had been given at the start of the event, at the technical meeting, which was held before all the cycling events, in order to make known the route, the regulations and other information needed for the participants.

Rewards for participants

The rewards were awarded at the beginning of the event to all the disabled people that participated at both adventures in Romania and Bulgaria. The rewards consisted of



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promotional materials (shirts, caps, backpack, agenda, pen, keyholders, memory-stick, rain coats) and were limited in number (10 pieces of each promotional material).

Required equipment

The participants received bicycles with strollers and handcycles free of use during the events. They were required to wear the t-shirt and the caps given by the organizers. Also, the attendants were advised to have for them and the participants at the cycling events the followings: water; cycling glasses and gloves (as the case may be, depending on the weather on the day of the event).

Registration and validation of entries

The registration for the cycling event was FREE.

Registration was done by completing the registration form available on the website www.danubeon2wheels.eu.

The renunciation/ surrender of a place of registration had to be made and announced before the event, at the e-mail address: office@aisser.ro.

The validation of the participants took place on the day of the cycling events, between 09:30 and 10:30 AM, at the stand of the ORGANIZER.

Upon validation of the registration, the parents and attendants of the participants presented their identity card and signed the Declaration on their own responsibility in case of accident.

Withdrawal from the cycling event

The ORGANIZER reserved the right to stop a participant in the following cases:

- was injured after the start, and the state did not allow him to continue the route;*
- in exceptional cases.*

Cycling trail safety

Any accident involving CYCLE FOR FUN participants, which occurred during the event, due to the non-observance of the rules of the event and the rules of civic conduct would have been the responsibility of those involved in the accident.

The attendants were responsible for their participation, the ORGANIZER assumed no obligation in case any of them or the disabled people would have got injured or other consequences that may have arisen due to participating in cycling events.



Handing over the equipment was done on the basis of a Report of delivery - receiving, with the mention that the attendants assumes the responsibility to take care to deliver the equipment in the initial state as assigned to it.

After the completion of the event, all the equipment was delivered to the meeting point established by the Organizer on that day.

Before the start, all participants had tested the allocated bicycle and made the necessary settings, with the support of a representative of the Organizer, at the technical meeting. During the event, safety and technical equipment were made available to the participants. All the organizers were permanently, throughout all the events, on the route, along with the group of participants.

Technical meeting

All the cycling events started with a technical meeting, which gathered all the attendants, participants and the members of the organizer team.

Before the START, the technical session was organized to provide details to the participants about the route, organization, hydration/ meals, as well as the event regulation. At the same time, on this occasion, training had been given to proper use of the cycling equipment, they had tested the equipment and were prepared individually by the organizers, according to the needs of each participant. Also, in addition to walking with the special equipment, fun moments have been created for young disabled people, which were engaged in different fun and interactive activities.

5.4 Integrated Tourism Products

During May - September 2019, a number of 12 pilot actions were organized within the 'Danube on 2 Wheels' project. The cycling events were divided into four categories - on-road (4 cycling events), off-road (4 cycling events), experimental events for families (2 cycling events) and events dedicated to disabled people (4 cycling events). The pilot actions took place half in Romania and the other half in Bulgaria. In total, 392 people participated in the cycling events.



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In the following we present in a row, from each category, in chronological order, the cycling events that were organized by the project beneficiaries during the implementation period.

Take into account the fact that all the pilot actions took place over several days. In the following we will present only the main routes, which were crossed by the participants, with the mention that every day cycling rides were organized. For more details visit the website www.danubeon2wheels.eu or contact the project beneficiaries directly.

5.4.1 On-road cycling events in Romania

♦ CYCLE for FUN - Bugeac Tour

When: May 29th - 31st, 2019

Where: Romania, Calarasi - Constanta



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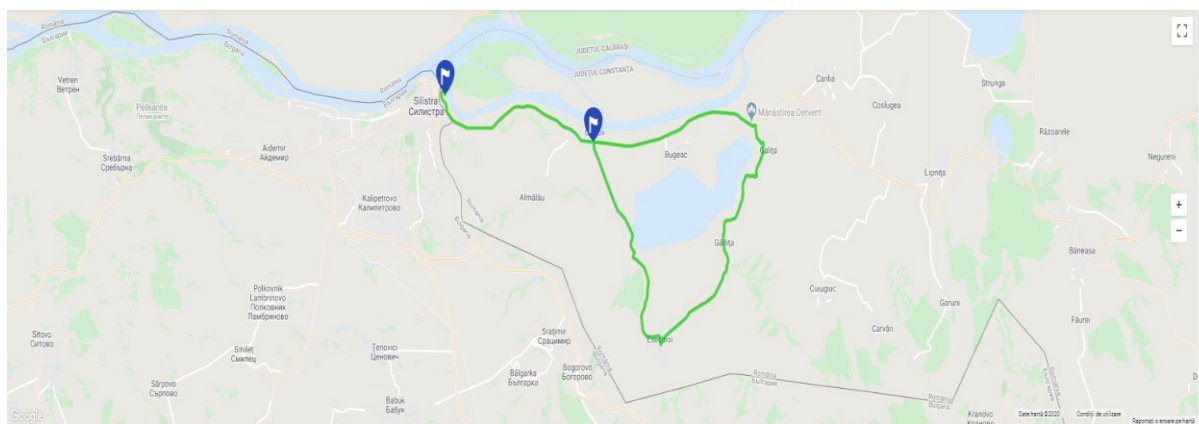


Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-ostrov-manastirea-dervent>

Cycling terrain: asphalt

Who: 30 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: the event represented a euphoric, uncompetitive cycling adventure, without a podium and without registration costs, through which the joy and the fun were celebrated, through movement.

Through the 2019 CYCLE for FUN events we had launched a campaign against sedentarism, by promoting a healthy lifestyle and fighting for the sport to become a `compulsory matter` in the people`s lives. We believe in moving the world through sport! So, by this on-road cycling event we challenged locals and enthusiastic and active tourists to join us and live the CYCLE for FUN experience at its 1st edition!





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♦ CYCLE for FUN - Techirghiol Road Tour

When: May 31st - June 2nd, 2019

Where: Romania, Constanta county, Techirghiol

DANUBEON2WHEELS
ON 2 WHEELS

02 Iunie
ora 10:30
TECHIRGHIOL, CONSTANȚA

CYCLE FOR FUN
ROAD TOUR

AISSER

ASOCIATIA ACTIS CLUB SPORTIV

PENTRU A PARTICIPA ÎNSCRIE-TE PE DANUBEON2WHEELS.EU
SAU TRIMITE-NE UN MAIL PE OFFICE@AISSER.RO



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www.Danubeon2wheels.eu



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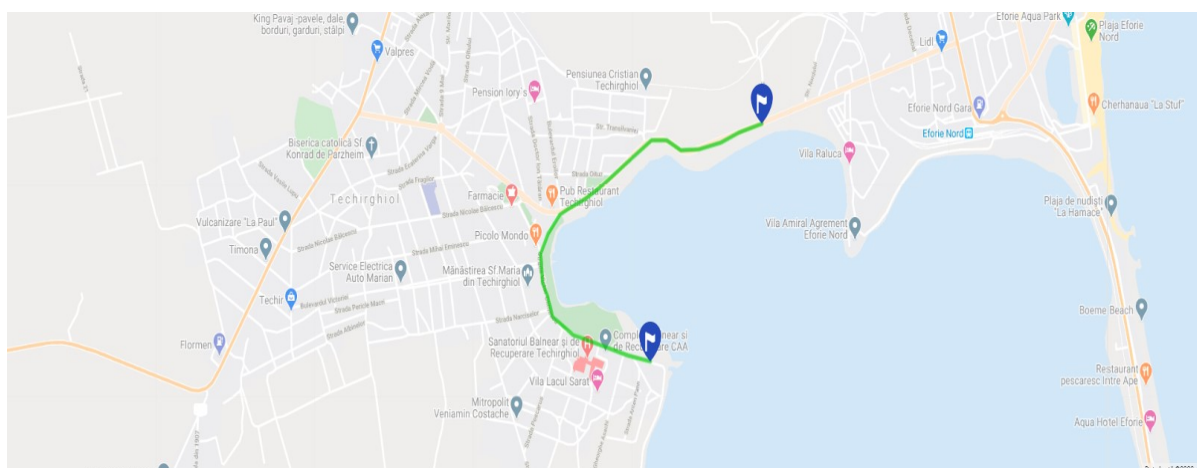


Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-faleza-lacul-techirghiol>

Cycling terrain: asphalt

Who: 30 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: the on-road cycling event was intended for beginners, who had the opportunity to participate at an uncompetitive cycling adventure on the Techirghiol lake shore, without a podium and without registration costs. All the people, lined up, with emotion and appetite for cycling.





