

13th TRAINING ACADEMY

ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

**PÉCS/HU/ & OSIJEK/HR/ | SHAPING CONFIDENCE
2-5 JUNE 2026 | AND DIVERSITY**

Local Action Plans as Network Anchors

Insights from #RomansWineDanube · Activity 1.5 Lead Partner, ZRS Bistra Ptuj (PP2)



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Why LAPs matter in network management

Most transnational networks don't die from lack of vision — they die from lack of local roots. LAPs are the load-bearing structure that anchors a network in territory.

01

STRATEGIC

Translate vision into the local language and local categories of meaning.

02

GOVERNANCE

Create accountability and coordination among local stakeholders.

03

OPERATIONAL

Turn ideas into actions with budgets, indicators, responsible bodies.

04

SUSTAINABILITY

Anchor the project in local strategies and budgets beyond the funding period.

05

NETWORK

Make the transnational mesh actually live, locally and visibly.

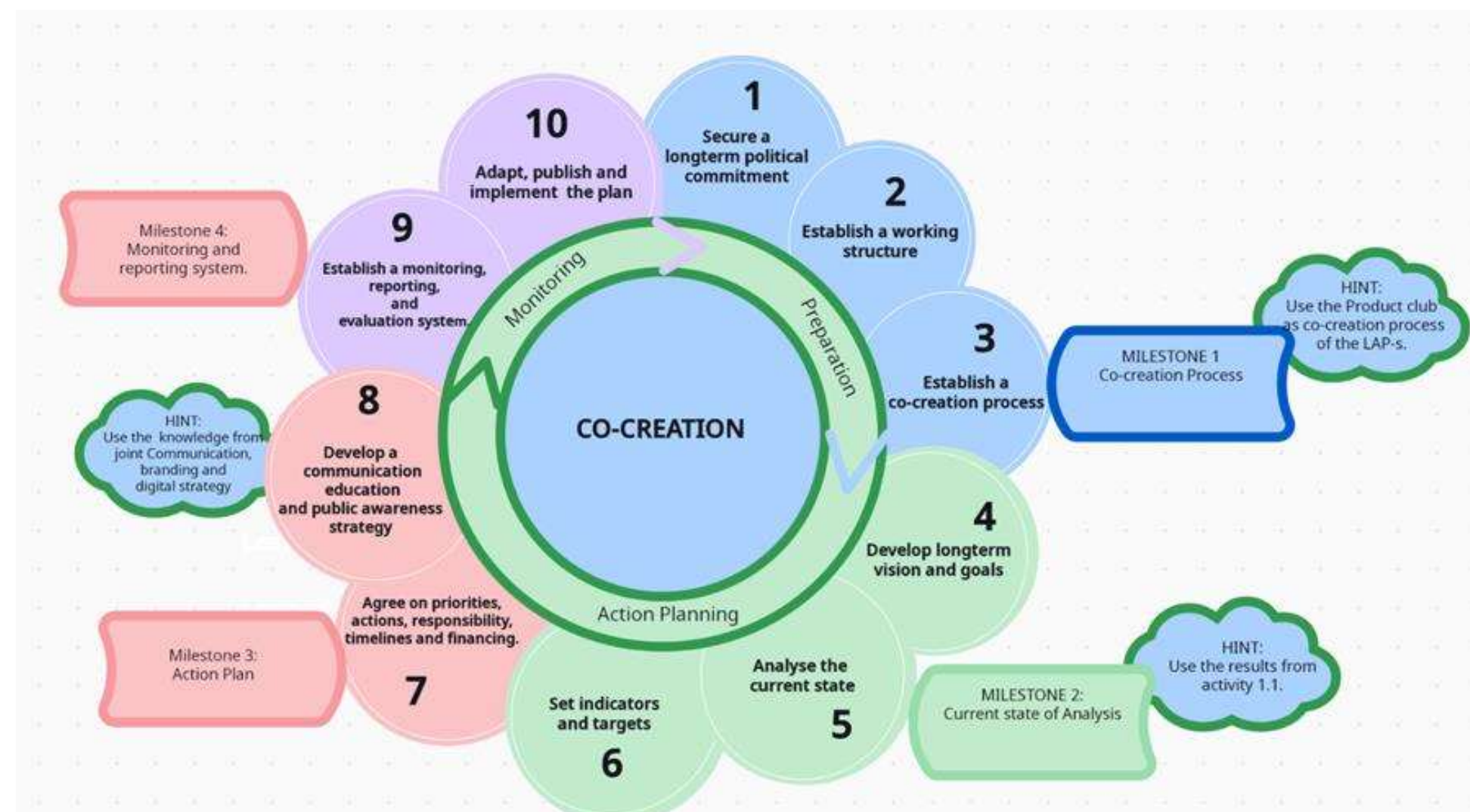


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Putting theory into practice

The methodology behind the nine LAPs — a structured ten-step co-creation cycle



FOUR PHASES, TEN STEPS

Preparation

STEPS 1–3

Political commitment, working structure, co-creation process

Action Planning

STEPS 4–7

Vision and goals, current state, indicators, interventions

Monitoring

STEPS 8–9

Communication strategy, monitoring and evaluation

Adoption & Implementation

STEP 10

Adopt, publish, implement, iterate

TAKEAWAY

Co-creation sits at the centre — not as a phase, but as the engine of every step.



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Co-creation: Product Clubs at the heart

Step 3 of the methodology — the one that decides whether the LAP has local owners

WHAT A PRODUCT CLUB IS

A structured stakeholder platform — bringing together municipalities, cultural operators, tourism actors, businesses, and civil society around a specific sub-destination.

Not a one-off consultation. A standing forum that meets regularly, holds the LAP, and carries it forward beyond the project.

All nine sub-destinations use the same mechanism — but each adapts it to local conditions.

