

An aerial night view of a city, likely Vienna, with a glowing blue river overlaying the Danube. The city lights are visible in the background, and the river flows from the top left towards the bottom right.

# Green Tourism Solutions *Guideline*

## OUTPUT T.3.1 – part 2

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## List of abbreviations

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*DTP – Danube Transnational Programme*

*UNWTO – The World Tourism Organization – UN Specialized Agency*

*SDG – The Sustainable Development Agenda (Goals)*

*INSTO – The International Network of Sustainable Tourism Observatories*

*GOST – Global Observatories on Sustainable Tourism*

*EUSDR – EU Strategy for the Danube Region*

*ERDF – European Regional Development Fund*

*LDL – Living Danube Limes*

*STUBA – Slovak University of Technology*

*CHI – Center for Heritage Interpretation*

## Introduction (CHI)

*In the recent years, sustainable and green development has been centered in national, international, trans-national and global policies and strategies of various stakeholders. The attempt is to balance economic development, environmental issues and social wellbeing. Modern society is environmentally conscious. Environmental protection and environmental impact are key notions in any project in line with the UN sustainable development goals and the green trends. Clients and buyers opt for products fabricated by environmentally responsibility producers. They believe that the green enterprises protect the environment, use the resources and energy efficiently and have a low carbon footprint, thus contributing to a better quality of life.*

*Green procedures, certifications, eco-labels, green awards and green alliances would be the means to validate green entrepreneurship and conscious consumers.*

*Sustainable and green tourism has become critical factor in changing regional or local development. Green tourism is an immanent part of sustainable tourism that respects the environment and takes into account its requirements for the present and for the future. People are encouraged to pursue activities in a manner that will benefit, rather than damage the environment and the landscape.*

*To promote green tourism in the sites of Living Danube Limes project, a lot of instruments, related to health care, food, etc., could be used. It is important to think long-term about the environment, not to follow all the new spontaneous trends religiously.*

## 1. General scope on Living Danube Limes project (STUBA)

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### 1.1. Green tourism solutions in the Danube Limes region

The concepts for green and sustainable tourism in the Danube Region are the basis for eco-friendly tourism and cultural development in the region fostering sustainable tourism solutions, strengthening hitherto underdeveloped areas but at the same time addressing the serious issue of negative over-tourism. The concepts link the museum and visitorsite clusters along, but also across the Danube where possible. They will include cycling lanes along the river, eco-friendly ferries for crossing, or solar powered boats for exploring the marshy parts of the Danube. (project)

### 1.2. Green tourism solutions for Living Danube Limes project

The eco-friendly tourism infrastructure will connect the pilotsites identified in Workpackage 1 and in the long durée all the Limes sites along the Danube as well as other touristic highlights and cultural heritage in the area, in order to create a holistic experience of the culture in the Danube Region and to foster transnational exchange and the sharing of the common heritage of the Danube Limes, always aiming at a future Cultural Route spanning all the Danube countries. We will monitor and analyze the following approaches: compilation of best-practice examples of green tourism, further guideline on how outdated and environmentally unfriendly tourism systems can be transferred to green tourism concepts.

The Living Danube Limes partnership consists of 46 partners (19 project partners and 27 associated strategic partners) from 10 Danube region countries: Austria, Germany, Czech Republic, Slovakia, Hungary, Croatia, Serbia, Bulgaria, Romania, and Moldova.

## 2. What is the Green tourism?

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### 2.1. Definition of green tourism (CHI)

The definition: tourism that is engaged with environmentally conscious tourists and provides products and services protective for the environment. Green tourism is about visiting vulnerable natural places and sites, whether created by man or nature.

The World Tourism Organization defines green tourism as consisting of “tourism activities that can be maintained, or sustained, indefinitely in their social, economic, cultural and environmental contexts”, <https://www.unwto.org/sustainable-development>.