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5.4.2 Off-road cycling events in Romania

♦ CYCLE for FUN - Island Tour

When: May 8th - 10th, 2019

Where: Romania, Calarasi



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Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-calarasi-avansati>

Cycling terrain: unpaved road | rough terrain



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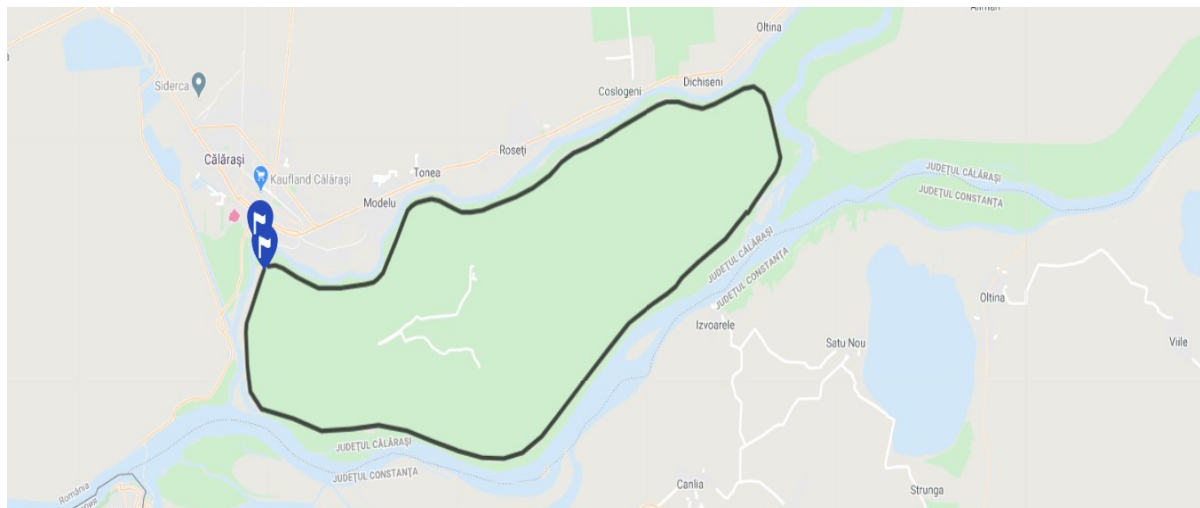


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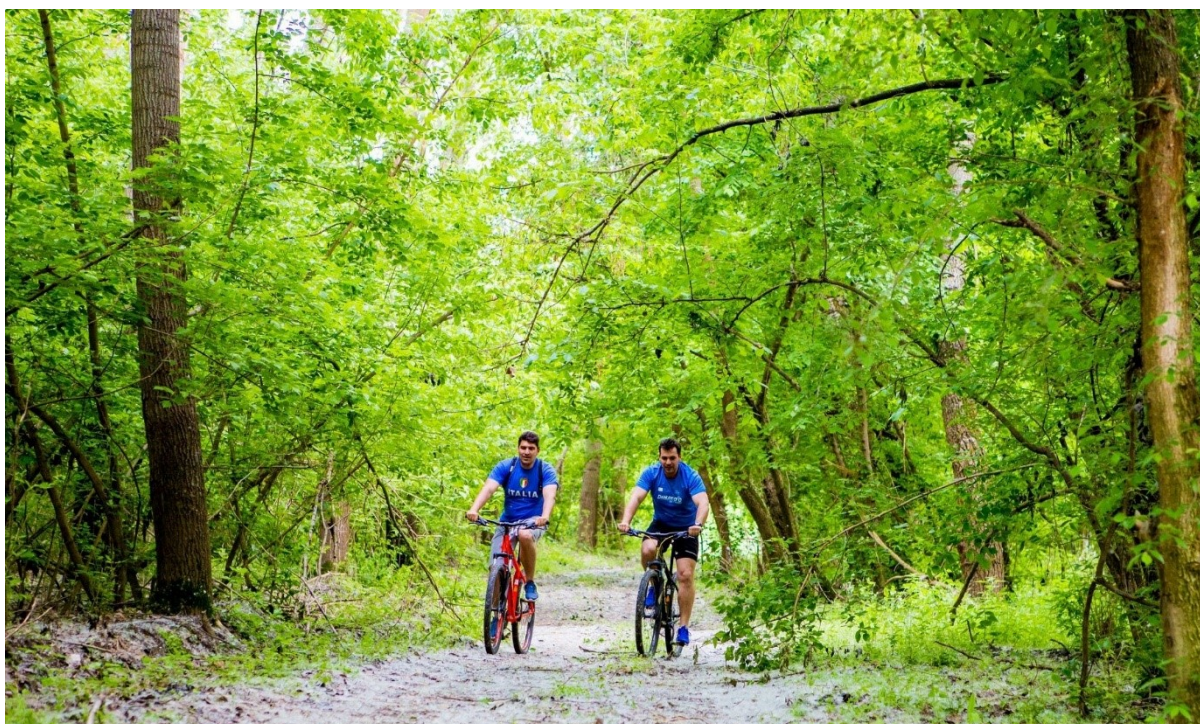
Who: 30 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: Island Tour meant MTBs, a beautiful gang and a lot of joy, on the adventure on the Great Island of Calarasi, where we pedaled the green cycling paths of the forest, among the poplar flakes, on the Danube! So, by this off-road cycling event we challenged locals and enthusiastic and active tourists to join us and live the CYCLE for FUN experience at its 1st MTB edition!





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♦ **CYCLE for FUN - Techirghiol MTB Tour**

When: May 10th - 12th, 2019

Where: Romania, Constanta county, Techirghiol

The poster features a blue background with a silhouette of a person on a bicycle. The text 'DANUBEON2WHEELS ON 2 WHEELS' is in the top left. The date '11 MAI' is in large white letters. Below it, 'ora 10:30' and 'TECHIRGHIOI, CONSTANȚA' are written. The main title 'CYCLE FOR FUN' is in large white letters, with a bicycle silhouette integrated into the word 'FOR'. Below it, 'MTB TOUR' is written. On the left side, there are logos for 'AISSER', 'BULGARIA' (with a map), and 'ASOCIATIA ACTIS CLUB SPORTIV'.



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Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-lacul-techirghiol>

Cycling terrain: unpaved road | rough terrain



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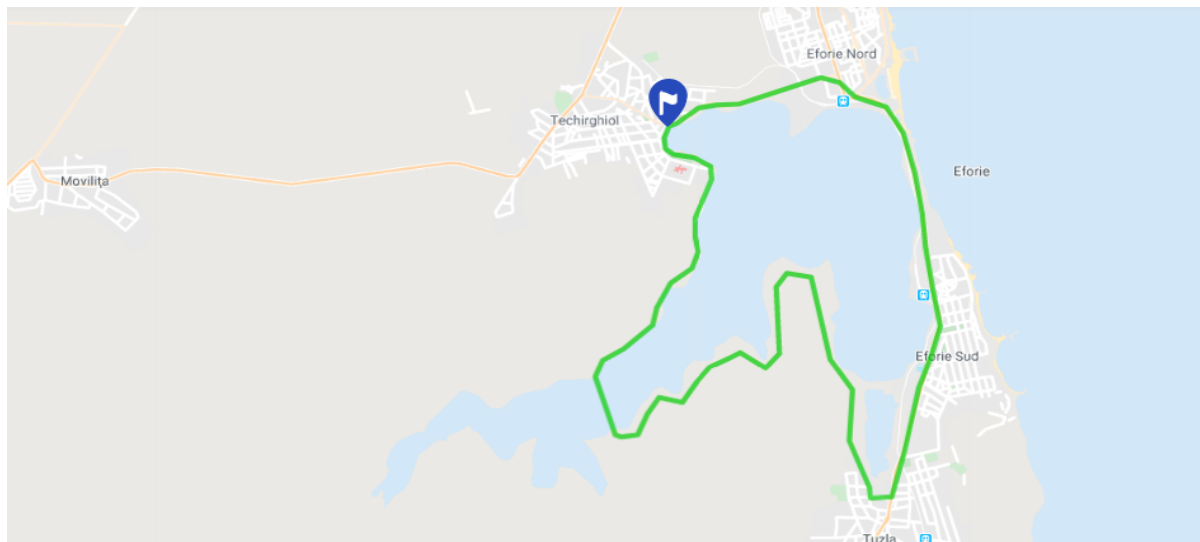


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Who: 30 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: Techirghiol MTB Tour brought together nature lovers, amateur cyclists and mid-level and advanced professionals who wanted to test their skills on two wheels, in a wonderful natural setting, on the shore of Techirghiol lake.