THE PRODUCT CLUB'S THREE ROLES

ADOPTS

Formally adopts the LAP, ensuring it reflects the collective priorities of local stakeholders.

IMPLEMENTS

Coordinates execution with municipalities, businesses, and civil society partners.

REPORTS

Tracks progress, reports to project governance, and updates the plan annually.

TAKEAWAY

A LAP is owned by whoever adopts it. Make sure that body exists before the plan does.

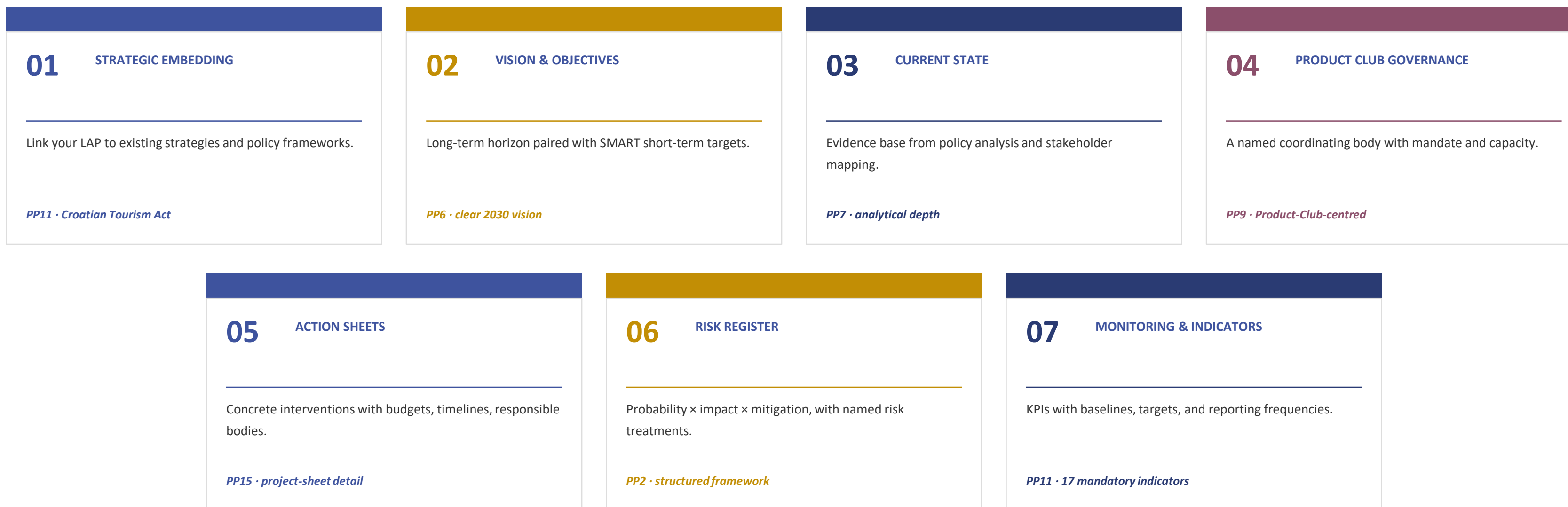


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What makes a LAP work

Seven building blocks of a strong Local Action Plan, with examples from the portfolio



Examples shown are illustrations — all nine partners contributed across all seven building blocks.



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Five insights from the portfolio

One insight per dimension — illustrated by partners who led on it

DIMENSION	INSIGHT	PARTNERS WHO LED ON IT
SUSTAINABILITY	Embed LAPs in existing strategic instruments — operationalise a strategy that is already politically owned, rather than writing a parallel plan.	PP11 · PP13 · PP2
GOVERNANCE	Use Product Clubs as a shared governance vehicle — a recognisable mechanism across all nine sub-destinations, each adapted to local conditions.	PP9 · PP13 · PP6
OPERATIONAL	Build structured risk and monitoring frameworks — probability × impact × mitigation, with indicators that have baselines and frequencies.	PP2 · PP15 · PP11
NETWORK	Design transnational value from day one — name specific partners, name specific actions, name specific audiences across borders.	PP7 · PP9 · PP5
STRATEGIC	Valorise typological diversity — nine LAPs, four legitimate types (flagship, heritage, regulatory DMP, project-portfolio). Don't flatten difference.	All 9 partners

All nine partners contributed across all five dimensions. The table highlights those that led on each — not a ranking.



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Five principles to take home

Transferable to any cultural-tourism network

- 01** | **Treat LAPs as interfaces, not documents**
An interface between transnational vision and local territory. Documents sit on shelves; interfaces carry traffic.
- 02** | **Embed; don't duplicate**
Operationalise an existing strategy with political ownership. The strongest LAPs are extensions, not parallels.
- 03** | **Build governance, not just plans**
Product Clubs, forums, named coordinating bodies. A LAP without a body to carry it is paperwork.
- 04** | **Design transnational value explicitly**
Name partners, name actions, name audiences. The network dimension does not appear by accident.
- 05** | **Plan the exit from day one**
Funding sources beyond the project, integration into local strategies, indicators that outlast the period.