The notion of ‘green’ or ecological tourism, in which people are encouraged to pursue leisure activities that will benefit, rather than harm nature and environment, become more and more popular. The areas where nature is drastically damaged and polluted are far less attractive to tourists. The green thinking is a very noticeable back up of the tourists’ choice of a destination to go. The purpose of green tourism, as a part of sustainable tourism is to achieve a balance between “healthy” environment, heritage integrity, social well-being and economic benefits.

Green tourism philosophy is adopted by a wide range of tourism operators, e.g. small lodgings (B&B’s), hotels, farms, retailers, etc. They promote a balanced use of natural resources, minimizing energy and water waste, at the same time demonstrating local culture and ecology.

Green tourism requires constructive cooperation of all members of a community in taking decisions which are sensitive for the environment.

There are four main characteristics of the green tourism:

- natural environment is in the core of experiences and products, offered to tourists;
- management of operations in such a way, that they produce minimal impact on the environment;
- contribution to nature protection activities of the community;
- encouragement of responsible travel of tourists and awareness (directly and indirectly), including trainings.

Only tourism that is nature-based, sustainably managed, conservation supporting, and environmentally-educated is recognized as eco-tourism.



What is a green tourism business?

Traditionally, businesses are striving for growing production and sales and minimizing costs. In the last years, sustainability has become the key issue for businesses in seek for a balance between economy, society and environment. Green practices started spreading in all economy sectors, pushing businesses to introduce changes in their activities and grow sustainably.

The “green” thinking within societies nowadays is focused on innovations for doing more with the existing resources, recycling and reusing waste efficiently.

One of the popular concepts is the “Go green” lifestyle, which spreads over all aspects of life of the individual, thus reflecting the environment as well. It influences the behavior of tourism operators and businesses. By introduction of “green” activities, tourism providers enhance their public image and community integrity. Especially in economically stagnated periods, green businesses can provide opportunities for innovative entrepreneurship. A very informative source on the “go green” concept is the site [www.goinggreen.it](http://www.goinggreen.it), which offers learning on green tourism.

## 2.2. The Relationship between ecotourism and sustainable tourism

To explain the relationship between ecotourism and sustainable tourism is to describe their similarities and differences.

### **Similarities between ecotourism and sustainable tourism:**

1. Both forms of tourism are concerned with environmental sustainability: ecotourism and sustainable travel are a form of tourism that cares about the environment by emphasizing the reduction of the environmental impacts facing the environment and the world.

Sustainable tourism pursues environmentally friendly tourist behavior and ecotourism favors activities with minimal impact on the environment.

2. Both forms of tourism relate to the types and modes of travel: Ecotourists - they look for destinations with a specific ecological environment, they visit places important for nature - fauna, flora, or local communities and cultures.

In sustainable tourism, the best practices of sustainability are applied when traveling, which ensure that you do not contribute to the destruction of the natural environment, fauna or wildlife.

3. Both forms of tourism do not have an official international organization: there is currently no internationally recognized or accredited body responsible for supervising standards, monitoring, evaluating or certifying ecotourism or the sustainable tourism industry.

As such, it is up to individuals, groups, organizations and nations, among other bodies, to promote these two concepts.

### **Differences between ecotourism and sustainable tourism:**

1. The basic objectives differ slightly: Ecotourism focuses primarily on environmental protection, educating travelers about the local environment and the natural environment, and provides direct financial benefits to protect and enhance the livelihoods of local people.

On the other hand, sustainable tourism is travel that balances the socio-cultural, environmental and economic aspects of tourism and has the least possible impact on the environment and local communities.

2. They have a different categorization: ecotourism is a type of tourism, or let's say a type of holiday, while the principle of sustainability applies to all types of tourism.

3. Concept of work: Sustainable tourism describes business strategies and management plans for businesses and destinations. It is based on the idea that business is authentic and experiences will be quality and healthy.

On the other hand, ecotourism is best used by wildlife businesses, and most of them are surprisingly active in supporting local communities.