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5.4.3 Experimental cycling events for families in Romania

♦ CYCLE for FUN - Family Lake Tour

When: May 31st - June 2nd, 2019

Where: Romania, Constanta county, Techirghiol

DANUBE ON 2 WHEELS

02 Iunie
ora 10:30
TECHIRGHIOI, CONSTANȚA

CYCLE FOR FUN

FAMILY LAKE TOUR
MALUL LACULUI TECHIRGHIOI

PENTRU A PARTICIPA ÎNSCRIE-ȚE PE DANUBEON2WHEELS.EU
SAU TRIMITE-NE UN MAIL PE OFFICE@AISSER.RO

AISSER
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www.Danubeon2wheels.eu



[DanubeOn2Wheels](https://www.facebook.com/DanubeOn2Wheels)



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Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-faleza-lacul-techirghiol>

Cycling terrain: asphalt | cycling trail

Who: 47 participants



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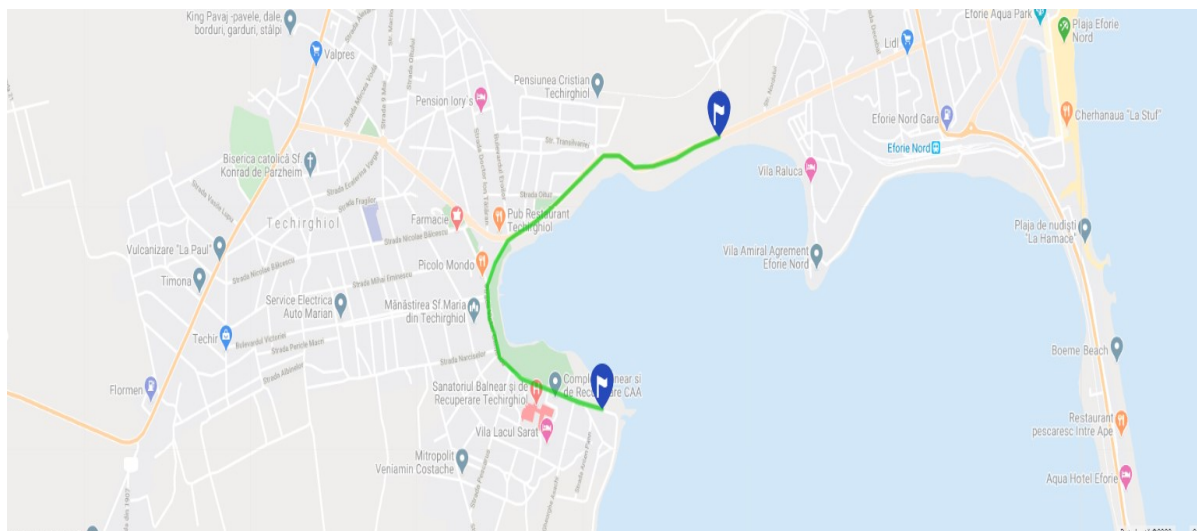
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Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: the event held over the weekend was about celebrating childhood through bicycle rides and many interactive outdoor sports games! We all, kids and parents, gathered to be part of the Family Lake Tour, with the aim that, together with the children, we all rediscover the child in us, through quality fun, energy and relaxation.





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5.4.4 Experimental cycling events for disabled people in Romania

♦ CYCLE for FUN - Techirghiol Lake Special Tour

When: May 10th - 12th, 2019

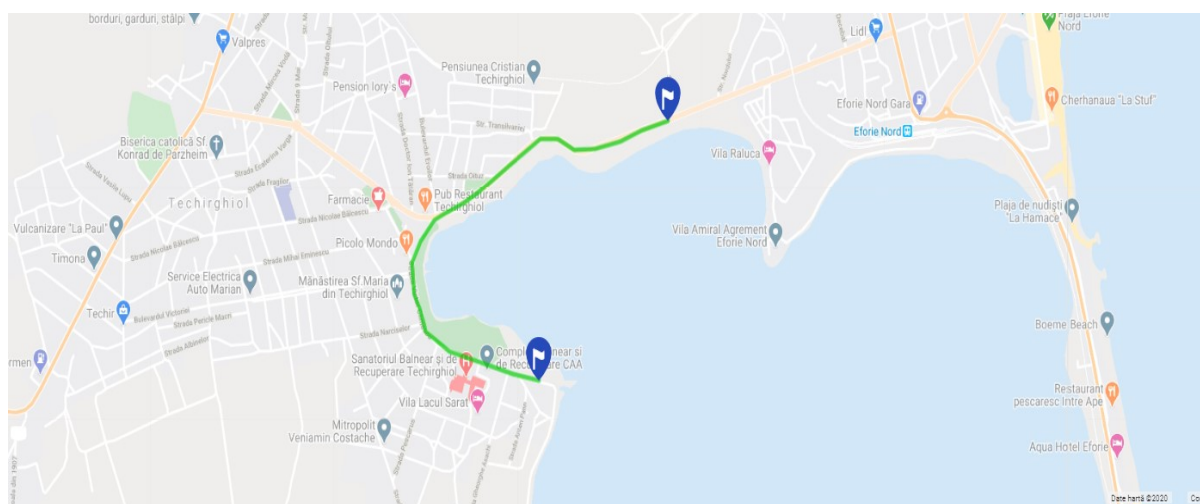
Where: Romania, Constanta county, Techirghiol



Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-faleza-lacul-techirghiol>

Cycling terrain: asphalt | cycling trail

Who: 19 participants



Map route:

Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.



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Event feedback: the event aimed to draw attention to the barriers faced by disabled people. It is an alarm signal that we wanted to draw on the social integration of disabled people and their full and equal access to society. This event was the beginning of a long series of events for disabled people, through which we want to provide them with a joy, by engaging them in recreational and fun activities, to feel that they have same equal living rights as we all have.



5.4.5 On-road cycling events in Bulgaria

♦ CYCLE for FUN - Belogradchik Road Tour

When: September 6th - 8th, 2019

Where: Bulgaria, Vidin district, Belogradchik region





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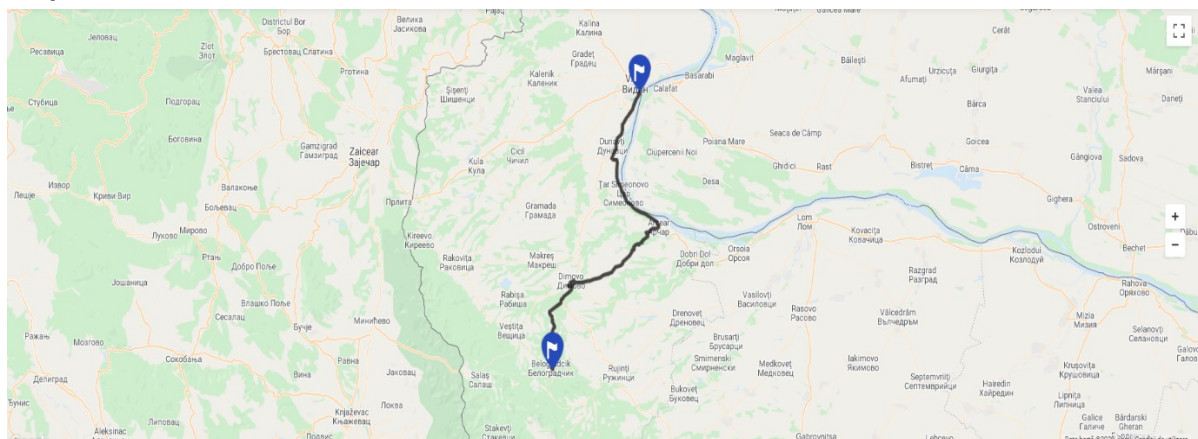


Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-vidin-belogradchik-retur>

Cycling terrain: asphalt

Who: 39 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: Belogradchik Road Tour was a route for nature lovers, cycling enthusiasts and professionals who wanted to test their skills on two wheels, in a wonderful natural setting, in the Belogradchik area, where we find one of the most spectacular landscapes in Europe.