Thank you

PRESENTED BY

Nataša Mršek

Scientific Research Centre Bistra Ptuj



Co-funded by
the European Union

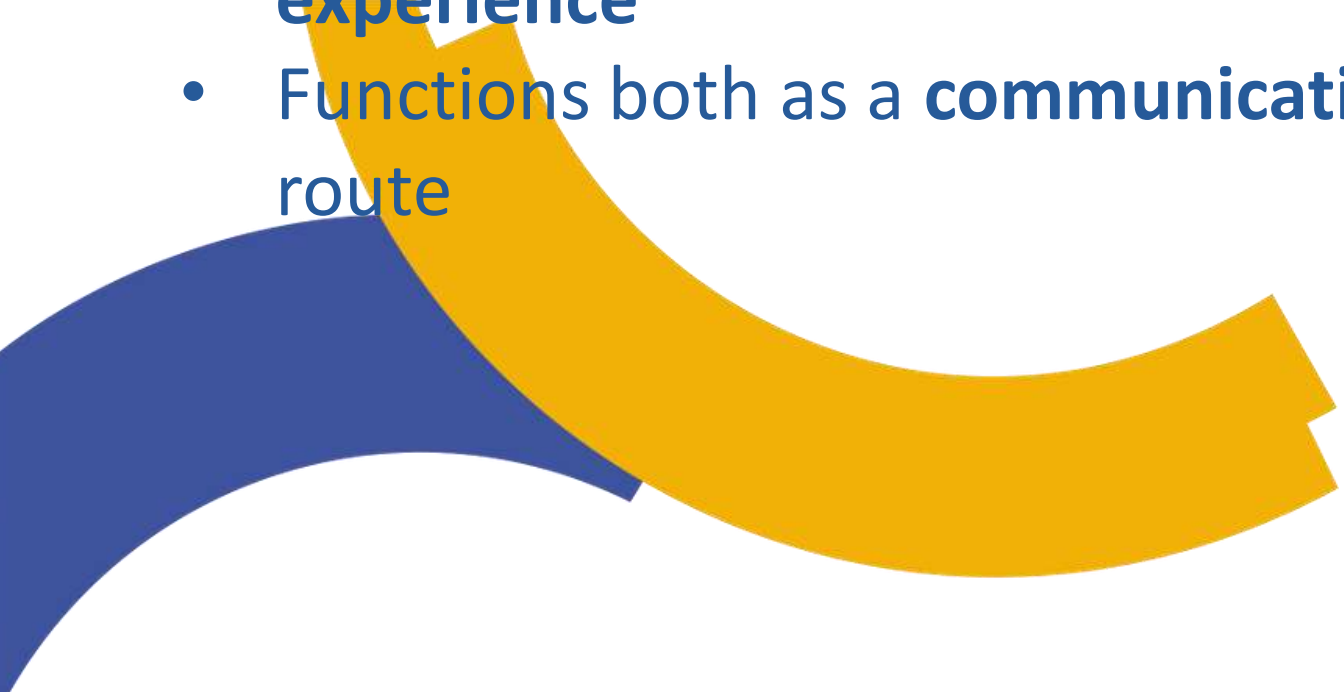


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The **#ROMANSWINEDANUBE** strategy for the Roman Emperors and Danube Wine Route

- Turns the route from a list of heritage sites into a **lived and shareable travel experience**
 - Combines **Roman heritage, wine culture, gastronomy, landscapes and local communities** in one clear route narrative
 - Uses bloggers and creators to translate complex heritage into **accessible stories, videos and practical travel inspiration**
 - Promotes **sustainable mobility** through greener forms of travel such as trains, cycling and walking
 - Reaches different audiences through authentic storytelling, including **families, young travellers, seniors and culturally curious visitors**
 - Prioritises **quality engagement and interpretation**, not only visibility or follower numbers
 - Supports route development because bloggers also provide **feedback on the itinerary and visitor experience**
 - Functions both as a **communication tool** and a **testing tool** for enhancing the promotion of this cultural route
- 

CREATOR CALL



The Danube-Carpathian World

Geography: Bulgaria, Romania

Vibe / atmosphere: Historic continuity and dramatic landscapes

Core highlights: Roussenski Lom, Alba Carolina, Seven Generations wine

Digital voice: Elena Paschinger
Slow travel focus

Dinaric Impressions

Geography: Bosnia & Herzegovina, Montenegro

Vibe / atmosphere: Rugged beauty, deep hospitality

Core highlights: Kravica Waterfalls, Doclea Roman site, Trebinje

Digital voice: Marka Žvaka
Documentary human storytelling

Pannonian Colours

Geography: Slovenia, Croatia, Hungary, Serbia

Vibe / atmosphere: Rivers, ancient trade hubs, urban cycling

Core highlights: Ptuj Castle, Osijek Tvrđa, Pécs heritage, Sirmium

Digital voices: Bojana Matković & Nikola Brzak
Visual travel aesthetics, rich on practical information

OVERVIEW

Overall budget: 12-15k eur / cca. 0.035 eur per view



Co-funded by
the European Union

KEY BLOGGER FEEDBACK

Elena Paschinger

Danube–Carpathian World

- Overall experience was very positive, especially for **slow travel** and **international cultural tourism**.
- The route is possible by **public transport**, but international travellers need much **clearer instructions** and **more detailed logistics**.
- **Košice, Alba Iulia** and **Rousse** all have strong **storytelling potential**, but they should be more clearly linked to Roman, wine and Danube narratives.
- Main improvements should focus on **transfers, train-change times, bus departure points, language barriers** and **late-night arrivals**.
- Future storytelling should use more local faces, interviews, guides and real-time stories to make #RomansWineDanube feel more personal and alive.

Reporting / visibility highlights

- The campaign achieved **76,508 total content views** in 30 days.
- It reached **16,403 accounts** and generated **1,430 interactions**.
- Around **83% of views came from non-followers**, showing strong organic discovery potential.
- Strong posts included the Alba Iulia group photo with **11,902 views, 3,395 accounts reached** and **234 interactions**.
- Rousse gastronomy/lifestyle content achieved **5,382 views**.
- Several travel and landscape posts generated between **4,647 and 7,631 views**.
- Six blog posts were published, in both **German and English**, covering Košice, Alba Iulia and Rousse.
- Audience profile was mainly **female, aged 45–64**, which fits well with slow travel, cultural tourism and experiential tourism audiences.