3. Working with local communities: One of the main goals of ecotourism is to empower local people. It does so by respecting their cultures and histories and by providing financial benefits and empowerment. Sustainable tourism is mostly profit-oriented and does not necessarily empower local people. (Rinkesh Kukreja)

## **2.3 Ways how to promote sustainable green tourism**

Economic prosperity resulting from the benefits of tourism and at the same time reducing the adverse effects of tourism on the environment is the ultimate goal of a successful green strategy. Practical experience shows that the best strategies are those that use a holistic approach. These organizations, companies and businesses consider each destination they oversee to be a complete physical, cultural and economic ecosystem. By developing a sustainable tourism strategy through a multifaceted perspective, policy makers and leaders

in the tourism sector can ensure that the whole is larger than the sum of its parts, while ensuring that no part of the system is neglected.

The comprehensive green strategy plan must address four key environmental issues: reducing biodiversity conservation, carbon emissions, good waste management and water protection and conservation. However, the proposal also requires an analysis of the underlying systems and structures that the destination must have in order to allow for change. These include regulation and governance, stakeholder participation, funding and financing, capacity building and education and marketing, and public relations.

### 2.3.1 Biodiversity conservation

Biodiversity is all around us and we are part of it. It consists of various types that live on Earth, including animals, plants, vegetables, fungi, algae, bacteria and even viruses. Biodiversity is the result of an evolution lasting 3.8 billion years and humanity cannot survive without it. We draw many basic resources from nature, including food, building materials, heat, textiles or active ingredients in medicine. In our industrial society, biodiversity is taken for granted and understood as something that is free and lasts forever. In reality, however, we are putting increasing pressure on nature, and many human activities pose a serious threat to the existence of many species. Through mass tourism activity, we destroy and fragment habitats, polluting the air, water and soil.

Despite the fact that the primary goal of making the Limes Romanus heritage accessible is cultural heritage, ecotourism is also a part of tourism in the localities of the Danube region. If appropriate conservation measures are not put in place, tourism can exacerbate the damage and destruction of flora and fauna. Unregulated wildlife observation, disturbance of bird feeding and nesting sites, disturbance of habitats of protected natural sites etc. Policy makers who want to prevent this type of damage should develop wildlife protection sites and corridors, regulate access to potentially sensitive areas and protect native species and control pests.

### 2.3.2 Carbon emission reduction

Tourism is responsible for about five percent of global carbon emissions, which are largely generated by air transport and accommodation. By implementing green technologies

and policies, destinations can contribute to environmental sustainability and profitability. For example, Slovakia's popular resort AquaCity, which was awarded the World's Leading Green Resort as part of the World Travels Awards, prevents an estimated 27 tons of CO<sub>2</sub> from entering the atmosphere every day using geothermal water and solar energy.

In addition to the opportunities offered by on-site improvements, there is a unique opportunity for smaller tourist destinations to take the lead in implementing advanced local mobility systems, taking advantage of the fact that customers are not only interested in sun and beach holidays but also by being innovative in terms of about sustainable local travel. Destinations should shift from environmentally destructive individual transport habits to efficient public transport and advanced automotive technology, including hybrids and electric cars. On the sites of the Roman cultural heritage located on the original borders of the Roman Empire - Limes Romanus, the most suitable green form of transport appears to be the use of the Danube as a waterway, or the use of solar technologies for gaining energy.

In the same spirit, policy makers should encourage guests to choose energy-efficient modes of transport for their leisure activities. In some locations, visitors may be directed to intelligent public transport options, such as electric trains and hybrid buses; other locations may offer innovative options for individual vehicles, such as bicycles and hybrid cars. Destinations can also reduce their environmental impact by integrating carbon-friendly principles into their supply chains and purchasing goods and materials from sustainable sources. In addition, they can implement a low-carbon waste management policy, including energy-efficient recycling.

