

GTZ at ITB in March 2008

In 2008 GTZ participated once again sharing a booth with DED and InWent at the ITB. We were able to talk with many representatives from the tourism industry, with colleagues from German and international development organizations and with non-professional visitors. In Hall 4.1 we provided our guests with information on tourism concepts and activities of the German implementing agencies. At another stall in Hall 11.1 the GTZ supported project "Tourism in the Danube region" presented itself. There is still a great number of tourist offers to spot and opportunities for tourism to develop, especially in Eastern Europe.



GTZ booth "The Danube connects"

There is a great opportunity contribute to the economic development of the Danube region in South East Europe through cross-national cooperation in developing new tourism products. GTZ supports activities in this field in Croatia, Serbia, Romania and Bulgaria.

The GTZ invited the interested public to a presentation and subsequent wine tasting. Current projects, tourism offers and developments in the South East European Danube region were presented, in particular on:

- bicycle tourism
- camping and nautical tourism
- state measures in Serbia to promote tourism development
- bus travel
- new products of Serbian and Romanian incoming agencies
- new developments in river cruises.