Let me show you a [#Kosice](#) you might not have seen or heard of ... 🍷🍷❤️ DAKUJEM - thank you [#LocalNomadKosice](#) [Romans Wine Danube](#) for making this trip possible and introducing us to what [Košice - Mesto Košice Šopa Gallery](#) [Knihkupectvo Artforum Košice](#) is all about 😊

[#RomansWineDanube](#) [#SlowTravel](#) [#Košice](#) [#Tokaj](#) See less



See insights and ads

10 4

Boost post





creativelena and local_nomad_kosice
Kosice, Slovakia



creativelena Im Osten viel Neues 🍷🍷❤️ Willkommen bei [#RomansWineDanube](#) 🍷

Eine Woche lang reisen [@zivot_lutalice](#) [@brziputopis](#) [@marka_zvaka](#) und ich entlang verschiedener Kulturrouten durch ganz [#Osteuropa](#) - nachhaltig, bewusst und mit dem Blick auf das uns alle verbindende Kulturerbe 🍷

Unsere erste Station 🍷 [@local_nomad_kosice](#) in [@welovekosice](#) 🍷 Richard nimmt uns mit in die slowakische Tokaj Weinregion (ein absoluter Geheimtipp unter Genießern! 🍷), zur [@tabacka](#) Kulturfabrik in Kosice, [@artforumkosice](#) [@villaregia.kosice](#) [@sopa_gallery](#) und viele mehr! Kosice, die zweitgrößte Stadt der Slowakei, ist absolut spannend und sehenswert! 🍷

Alle Eindrücke, Bilder & Geschichten findet ihr am Blog (Link in Bio). Wohin geht deine nächste Reise?

[#Kosice](#) [#slowtravel](#) [#Kulturhauptstadt](#)

Edited · 2 w



tabacka 🍷

2 w · 2 likes · Reply



creativelena [@tabacka](#) so nice to meet and get to know you! All the best for the future 🍷🍷

2 w · 1 like · Reply · See Translation

Hide replies



zivot_lutalice 🍷 Looks like you're having a great time 🍷

2 w · 1 like · Reply · See Translation



creativelena [@zivot_lutalice](#) we are 🍷 how about you? I'll be sure to follow [@brziputopis](#) and you too 🍷

2 w · Reply · See Translation

View Insights

Boost reel





Liked by [anita_auf_reisen](#) and 54 others

21 April



3.697 posts

3.869 followers

3.779 following

+

creativelena

9+

≡



Travel Writer, Blogger & Content Creator



Author of "The Creative Traveler's Handbook"



Creative, Family & Foodie Travel Tips 🍷



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Professional dashboard

72.9K views in the last 30 days.

Edit profile

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NÓVOG Retz



Weltreise 🍷



Ausseerland



RomansW





creativelena and 2 others



creativelena [@AlbaJulia](#) in [#Erdmannen](#) ist DAS nächste Reiseziel für Deinen Trip in den Osten 🍷🍷🍷

Hier kannst Du mitten in einem zweitausend Jahre alten Römerkastell schreiben, hämmern, spielen und kämpfen lernen, wie es einst schon die Römer taten 🍷 das Apulum Römerfest im August zählt zu einem der größten in ganz Europa!

Der [@vibe_of_alba_julia](#) [@primera.alba Julia](#) ist ein ganz besonderer! Wenn Du meinst, Sibiu (Hermannstadt) sei angesagt, wart erst mal ab was Alba Julia alles zu bieten hat 🍷🍷🍷

MULTUMESC - Danke [@toma.bucataristatell](#) [@muzeeikon.alba Julia](#) [@romanswineandcbe](#) 🍷

2 w



irena_eklemovic Wow

2 w · 1 like · Reply



creativelena [@irena_eklemovic](#) 🍷🍷 we thought so too! Have you been to Alba Julia before?

2 w · Reply · See Translation

Hide replies

View Insights

Boost Post





Liked by [poelau_marktplatz](#) and 71 others

23 April

KEY BLOGGER FEEDBACK

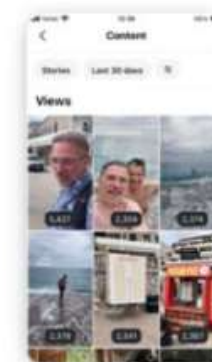
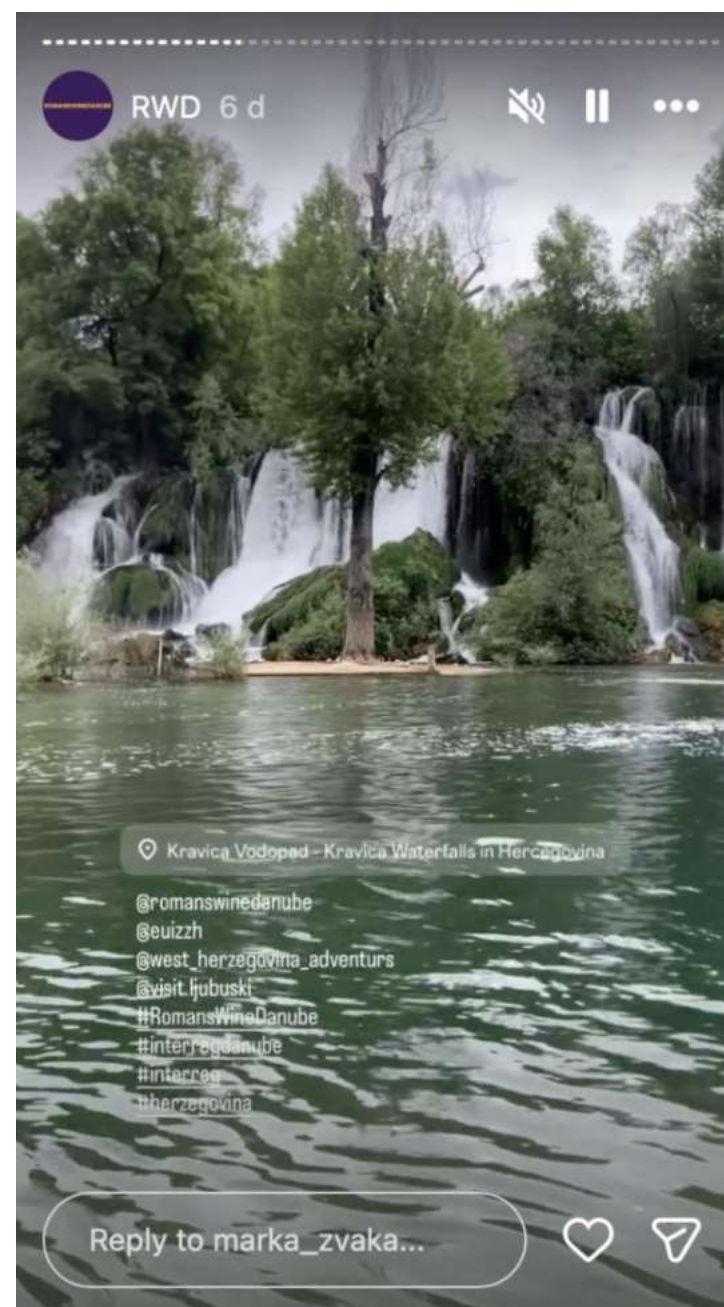
Marka Žvaka