### 2.3.3 Waste management

Waste as a major pollutant affects both water and soil quality and can degrade the image of the destination if mishandled. No passenger wants to worry about contracting a disease on their way; a gust of dirty air can quickly change the perception of even the most beautiful environment. Unfortunately, the increasing presence of tourists themselves often contributes significantly to the problem of waste management. Destinations must therefore invest in waste management in good time: follow best practice by reducing wastewater and industrial waste streams, minimize the amount of waste that ends up in landfills and incinerators, and recycle whenever possible

## 2.3.4 Water supply protection

An adequate and healthy water supply is crucial for the long-term environmental sustainability of any destination. The severe water shortage that afflicts most of the world is not a problem in the Danube region. Nevertheless, in the spirit of sustainable tourism and ecological principles, it is necessary to save, control and reduce water consumption to the minimum level necessary for an adequate quality of service. Here, too, investment in creative and technological solutions should be a priority. For example, by treating and reusing wastewater, a destination can increase its drinking water capacity and reduce sewerage, pollution and treatment charges. In addition, proper wastewater management reduces water pollution.



## 3 Green Tourism in Danube Region

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In this part of the report, we follow up on the material prepared within the Interreg project EcoVeloTour 2018-2021, which dealt with the development of sustainable tourism in the Danube region and the management of tourism destinations within cycling tourism. The project was based on the assumption that the regions will benefit from the cultural and natural heritage through the integration of the ecosystem services framework into ecotourism planning, which will allow for high maintenance of high ecosystem measures that contribute to the region's long-term well-being, including ecotourism. Here are the policy recommendations regarding ecotourism.

### 3.1 Strategy development, strategic planning

Strategic planning is extremely important because external influences are common to destinations and tourism providers. Careful planning is needed to prevent this. National ecotourism strategies are in various stages in the Danube region (do not exist, are not updated, updated). The form in which countries can learn from each other as effectively as possible needs to be reconsidered. Gaining personal experience is the best way, but finding good practice online is also helpful, but you should consider whether it is adapted to local conditions. This also applies to the study of national strategies. For more efficient (ecological) planning in relation to the impacts of ecotourism on the natural environment, several data should be collected (eg transport data: how far visitors travel, how they reach the area). Nature and tourism conservation experts in different sectors, levels, areas should be involved in building the monitoring system and start studying solutions at international level. The concept of European ecotourism labeling standards must be adopted, which offers a certification scheme for destinations. A framework for the ecological carrying capacity of the area concerned must be developed for data collection and a set of indicators must be defined (depending on the area, which treasures need to be protected). Only the type of infrastructure development that does not destroy nature should be allowed.

Other statistics (eg number of tourists, length of stay, consumption (quantity and behavior), accommodation density) should also be collected for the planning of ecotourism flows in the Danube region. Socio-economic data of visitors is useful and the temporary distribution of visitors can be monitored through automatic counting. Questionnaire surveys

are also useful, asking questions such as Would you come if the area was not a national park? What are you interested in? "The purpose of the visit needs to be determined, as some activities are more damaging to nature. When setting up a monitoring system, it is worth looking at the European system of tourism indicators (eg the percentage of businesses that contribute to nature conservation). In ecotourism destinations, the correct interpretation and reflection of trends is important, the right signage and qualified guides are important, but we should not only inform tourists about the bans, but also about the possibilities. We can say that statistics are not enough, it is necessary to work with management tools.

### 3.2 Development of ecotourism infrastructure, products, and services

To develop sustainable tourism and green tourism solutions in the Danube region at the Limes Romanus, we need to consider strengths and weaknesses, opportunities and threats. SWOT analysis is one of the oldest and most used methods of strategic planning, ready for structure and evaluation summary of complex ideas.