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♦ CYCLE for FUN - Vidin Road Tour

When: September 4th - 6th, 2019

Where: Bulgaria, Vidin

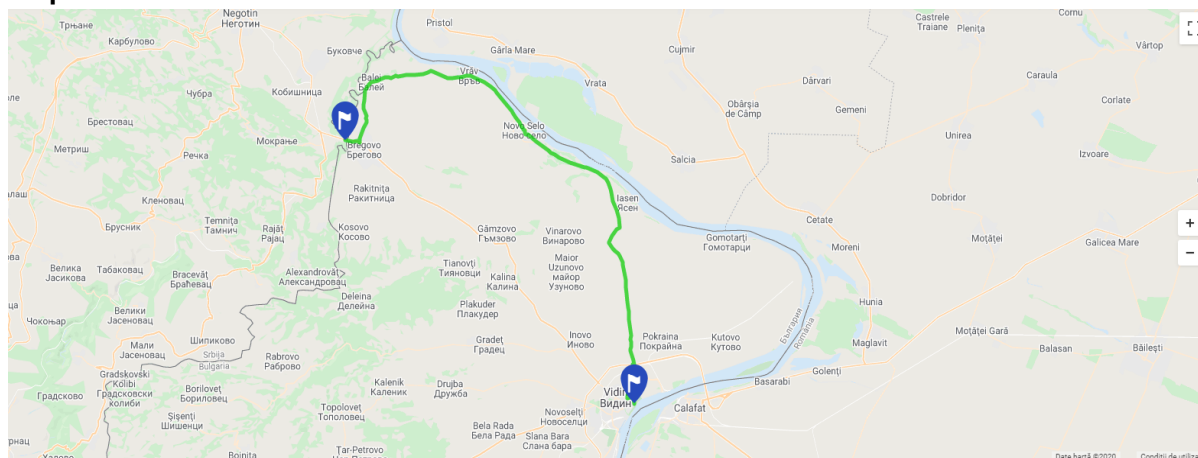


Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-bregovo-vidin>

Cycling terrain: asphalt

Who: 39 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.



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Event feedback: The Vidin Road Tour was an event for amateur cyclists, who tested their abilities on two wheels, in the heart of nature, in the green region of Vidin, where we find numerous natural, historical and cultural resources.



5.4.6 Off-road cycling events in Bulgaria

♦ CYCLE for FUN - Dunonia Tour

When: May 24th - 26th, 2019

Where: Bulgaria, Vidin



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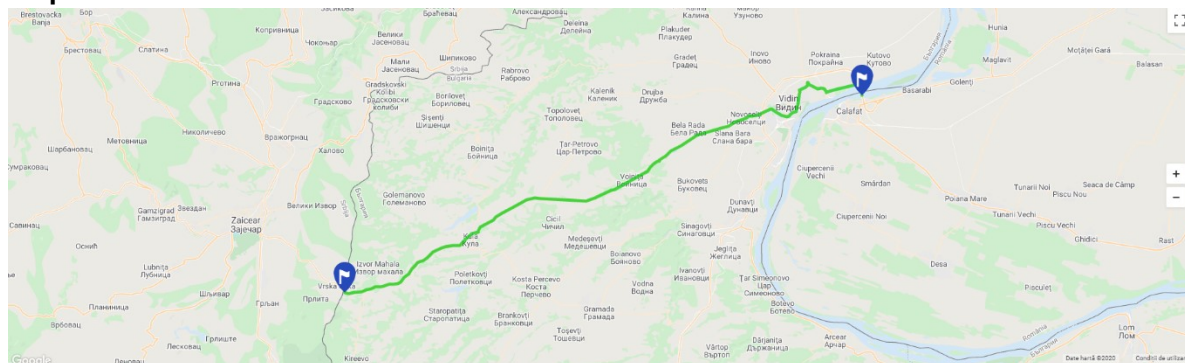


Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-vidin-vrashka-chuka>

Cycling terrain: unpaved road | rough terrain

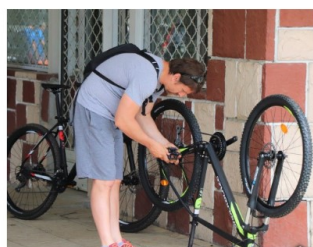
Who: 30 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: Dunonia Tour was a cyclist itinerary not a competition, but a mass sport experience and a personal challenge for those participants who wanted to test and exceed their own limits. Through this sporting event we aimed first and foremost to promote tourism in the green region of Vidin, which, through its inhabitants, keeps alive the tradition passed down from generation to generation, to this day.





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♦ CYCLE for FUN - Forest Tour

When: May 22nd - 24th, 2019

Where: Bulgaria, Vidin district, Belogradchik region



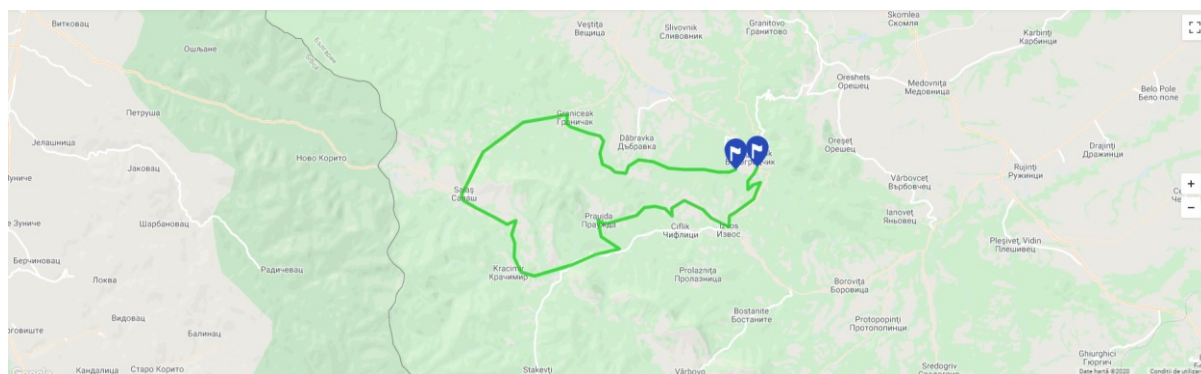
The "Danube on 2 wheels" project ROB6277 is cofinanced by the European Union through the INTERREG V-A Romania-Bulgaria program, inside Axe 2 - "A Green Region"

Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-belogradchik>

Cycling terrain: unpaved road | rough terrain

Who: 30 participants

Map route:





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Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: Forest Tour brought together nature lovers, amateur cyclists and mid-level and advanced professionals at this off-road cycling event, in a special natural setting, which took place in the natural area of Belogradchik.



5.4.7 Experimental cycling events for families in Bulgaria

♦ CYCLE for FUN - Family Tour

When: September 6th - 8th, 2019

Where: Bulgaria, Vidin district, Belogradchik region





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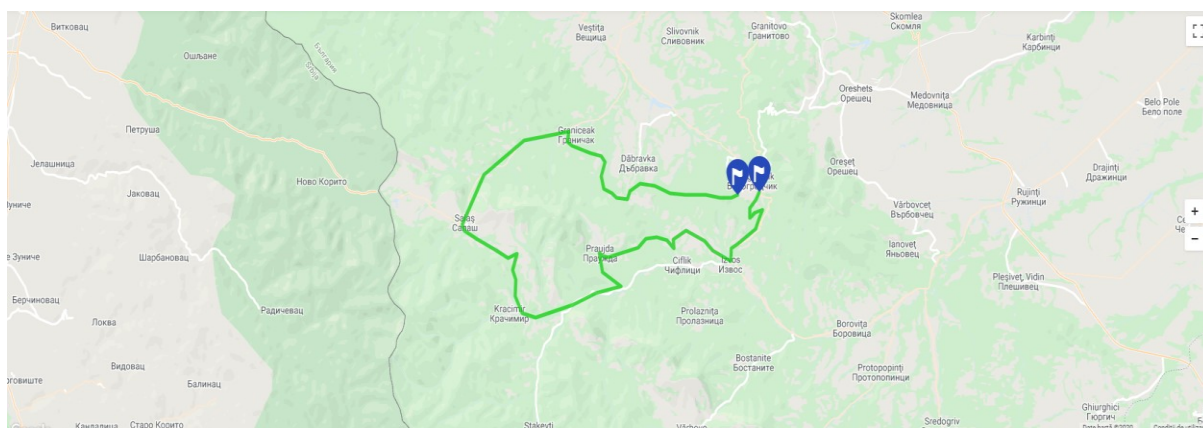


Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-belogradchik>

Cycling terrain: asphalt

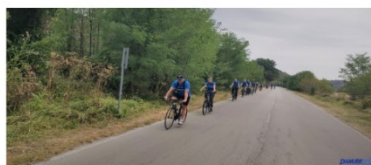
Who: 51 participants

Map route:



Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: Family Tour was a route for nature lovers, families with children, who wanted to have fun and travel on two wheels, in a wonderful natural setting, in the Belogradchik area, where we find one of the most spectacular landscapes in Europe.