Dinaric Impressions

- **Western Herzegovina** was the strongest discovery: **authentic, underexplored** and highly attractive.
- The route is feasible and **well connected**, with strong stops such as **Blidinje, Ljubuški, Trebinje, Bay of Kotor and Duklja**.
- Main strengths are **nature, local gastronomy, wine, Roman heritage, medieval heritage and hospitality**.
- **Cycling potential** is visible, but **rail and green mobility information should be improved**.
- Audience responded best to **authentic, documentary-style content** focused on **people, food, wine, landscapes and spontaneous moments**.

Reporting / visibility highlights

- Facebook content exceeded **120,000 total views**.
 - Several posts achieved between **2,000 and 5,000 views**, while key posts surpassed **10,000 views**.
 - Best-performing Facebook posts reached **17,049, 14,030, 10,484 and 8,101 views**.
 - Instagram campaign included **50+ stories**, mostly reaching **1,800–3,500 views**. Best
 - Instagram stories reached up to **10,898, 9,667 and 9,243 views**. Audience responded best to **authentic video stories, gastronomy, wine, landscapes, people, emotion and spontaneous field moments**.
 - The documentary, non-aggressive promotional style was identified as a key reason for audience trust.
 - A longer YouTube video for the Marka Žvaka channel with more than **156,000 subscribers**.
- 



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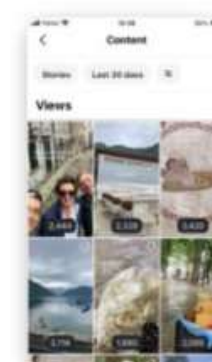
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KEY BLOGGER FEEDBACK