#### Strengths:

- The cultural heritage of the Roman Empire represented by the architectural heritage
- Wildlife areas
- The Danube as an asset
- Diverse and rich natural and other cultural values, especially in the Pannonian biogeographical region
- The Danube floodplain is rich in biodiversity
- Hidden treasures of ecotourism

#### Weaknesses:

- Regional differences, tourism infrastructure is underdeveloped on the lower Danube
- Connectivity in public transport, especially in rural areas, is difficult to manage consistency
- Different standards related to attractions, infrastructure
- Different amount and quality of tourist information

- Lack of a coherent product system, infrastructure
- Insufficient protection of national wealth
- Wastewater from several large cities flows directly into the Danube
- Natural countries are not interconnected, ecological corridors are missing
- Barely preserved original forest
- Weak cooperation (eg lack of joint packages)
- Weak national support for businesses
- Each country has a different approach, the funding system

#### Opportunities:

- General economic development
- Greater promotion of Roman heritage to the Limes Romanus
- Creating a museum cluster
- External activities are becoming increasingly popular, partly due to the pandemic
- Change in tourist behavior in relation to the COVID situation
- Sustainable cycling
- Development of tourist equipment
- More environmentally conscious thinking among decision makers
- Declaration of new protected areas along the Danube
- Rewinding projects to restore natural processes

#### Threats:

- Too competitive providers of ecotourism services
- Loss of biodiversity
- Potential cultural and natural values are not being used properly
- Excessive use of natural resources
- Intensification of agriculture
- Harmful effects of continuous construction
- Decrease in Danube level and soil quality
- Economic differences
- Lack of an efficient financial mechanism (wasting money through projects) • Lack of legislation
- No interest from the authorities



### 3.3 Conserving landscape and nature

The state of nature protection and sustainable land use in the Danube region varies not only in individual countries but also in regions. The biggest problems are on the lower Danube due to wastewater treatment. Nature conservation policy is challenging because it can stop people from engaging in economic activities and evoke a lot of emotions. Cross-border projects are becoming increasingly popular, but resources are often lacking. Protected areas should be interconnected on the basis of a step-by-step concept, which would result in animals being able to migrate from one place to another. Behavior should be improved: no illegal activities for service providers and a general increased awareness of the values for tourists for a better relationship with nature. National ecotourism strategies contain all the objectives, but it is questionable how they are implemented. In most strategies, there is only the economic aspect, the ecological is often missing.

### 3.4 Cooperation

Countries along the Danube could work together on green tourism solutions in several areas. The first step would be cooperation between border regions. It may include the development of transport, services, the development of a network of hiking trails, cycle paths, uniform signage, joint marketing activities (eg campaigns), educational programs. There are several successful examples of cross-border ecotourism cooperation in the Danube region, such as the Neusiedlersee cultural landscape. Clear common objectives must be defined for all these activities. Sustainability, which affects every economic activity, should be the driving force in the process.

The experts add different opinions regarding which organization should initiate and manage cooperation among the countries. Some interview partners named existing schemes and organisations (European Union, Danube Transnational Program; working groups of - not particularly tourism-oriented Carpathian Conventions and Alpine Conventions), some others meant that a new umbrella organization would be fine with civic and state partners or it has to be set up on governmental level (national tourism authorities would deal, because NGOs do not have the potential)

### 3.5 Awareness-raising

Awareness-raising is one of the most important tasks in every Danube country. Education, especially for the young generation, should consist of a real impression and experience not only of books, but also of excursions, accompaniment. TV and high-tech solutions are also important. Museums, cultural heritage sites, protected natural areas and civil society organizations should play a greater role. They have to teach students what is unique, what to value, why to value. Non-formal education is more effective, to show value, to learn about its importance. The long-term sustainability of ecotourism offers can be guaranteed through visitor management to avoid conflicts and provide experience. Products should not be project-based, market research is needed (what our tourists really want), linking products to market gaps (eg people with special needs cannot be forgotten) and at the same time matching natural conditions and consumer needs. Sustainability means quality products, effective destination management (greater stakeholder involvement, better cooperation, networking, sharing best practices).