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5.4.8 Experimental cycling events for disabled people in Bulgaria

♦ CYCLE for FUN - Balcan Special Tour

When: May 22nd – 24th, 2019

Where: Bulgaria, Vidin district, Belogradchik region



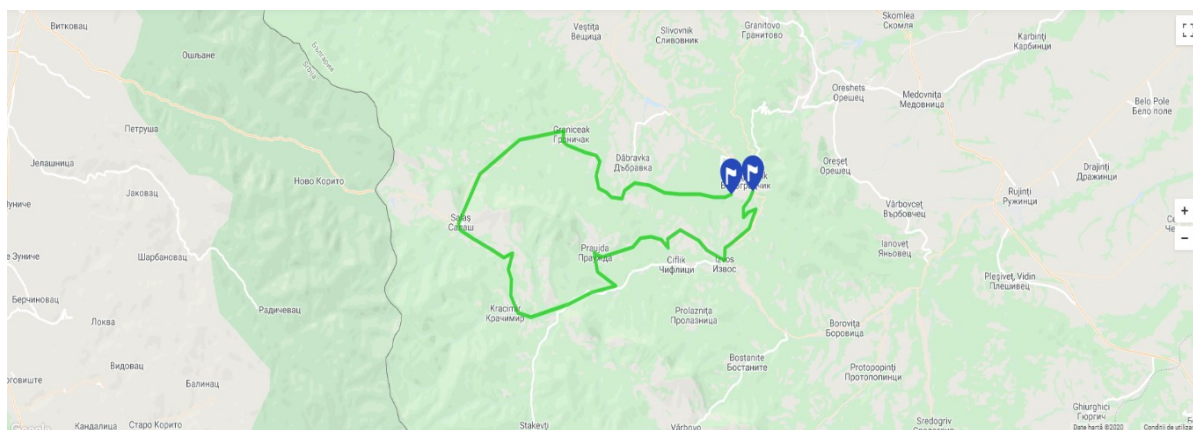
The "Danube on 2 wheels" project ROBG277 is cofinanced by the European Union through the INTERREG V-A Romania-Bulgaria program, inside Axe 2 - "A Green Region"

Main cycling route: <https://www.danubeon2wheels.eu/trasee/traseu-belogradchik>

Cycling terrain: paved | unpaved

Who: 17 participants

Map route:





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Participation kit: T-shirt, cap, eco-friendly pens, agenda, memory stick USB, key holders, backpack and rain coats.

Event feedback: the event aimed to draw attention to the barriers faced by disabled people. It is an alarm signal that we wanted to draw on the social integration of disabled people and their full and equal access to society. This event, together with the one organized in Romania, represented only the beginning of a long series of events for disabled people, through which we want to provide them with a joy, by engaging them in recreational and fun activities, to feel that they have same equal living rights as we all have.





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VI. PROJECTS` OUTCOME AND IMPACT

The project partners identified and developed a new sports activity that combines ecological tourism with sports tourism, at low costs. Cycling tourism have known a significant increase in recent years and have the capacity to become a new form of active tourism with a major impact on the cross-border region, especially on the Danube region. As a form of sustainable tourism, the proposed activities took place on the natural and cultural sites offered by the cross-border region.

The common cycling standards are aimed at developing attractive trails and accommodation conditions to meet the expectations of tourists, while retaining the unique landscape and atmosphere of the cross-border area.

Cycling tourism refers to leisure trips where cycling is the main purpose. The bicycle in this context is therefore not just a means of transport, but an integral part of the travel experience. Cycling tourism can be centre-based, where people are based in a particular location for several days and go out for day rides from there. It can also be a tour, where cyclists stay at different locations along the way.

The intensity varies from soft cycling, enjoying the scenery while gently pedalling on a bicycle, to hard-core cycling, where physical fitness is the main goal. Cycling tourism is considered a form of soft adventure or sports tourism.

Cycling events are relatively one of newest forms of tourism, which are welcomed by both locals and enthusiastic active tourists, who enjoy outdoor movement. Through this type of touristic product, the project partners managed to promote the region, a healthy lifestyle and attracted tourists to the cross-border area, by organizing joint events in some of the most beautiful and rich natural and cultural areas from Romania and Bulgaria.



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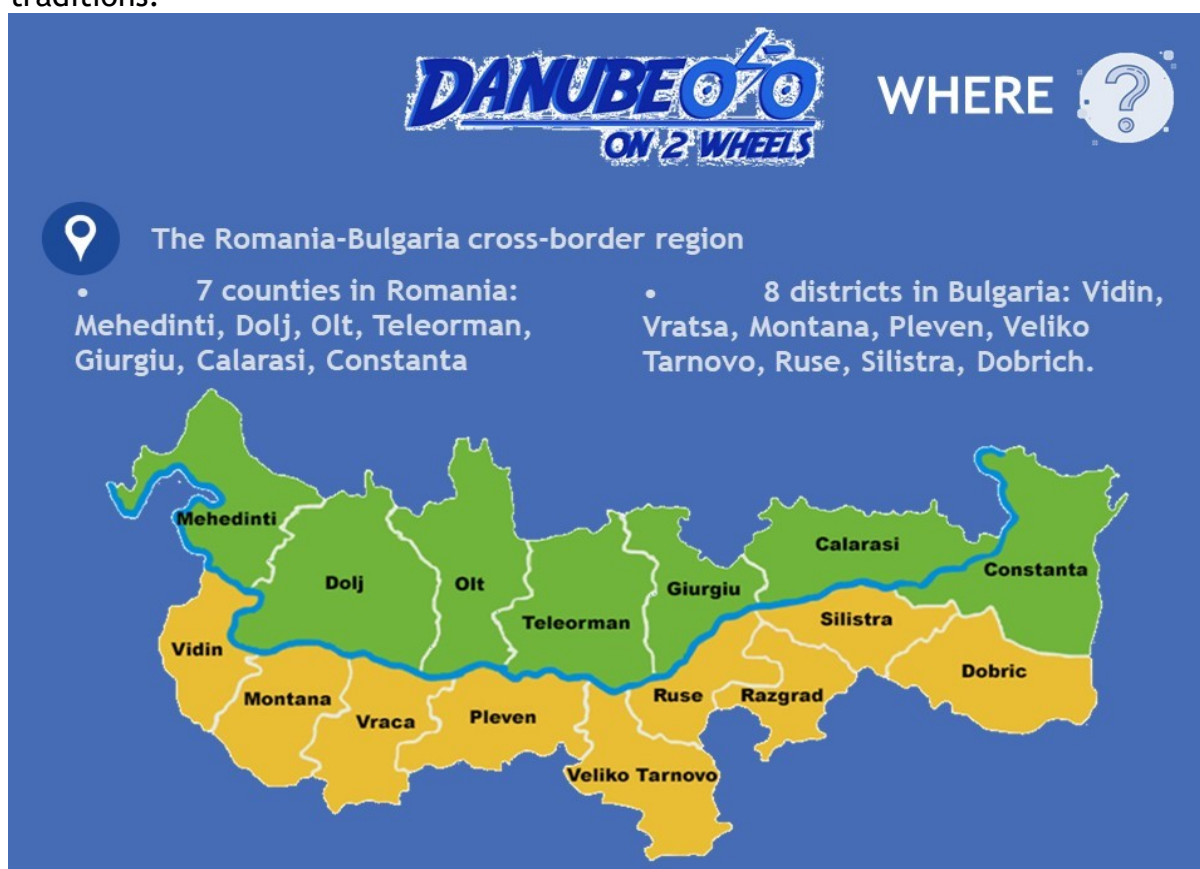
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These actions will also contribute to the economic growth of both Romania and Bulgaria, through tourism development, creating a closer link between the two neighbouring countries. Tourism is perhaps the most important and offering way of development of the area, Danube being all over the world recognized for its natural multiculturalism, created in centuries of history, multiculturalism that generated from cosmopolitan cities to historical sites, more and more varied than in any basin river in this world. With the help of good and sustainable infrastructure, all this cultural mix can be presented to a much larger number of tourists than it is at the moment.

The green banks of the Danube in Romania-Bulgaria cross-border area, the woods, wetlands and islands offer an opportunity for diverse outdoor activities and by networking of different stakeholders, diverse products can be developed.