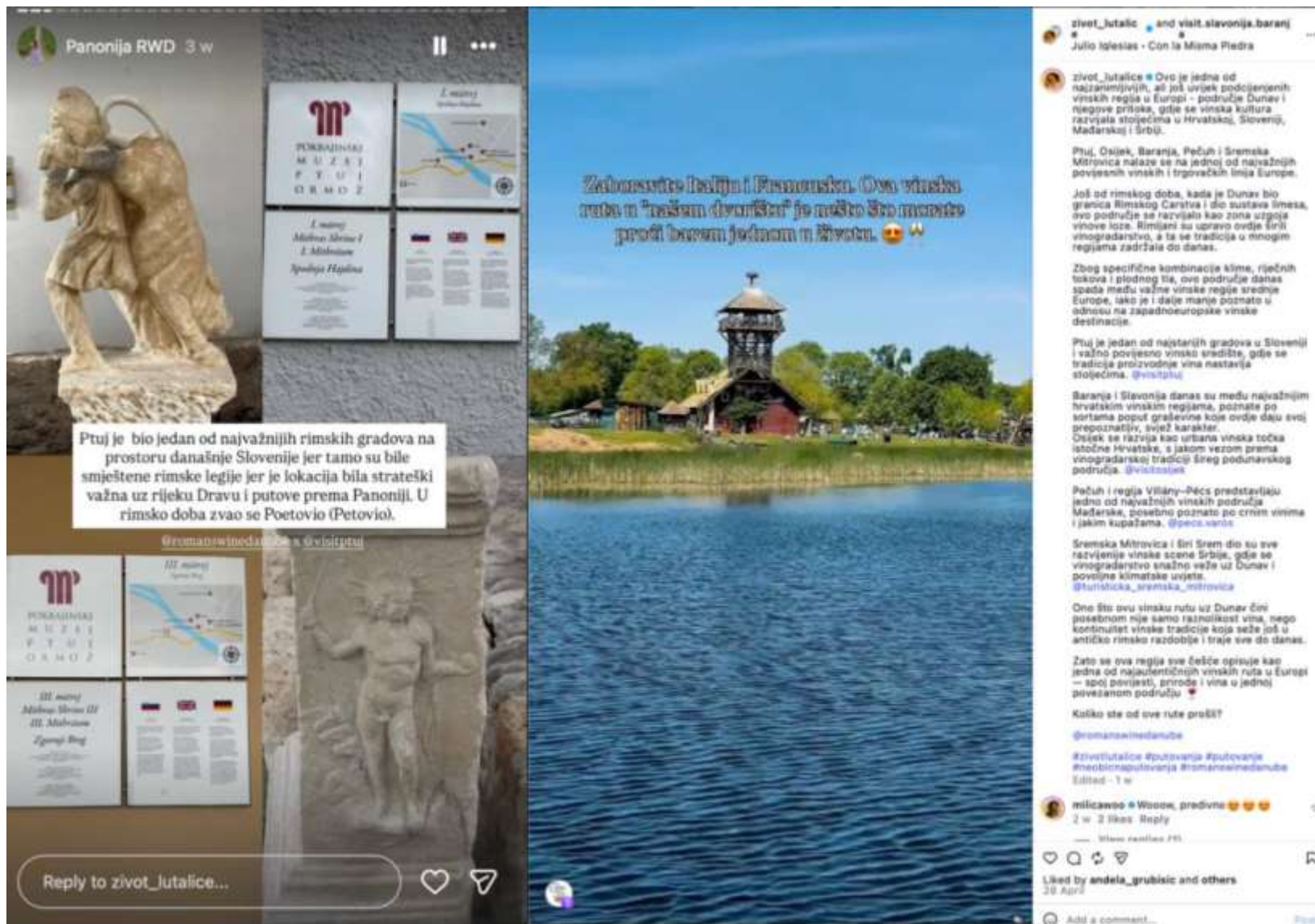
Bojana Matković & Nikola Brzak

Pannonian Colours

- The route offers a **strong slow-travel experience** through **four countries**, connecting **Roman heritage, rivers, wine, food and local culture**.
- Ptuj, Osijek, Baranja/Kopački Rit, Pécs and Sremska Mitrovica were highlighted as **strong and diverse destination points**.
- The itinerary is attractive and feasible, especially for visitors interested in **culture, history, gastronomy, wine and nature**.
- **Green mobility** is a major strength, particularly **cycling** in Osijek and **future cycling potential** in Ptuj, Baranja and the Pécs–Villány area.
- The route needs **clearer practical information and stronger interpretation** under the shared #RomansWineDanube narrative.

Reporting / visibility highlights

- Campaign promoted four continental destinations through Instagram and blog content.
 - Combined Instagram reach of the creators exceeded **120,000 followers**.
 - Bojana Matković / “Život litalice” achieved Reels with **17.3k, 65.9k and 64.4k views**. Her best-performing Reel achieved **65.9k views, 1,521 likes, 81 comments, 401 saves and 24 reposts**.
 - Nikola Brzak / “Brzi putopis” achieved two Reels with **12.9k views each**, a feed carousel with **9k reach, 39 stories** and one blog post.
 - Overall campaign results: **77 Instagram stories, 6 Instagram posts, 1 blog post**, more than **175k total views** and around **5,000 interactions**.
 - Audience responded best to **short authentic videos, storytelling, local towns, landscapes, gastronomy, wine and spontaneous travel moments**.
 - The campaign confirmed that continental cultural destinations can achieve strong organic reach when presented through authentic creator-led storytelling.
- 



BLOG POST



I dok smo se vraćali kući nakon šest dana putovanja kroz Sloveniju, Hrvatsku, Mađarsku i Srbiju, ostao je osjećaj koliko zapravo malo poznajemo regiju koja nam je toliko blizu. Od rimskih careva i drevnih cesta do vina, prirode i ljudi koji vas dočekaju kao prijatelja. Ova ruta pokazala nam je da neka od najposebnijih putovanja ne moraju biti daleko. Ponekad se najveće priče kriju upravo tik do nas.

**#RomansWineDanube podržan je od Interreg Danube Region Programme*

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AND DIVERSITY**
2-5 JUNE 2026



#RomansWineDanube





Danube Tourism Observatories and the experience of making it

- 3rd of June, 2026
- Richard Ol'hava Technical University in Košice, Slovakia

Why do we need observatories?

- Problem of routes and data approach



Saint James Way



The Hansa



Viking Route



Via Francigena



Routes of El legado andalusí



Phoenicians' Route



Iron Route in the Pyrenees



European Mozart Ways



European Route of Jewish Heritage



Saint Martin of Tours Route



Cluniac Sites in Europe



VIA REGIA

Why do we need observatories?

- Problem of routes and data approach



Measuring visitors at a **single site** is relatively simple. **Measuring visitor flows** across an entire Cultural Route is far more complex due to its **transnational and decentralized nature**.

Why do we need observatories?

- Problem of routes and data approach



Possible Approaches to Visitor Monitoring

Single destination model

Example: Santiago de Compostela, where all visitors share one final destination, making visitor counting significantly easier.

Shared events across the Route

Our approach focused on organizing joint events connecting visitors and stakeholders across different locations, providing valuable insights into visitor engagement and participation.