### 3.6 Education of staff and employment

The creation of new jobs can be supported in the field of ecotourism in the Danube region, if the necessary services are defined (guide, rental, repair shop). Environmentally friendly investments help create new jobs, for example by supporting services for green transport solutions. Cooperation between partners is important: travel agencies should, for example, work with destination management organizations, museums and administrators of Limes Romanus archeological sites.



## 4 Green Tourism Solution for Living Danube Limes project

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In this part of the report, we will describe some solutions for green tourism that can be used in the sites of the Living Danube Limes project. These are the solutions that pilot sites and museum clusters can implement in their management plans. These solutions include ecological transport solutions, the possibilities of ecological construction, the use of appropriate technologies, and we will also show some visions of the future.

### 4.1 Transportation

Green tourism solutions along the Danube also aim to find environmentally friendly modes of transport in order to improve accessibility and facilitate the concept of sustainable tourism throughout the Danube region. The regions will benefit from increased added value from the fact that tourists will be able to get to tourist destinations in the background of the river. The development of sustainable transport offerings will stimulate the transition to environmentally friendly mobility systems, which will result in reduced greenhouse gas / pollutant / noise emissions as well as better transport services for the population.

#### 4.1.1 Hiking paths

Hiking allows tourists to get to know the countries and cultures directly. The establishment of cross-border tourism along the Danube should therefore not only support tourist infrastructure but also strengthen links between all neighboring countries. In addition, visitors should be given the opportunity to broaden their horizons and experience a unique hiking experience in different countries and regions. The involvement of Limes Romanus heritage sites in the network of hiking trails along the Danube should be a priority for all participating countries. Activities should focus on ensuring a constant level of quality of hiking trails. Therefore, it should strengthen the presence of sustainable tourism in the Danube basin and is therefore one of the first steps in implementing the EU Strategy for the Danube Region. Taking all these aspects into account, and in short, there is great potential for setting one common goal - to expand the offer and set standards for cross-border tourism within the Danube countries.

## 4.1.2 Bike routes and bike-management system

The issue of cycling consists of several parts that need to be addressed comprehensively. The support of cycling tourism includes not only the existence of cycling routes, but also related services, such as:

- Bike Carriage
- Bike Parking a charging of electric bicycles
- Bike Rental and Bike-sharing system

The cooperation of tourism organizations (complete management system – museums included) should focus on creating a quality cycle network with good support for related services and the possibility to combine cycling with different modes of transport. It is necessary to focus not only on one-day cycling, but also on multi-day events associated with border crossings.

## 4.1.3 Sailing and Ship transportation

Vessels around the world, which are powered by petrol and diesel, play an important role in air pollution and climate change. Technologies based on the use of electric motors and the production of electricity from environmentally friendly sources - photovoltaics, small hydro or wind power plants - could offer a more sustainable alternative.

Water transport on the Danube River in connection with tourism can be divided into individual and public. The individual forms include river rafting on small boats - canoes, rafts, barges or small motor boats and sailboats. Among public transport by water we include shipping for more people - intercity or between heritage sites and ferries.

Sweden, for example, is one of the countries that is developing such forms of individual or public transport. Swedish startup company Pol Boat presents the Lux catamaran, which offers a cleaner and simpler form of water adventure. The silent catamaran encourages people to leave city life and go for rest, recreation and discovery. The ship has a zero-emission electric drive powered by solar energy, a modular deck and a folding tent for the night. Another Swedish company, Candela, has built a vessel for 30 people, which is considered the fastest electric passenger ship in the world and is designed to drive diesel ferries out of operation around Stockholm.

#### 4.1.4 Road transport

The total length of the road network in Europe is more than 71,423 km. The density of the road network depends on different factors, such as the density of the population, morphology of the country, density of the road network and motorways in industrial and port areas. The states in the Danube region also belong to the countries with the densest motorway networks in the capital regions, especially Germany, Hungary, Austria and Slovakia. These aspects support the effort of the European Union to transfer a significant part of the traffic performance from road transport to other means of transport (railway transport and inland water transport). From this point of view, the Danube offers ideal opportunity for transport systems in the regions in Central and Eastern Europe.