Cross-border touristic offers allow local tourists to meet neighbouring cultures and nature and give visitors from distant countries the unique opportunity to discover a whole new region consisting of various landscapes, ethnicities and traditions.





✓ New tourism products

The project partners identified a new type of tourism that combine green tourism with healthy activities whilst with small costs. The cycling activities had a significant growth in the last years and could have a major impact on the cross-border region, especially the Danube region.

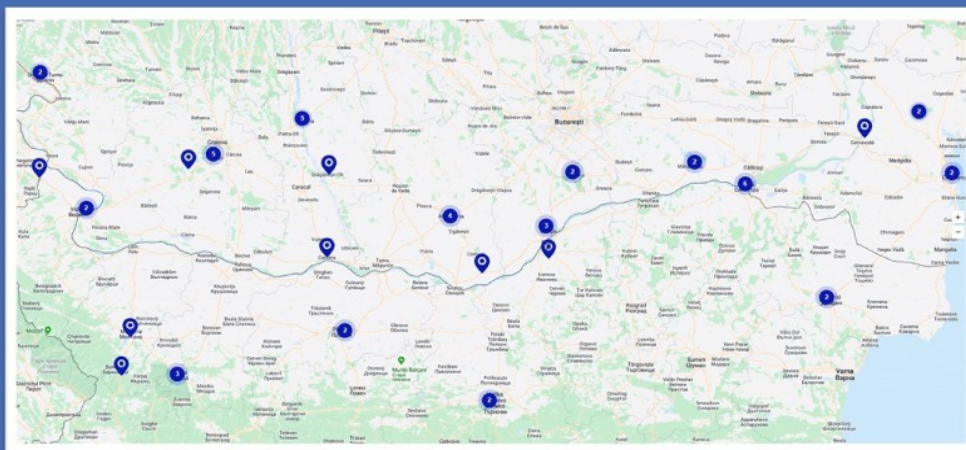
Together, the three partners had developed in the implementation period new tourism products by organizing twelve pilot actions consisting in cycling events held in the area of natural and cultural sites of the Romanian-Bulgarian cross-border region, in order to promote and capitalize on the cultural and natural heritage, for the sustainable economic development of the border area.

DANUBE OTO ON 2 WHEELS



Common strategies to improve the sustainable use of natural and cultural heritage in the cross-border area

- ☐ 60 cycle paths both on Romanian and Bulgarian shores
- ☐ Over 3,600 km on-road & off-road routes along the Danube



The purpose of this project was to create new tourist products in the form of cycling in the neighbouring districts and counties along Danube shores. This type of activity will contribute to the popularization of the environmental and cultural resources that Bulgaria and Romania have to offer in the project eligible area.



The ultimate goal is to increase the number of overnight stays in the region, in order to sustainably develop the tourism economy.

In many cases, some areas are not quite popular, except for the coast with Constanta county and Dobrich district, they will be accessible to all tourists who want to visit some cultural sights, admire some beautiful landscapes and do all this in a healthy way, without high costs, and for this, cycling is the perfect formula. This allows everyone, at their own pace, to visit and focus on what they find interesting and to enjoy these cultural and natural resources offered by the Danube area.

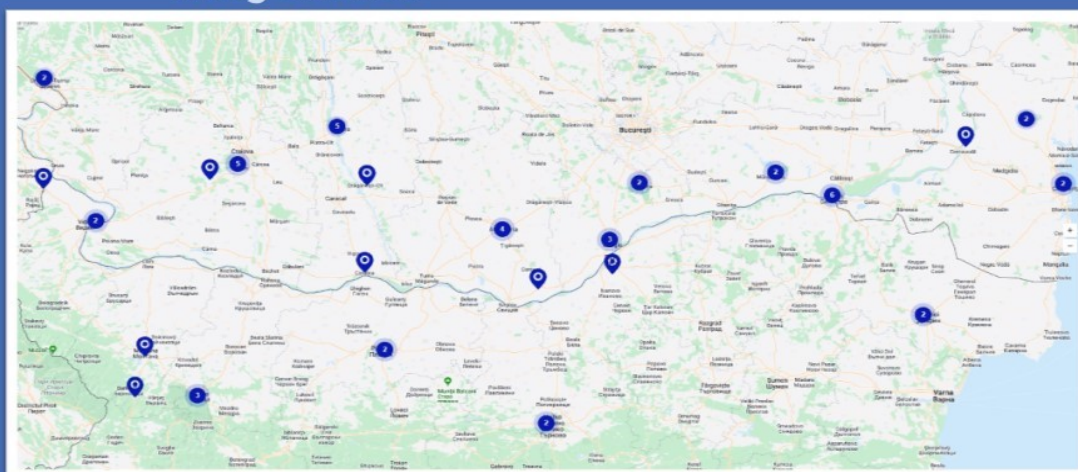
The cycling routes identified within the study are 58* in Romania and in Bulgaria, divided as following:

- On-road cycling trails in each country;
- Off-road cycling trails in each country.

* This information, as well as other details can be found on the project's website and mobile application, and also you can find more on our social media accounts.



- ❑ 58 road & MTB cycle paths
both on Romanian & Bulgarian shores
- ❑ Over 3,600 km on-road & off-road routes
along Danube





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✓ Equipment free of use for the new tourism products

The three partners - AISSER Association, `Sport for You and Me` Association and ACTIS Sport Club Association - have started the project implementation by purchasing within the European contract specialized equipment necessary for carrying out ecological and sporting tourist activities in complete safety and leisure conditions.

Thereby, they had purchased the followings: 40 on-road bicycles (touring bicycle); 40 off-road bicycles (MTB); 20 bicycles with stroller for children under 4 years; 20 bicycles for children older than 4 years; 20 bicycles for disabled people; safety and technical equipment for the reparation of the bikes.

All the specific equipment purchased serve enthusiastic tourists, nature lovers, from both countries.

For this reason, all the equipment, divided in half, is located both in Romania, at the headquarters of the ACTIS Association, in Calarasi, as well as in Bulgaria, at the headquarters of the `Sport for You and Me` Association, in Belogradchik, Vidin.



ON 2 WHEELS

FREE BIKE USE

Cycling equipment

140 bicycles

- ❑ 40 MTB bicycles
- ❑ 40 on-road bicycles
- ❑ 40 bicycles for children
- ❑ 20 special bicycles for disabled teenagers





✓ **Increased number of overnights in CBC region
through the new tourism products**

The activities developed during and after the project implementation period will increase the number of tourist overnights in the region up to 5,600, covering 1.05 % from the programme result indicator for this priority axis.

The project is estimated to increase the overnight stays in the Danube area, during the project implementation stage and its sustainability stage, having as target group enthusiastic cyclists, nature lovers, families with children, disabled people, practically all the people who like spending time and have sport activities in nature.

The project had created three new integrated touristic products intended for on-road, off-road and experimental cycling trips for beginners, advanced, families and disabled people. Pilot actions have been organized in the cross-border area, both in Romania and Bulgaria, for the tour packages offered through the project. The events were of several types, one day for beginner cyclists and two - three days for professional cyclists. During these events, accommodation and meal services were provided free of charge for all participants.



DANUBEO_{TO}
ON 2 WHEELS

FREE REGISTRATION

Cycling adventures

12 pilot cycling events in 2019

- ☐ 4 experimental on-road expeditions
- ☐ 4 experimental off-road expeditions
- ☐ 2 experimental trips for families with children
- ☐ 2 experimental trips for disabled teenagers





In total, 12 pilot actions were organized in the eligible area of the programme, using the purchased sports equipment, to promote the new tourism products:

- ✓ 4 experimental adventure trips with on-road bikes (trip duration: 3 days);
- ✓ 4 experimental adventure trips with off-road bikes (trip duration: 3 days);
- ✓ 2 experimental trips for families with children (trip duration: 3 days);
- ✓ 2 experimental trips for disabled people and their personal assistants (trip duration: 3 days).

The number of overnights will be increased during the sustainability stage, when minimum one cycling event/ cycling adventure per year in Romania/Bulgaria will be organized or when the project partners will participate in other cycling events held by third parties, which are consecrated and have the capacity to attract a large number of active enthusiastic tourists.

For 5 years, active enthusiastic tourists will join the cycling events organized by the project partners or third parties in the eligible area of the programme and will overnight in the CBC region, during the project sustainable period.

As mentioned before, the tourism products that will be promoted in the project sustainable period can be organized by the project partners or could be done by other entities that are already recognized among cyclists in the cross-border area for consecrated mass events, organized periodically, which have gained in time the capacity to attract a large number of active enthusiastic tourists.