Future challenge

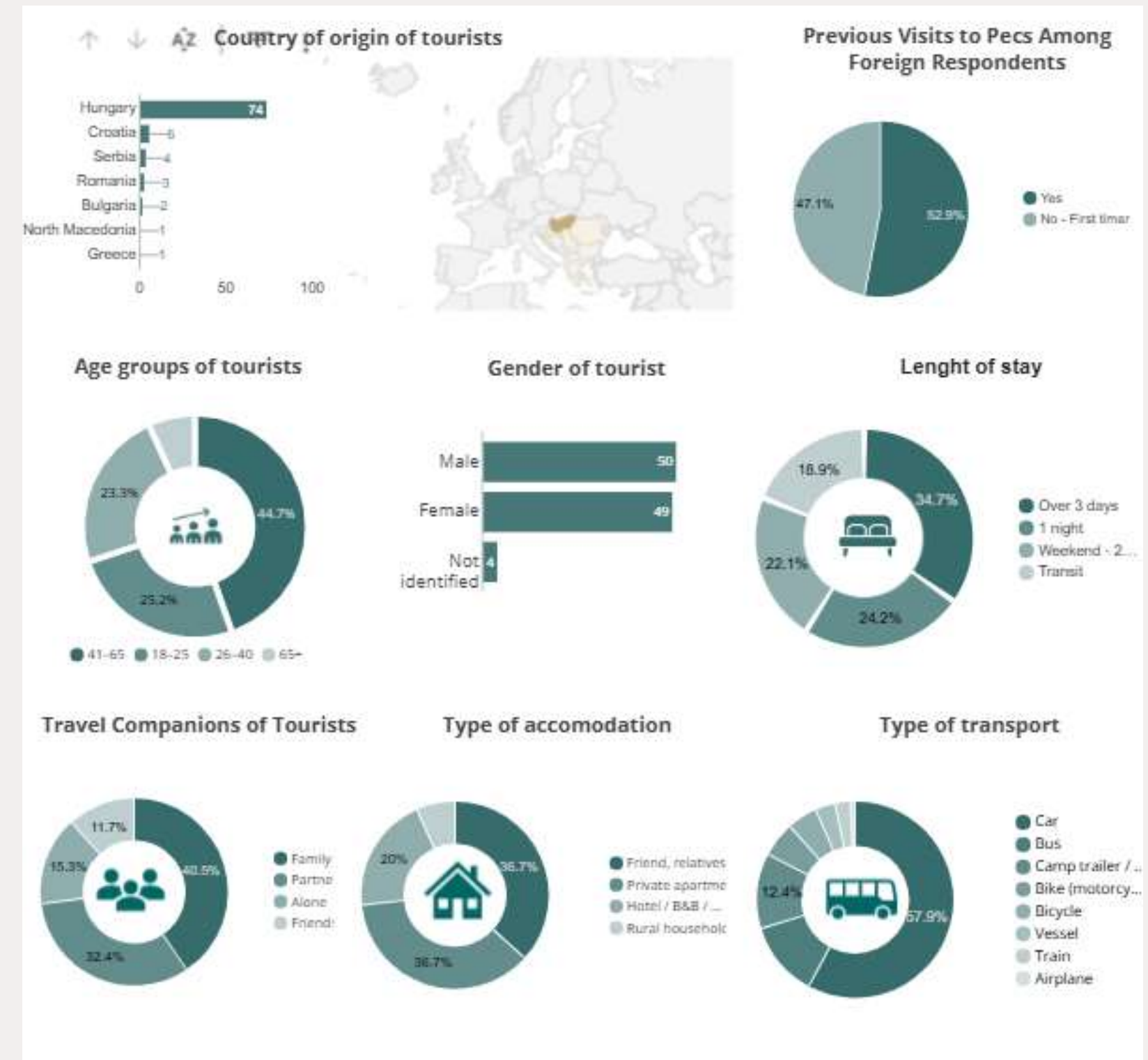
Developing more advanced and integrated monitoring systems for decentralized Cultural Routes remains a key objective for the future.

Why do we need observatories?