Support for electrically powered cars should be an automatic part of green tourism solutions in Limes Romanus sites. Road transport is still the most widespread form of transport for individual tourism in the localities of the Danube region. Relatively large distances between points of interest and underdeveloped forms of ecofriendly transport are advantageous for supporting electric and gas powered vehicles. The establishment of charging stations for this mode of transport is a matter of agreement between energy suppliers and the tourist management of attractive locations along Living Danube Limes.

#### 4.1.5 Flexible transport systems

It is important for tourist destinations to ensure seamless sustainable travel chains rise. Ordinary public transport often meets all requirements. Especially "Last mile" and mobility needs in the region can be flexible transport systems. Flexible demand-driven transport systems are tailor-made transport offers specific requirements of the target group. Operating parameters such as route, timetable, stops or vehicle size are more flexible compared to regular public transport. The system serves demand at the local or regional level, it is initiated by people outside and developed in a cooperative way. It can bring more flexibility and lower costs public transport to areas that were not previously financially viable.

## 4.2 Building structures

From the point of view of the use of natural energy sources, or the degree of intervention in the landscape, it is rationally to concentrate the proposed development to a certain extent. Determine the time of operation, whether it is seasonal or year-round operation. Its capacity must be thoroughly analyzed for possible negative effects on the environment. This applies in particular to the number of visitors who stay in the area for a longer period of time, as well as for a short stay. The degree of tourism and utilization is decisive for the environmental burden of the environment. The form of new construction must respect the values of Roman monuments and not compete with them.

Basic analyzes of the functional use of new buildings

- Analysis of spatial needs for applied research (historical, archaeological, pedagogical etc)
- Facilities for researchers or students - accommodation, basic laboratories, hygiene, seminar room, training center...etc
- Premises for the presentation of cultural heritage - exterior / interior, physical objects, maps, documents, graphics, virtual reality etc.
- Analysis of space requirements for visitors (entrance, social facilities, public presentation spaces, rest areas, restaurant / buffet)
- Other needs for accommodation of participants and visitors

Building structures, and building materials

- Building materials - recommended autochthonous especially, with a low CO2 footprint, emphasis on aesthetics and the environment. (e.g. wood, clay, straw, stone)
- Traditional approach to construction (structure), also progressive - ease of construction (without severe interventions in the environment)

## 4.3 Appropriate technologies and visions

Sustainable development is a way of developing human society that reconciles economic and social progress with the full preservation of the environment – natural and cultural.

Here are the main points of green solution for tourism:

- Green Business
  - Success through sustainability by reducing the carbon footprint
- Cleantech & Eco Innovation
  - Innovative and efficient solutions to climate challenges offering a competitive advantage
- Smart Cities
  - Energy efficiency - Transport - Communication
- Clean Energy & Storage
  - Renewable energy sources, Geothermal energy, Energy efficiency, Energy storage
- Clean & E-mobility
  - Smart, clean and sustainable mobility. New and innovative solutions - shared "sharing" solutions
- Circulating & Green Economics
  - Sustainable and innovative solutions with high added value and minimized raw material consumption
- Green Financing
  - Grants and financial advice: promoting access to finance and investment at national and European level
- Sustainable Tourism
  - ReThink, ReUse and ReCycle - towards ecological and economic sustainability of tourism
- Waste & Water
  - Waste recycling and efficiency systems. Water and wastewater treatment

## Conclusion

Green tourism is an effective tool for improving nature conservation, especially in protected areas territories of the Danube region and at the same time it is a suitable tool for the economic development of mainly lagging regions. The aim of green solutions for sustainable tourism is also to point out the potential in the use of natural values and natural resources of the territory within the development of regional economies of European states along the Danube by introducing green tourism in the most suitable localities.





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