For a cycling trip, there is no need of an authorized guide and can be done by anyone, as long as they respect the indications made available by the project outputs.

The beneficiaries estimate an increased total number of overnights generated by the project also by making available all the project outputs (equipment, web portal, mobile application, cycling trails identified in the CBC region, pilot actions etc.) during 5 years after the project completion.



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✓ IT products for the new tourism products

During the project implementation, an interactive web portal - www.danubeon2wheels.eu - was created to support the new tourism products and a mobile application - DanubeOn2Wheels - with cycling routes and other means of online communication (social media accounts - Facebook & Instagram - @ DanubeOn2Wheels and also YouTube account - @ AISSER Calarasi).

All these were the main online products developed within the project implementation duration that had the purpose to disseminate the project as wide as possible and to increase the visibility of the project and to inform as many as possible potential participants regarding the pilot actions and activities carried out.



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- **www.danubeon2wheels.eu**



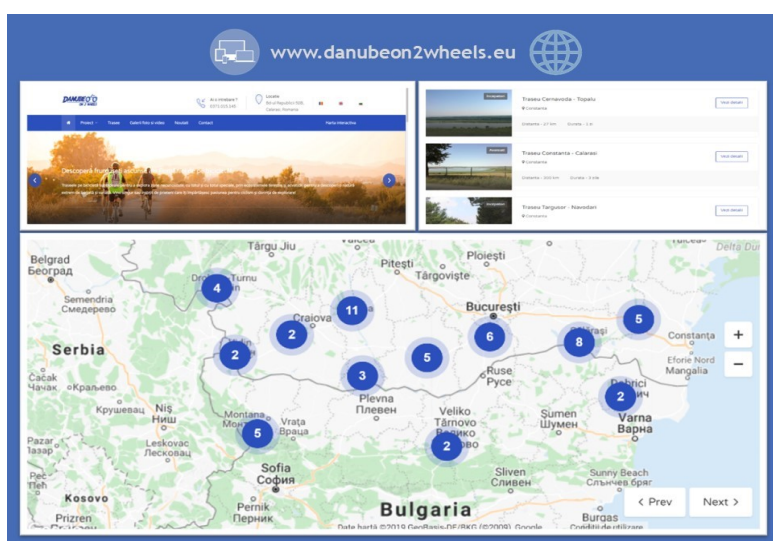
Website launch: march 2019

Website developer: AISSER Association

Website objective: the web portal aims to improve the access to information of both stakeholders and tourists

Website reach: 20k visitors*

* Value reached at the end of the project implementation period

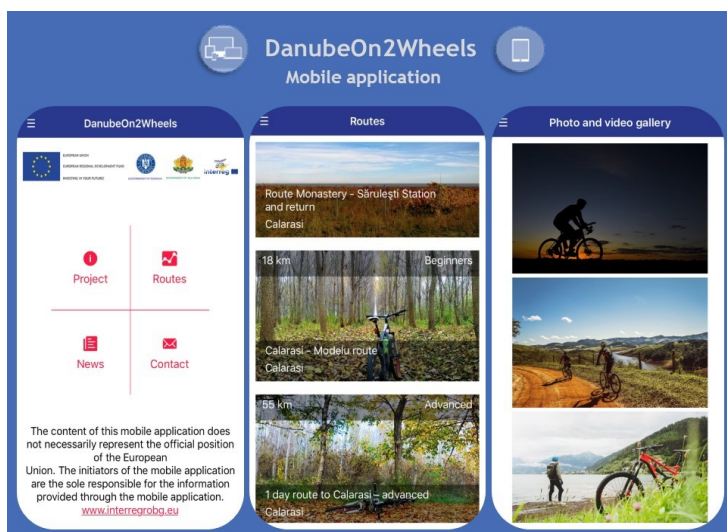


- **DanubeOn2Wheels**



Mobile application launch: march 2019

Mobile application developer: AISSER Association



Mobile application objective: the mobile application is the new mechanism used in the project implementation and after, to attract young people and foreign tourists, as it helps them by providing information much faster and more efficiently than conventional methods.



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- [www.facebook.com/ DanubeOn2Wheels](https://www.facebook.com/DanubeOn2Wheels)



FB page launch: January 2019

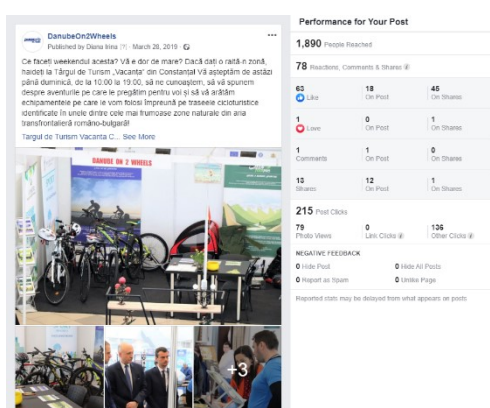
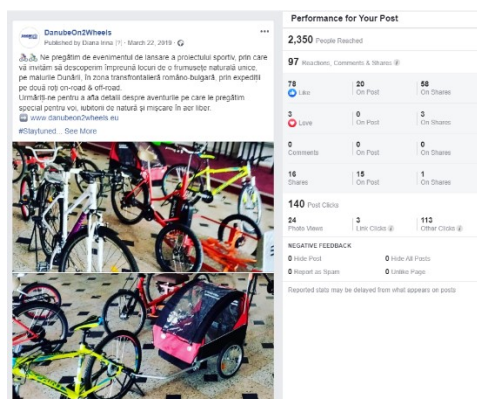
FB page admin: AISSER Association

FB page objective: promote *Danube On 2 Wheels* project and its activities

FB page likes/ followers: 274/278*

FB page biggest post reach: 2,4k*

* Value reached at the end of the project implementation period



- www.instagram.com/DanubeOn2Wheels



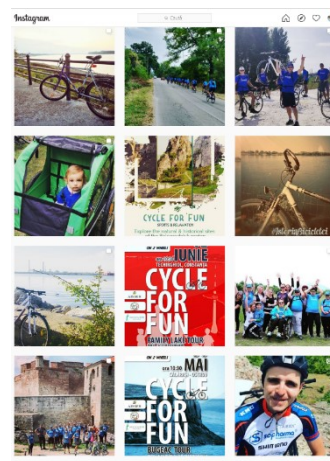
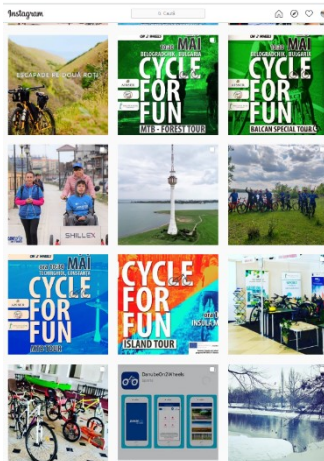
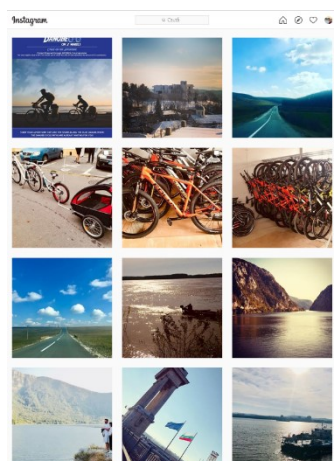
Insta account launch: January 2019