- Problem of routes and data approach

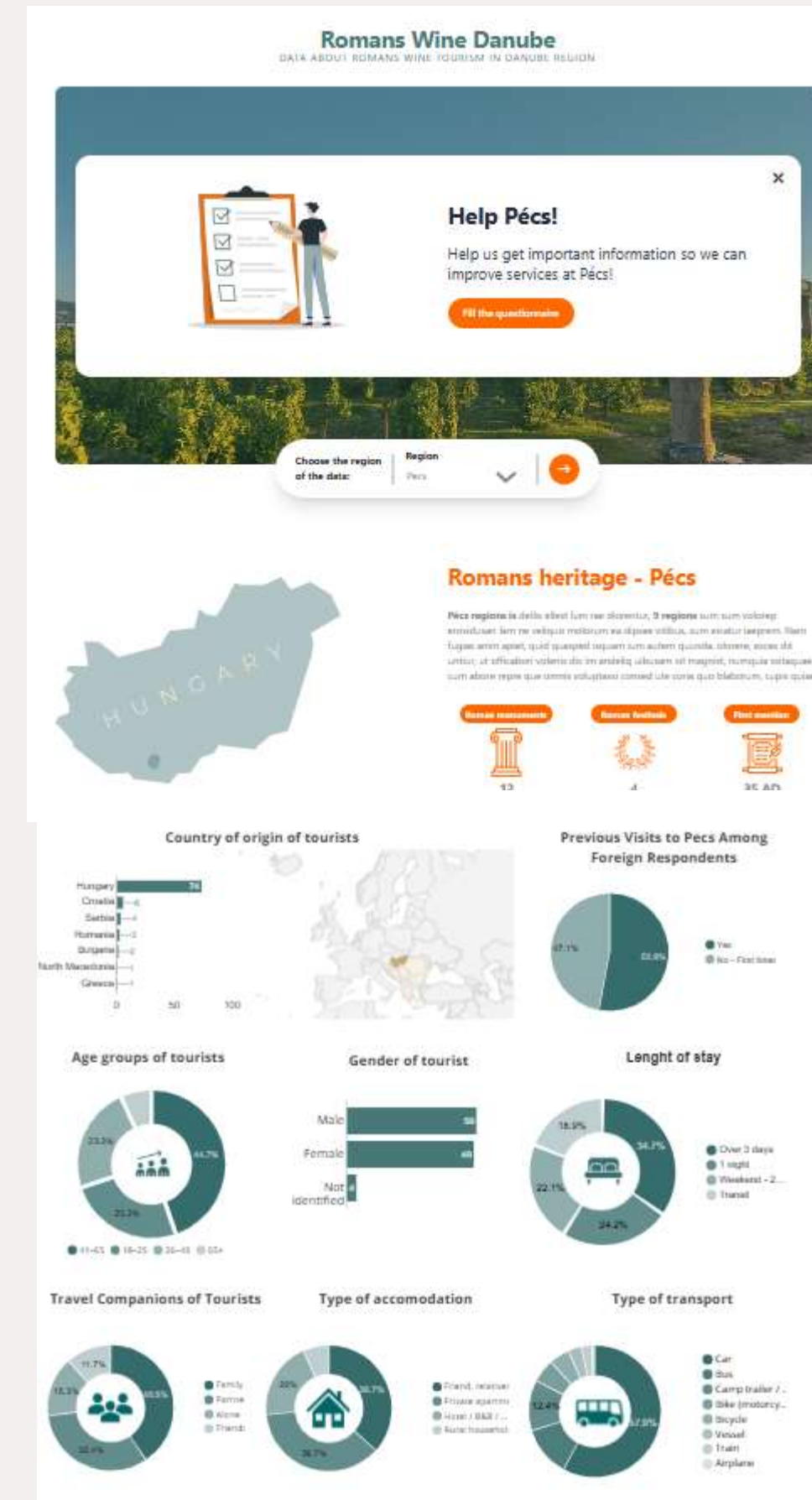
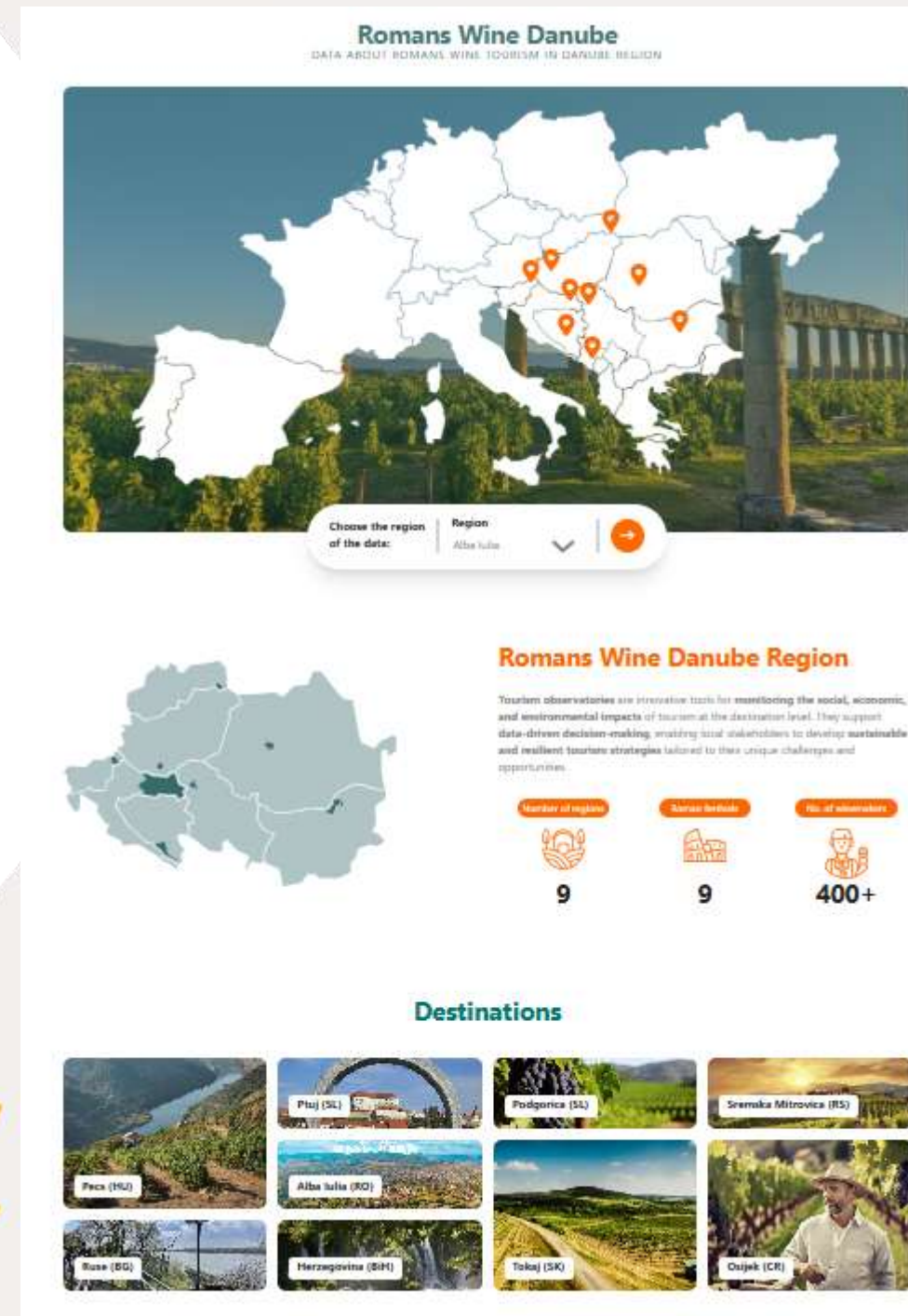
Pilot Festivals as Visitor Monitoring Tools

- Organized **9 pilot festivals across 9 countries** along the Cultural Route
- Collected data on **visitor profiles, needs, and experiences** in each destination
- Developed a **tourism dashboard model** for local destinations
- Enabled sub-destinations to create their own **dashboards** and support communication with stakeholders and decision-makers



Why do we need observatories?

- Visualizes **visitor data** through simple and accessible dashboards
- **Allows destinations to create** custom-made dashboards based on stakeholder needs
- Supports **evidence-based decision** making and communication
- Helps **stakeholders** quickly identify trends, visitor profiles, and tourism patterns



Why do we need observatories?

- Lessons Learned - Future



Why do we need observatories?

Lessons Learned & Future Challenges

- Future visitor monitoring **requires** a more integrated and data-driven approach
- Product clubs** and local tourism networks could become **key hubs** for data collection
- Data should go **beyond questionnaires and surveys**
- Future systems** should combine:
 - visitor surveys
 - physical visitor counters
 - ticketing and booking data
 - data from popular digital platforms and online services
- Only through combining multiple data sources can **Cultural Routes** achieve a comprehensive understanding of their visitors

Why do we need observatories?



We already use data every single day.

The real question is how we can use it better for Cultural Routes, destinations, and visitors.

Thanks for attending.