Insta account admin: AISSER Association

Insta account objective: promote *Danube On 2 Wheels* project and its activities

Insta account followers: 68*

* Value reached at the end of the project implementation period





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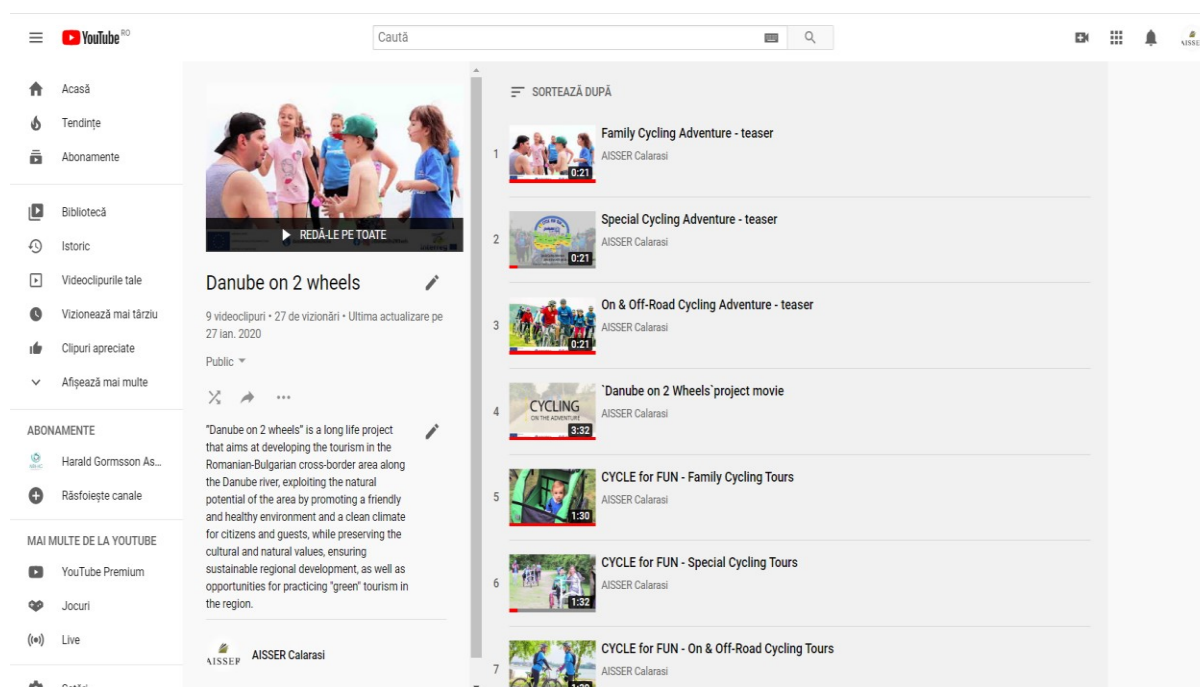
○ YouTube.com/AISSER Calarasi



Account launch: January 2020

Account developer: AISSER Association

YT account objective: the account has a full playlist designated to 'Danube on 2 Wheels' project aiming to improve the access to information of both stakeholders and tourists, through the promotional videoclips created



Therefore, offering the potential tourist alternative routes to enjoy the nature and to discover the cultural and historical heritage of the eligible area of the programme, through cycling trails, is to earn a trust and permanent capital as usual tourist activities for those interested in the project area. The variety of natural and cultural heritage along the Danube is immense. There are numerous castles and ruins, beautiful cities that reflect the turbulent historical past or lively cities of urban culture along the river, waiting to be discovered.

These IT products are the main instrument that will be used by the project team in the sustainability period in order to achieve the indicators. The IT products will be used in as follows:

- news and information in order to promote the CBC region;



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- information to promote and raise awareness on maintaining a clean environment;
- news about the activities carried out by the project partners, relevant for the `Danube on 2 wheels` target group;
- promotion of the future events that will be held by the project partners.

The project beneficiaries will ensure the availability of the new integrated tourism products for at least the next five years after ending the project implementation period. Therefore, it is expected to generate a remarkable number of visits to supported sites of cultural and natural heritage and attraction, consequently, to improve the sustainable use of natural heritage and resources and cultural heritage.

All the activities implemented through the project will be developed in the benefit of the communities. The equipment will be available for all the interested participants at our future sports events free of charge; therefore, no costs will be requested by the beneficiaries. The beneficiaries' main aim is to attract tourists in the CBC area, using the touristic products developed in the project implementation period.





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VII. CONCLUSIONS

Romania-Bulgaria cross-border area is full of cultural and historical features, which makes it a beyond belief landscape. There are many ways of discovering the Romania-Bulgaria cross-border area and enjoying the natural and cultural heritage outside the big cities.

Several national parks, nature reserves, important wetlands and beautiful islands as well as some UNESCO World Heritage Sites shape the unique natural landscape, ideal for active holidays. Less known, cycling trails – on-road and off-road, lead along the Danube river, but also turn aside revealing beautiful landscapes in the both countries.

The unspoiled small towns and villages in the rural areas keep their authentic way of life, old traditions and customs and offer a great journey through the rich cultural diversity. Cycling trips along the river basin are some of the best ways to get to know Romania and Bulgaria countries, discovering their uniqueness and cultural commonality.

Therefore, offering to the potential tourist some alternatives routes to enjoy nature and discover the cultural and historical heritage from the CBC area, the phenomena of cycling can become an ordinary attractive activity for tourists. The variety of natural, as well as cultural heritage along the Danube is huge, waiting to be discovered.



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Visitors should get the possibility to widen their horizons and encounter a unique cycling experience within a variety of landscapes and regions.

The main objective of the `Danube on 2 Wheels` project, implemented in partnership by AISSER Association from Calarasi (Romania), as lead partner, together with `Sport for You and Me` Association from , Belogradchik, Vidin (Bulgaria) and the ACTIS Sports Club Association from Calarasi (Romania), as partners, is to develop integrated tourism products based on green and healthy activities with small costs and easy to do in the cross-border region.

Cycling enables tourists to get to know countries and cultures in a direct way. Therefore, the established cross-border cycling trails along the Danube should not only support the touristic infrastructure, but also strengthen the bond between the two neighbouring countries.

This outdoor activity had become increasingly popular in recent years all over the world, and thereby `Danube on 2 Wheels` project aims to offer an alternative more accessible touristic package both financially, and logistically for the sports enthusiasts who want to spend their weekends or vacations in the middle of nature, along the Danube river, having also the advantage to be close to the main urban centres in Romania and in Bulgaria as well.

Together, the three partners had developed in the implementation period new tourism products by organizing 12 pilot actions consisting in cycling events held in the area of natural and cultural sites of the Romanian-Bulgarian cross-border region, in order to promote and capitalize on the cultural and natural heritage, for the sustainable economic development of the border area.

The purpose of AISSER Association and its partners was and remains to organize and develop sports activities, to promote mass sports and a healthy lifestyle, as well as to participate in other sports activities and competitions, that will take place in the CBC area.

The associations had accomplished a great experience in the project field, having an important role in the development of essential sports activities, through its knowledge and expertise regarding the sports events logistics and conducting sports activities in a safe and relaxing manner in the touristic areas of the cross-border.



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All the three beneficiaries have today the capacity to continue the project activities after its ending. `Danube on 2 Wheels` will be considered as a pilot project, because it has a lot of potential, being a green tourism product organized in the Danube region. Through it will enhance the Danube region potential and will attract a lot of adventurers to the cultural and natural sites of this region.

Following the implementation of strategies for creating and promoting tourism products, tourism activities can be implemented in a sustainable way in the long term, at which all the interested people will have free access to the created products.

For organizing cycling expeditions, there is no need for an authorized guide and can be done by everyone, as long as they comply with the indications provided by the project results.

All the specific equipment purchased will serve in the next period enthusiastic tourists, nature lovers, from both countries, in all the future events to be organized. For this reason, all the equipment is located both in Romania, at the headquarters of the ACTIS Association, in Calarasi, as well as in Bulgaria, at the headquarters of the `Sport for You and Me` Association, in Belogradchik, Vidin district.

The number of overnights will be increased during the sustainability stage, when minimum one cycling expedition/cycling adventure per year in Romania/Bulgaria will be organized during 5 years after the project completion.

This type of events will follow the methods used in the pilot actions, using the same principles of organizing sports events, having the same purpose as the previous ones of promoting the CBC region from a touristic point of view.

The trails identified, the types of actions and all the tourism products developed within the project implementation period will be further promoted through events organized by the project partners or through participating at the cycling events carried out by other entities sharing same purposes and values as us.

A cycling trip, using the equipment purchased through `Danube on 2 Wheels`, can be realized by anyone, as long as the indications made available by the project outputs are respected.



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In the CBC region, more and more sports events are organized every year, which have gained notoriety over time. For this reason, we have proposed that in the period of sustainability we will join other consecrated events that enjoy a massive recognition. These events already recognized by the locals and not only represent a good opportunity for us to make our project better known and to promote it to as many people as possible.

The beneficiaries estimate an increased total number of overnights generated by the project also by making available all the project outputs (equipment, web portal, mobile application, cycling trails identified in the CBC region, pilot actions etc.) during five years after the project completion.

This strategy will be used by the project beneficiaries as a practical guide in the sustainable period of `Danube on 2 Wheels`, which is meant to support the project teams to reach their proposed indicators. Also, this material will be made public to other NGOs interested in promoting the cultural and natural values of the CBC region, as well as organizing sporting events in order to promote and develop tourism in the Romanian - Bulgarian cross-border area.



Website: www.danubeon2wheels.eu
Mobile application: Danubeon2wheels
Facebook: www.facebook.com/DanubeOn2Wheels
Instagram: DanubeOn2Wheels



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