

**Nikolett Pókó** **RIJEČNI TURIZAM UZ  
SREDNJI DIO DUNAVA,  
U MAĐARSKOJ,  
HRVATSKOJ I SRBIJI**

**RIVER CRUISE TOURISM  
ALONG THE MIDDLE  
SECTION OF THE DANUBE,  
IN HUNGARY, IN CROATIA  
AND IN SERBIA**

**SAŽETAK:** Ova studija daje sažetak trenutačno dostupnih usluga i njihovog potencijala za poboljšanje duž srednjeg dijela Dunava. Trenutno korištene turističke usluge ne pružaju sudionicima riječnog krstarenja pravu sliku Mađarske, Hrvatske i Srbije. Što se tiče prostorne lokacije turističkih atrakcija i tržišnih mehanizama, autor daje prijedloge kako predstaviti turističke proizvode u istinski autentičnom okruženju na najkvalitetniji način. Studija predstavlja rezultate *online* ankete provedene među mađarskim turističkim vodičima krajem 2021. godine, kao i podatke Odjela granične policije policijskog stožera Mohač, koji je jedina organizacija na svijetu koja kontinuirano bilježi službene statistike u turizmu riječnog krstarenja. Što se tiče dolazaka na krstarenje rijekom, još nije objavljena ni ova vrsta podataka iz Mohača ni tako dugo razdoblje (1990. – 2020.). Procjene opisuju prosperitetni razvoj riječnog turizma u Mađarskoj, Hrvatskoj i Srbiji, ali bez usporedbe sa susjednim zemljama.

**KLJUČNE RIJEČI:** Dunav, riječni turizam, statistika riječnih krstarenja iz Mađarske, Hrvatske i Srbije, turistički vodič, pandemija Covida-19

**ABSTRACT:** This study provides a summary of currently available services and their potential for improvement along the middle section of the Danube. The currently used tourism services do not provide the right picture of Hungary, Croatia and Serbia for the river cruise participants. Regarding the spatial location of the tourist attractions and the market mechanisms, the author makes suggestions on how to present the tourism products in a truly authentic environment so that they serve in the best quality. The study presents the results of an online questionnaire survey of Hungarian tour guides at the end of 2021, as well as the data of the Border Guard Bord Division of the Mohács Police Headquarters, which is the only organisation in the world to continuously record official statistics in river cruise tourism. Regarding the river cruise arrivals, neither this kind of data from Mohács, nor a so long period (1990 – 2020) in time has been published yet. Estimates describe prosperous development of river cruise tourism in Hungary, in Croatia and in Serbia, but without comparison of the neighbouring countries.

**KEY WORDS:** Danube, river cruise tourism, river cruise statistics from Hungary, Croatia and Serbia, tour guide, Covid-19 pandemic

## UVOD

Još od sedamdesetih godina 20. stoljeća na mađarskom dijelu rijeke Dunav razvijaju se turistički proizvodi, posebno za usluge riječnih turista na krstarenju, koji se od tada neprestano razvijaju i oblikuju, no neki od njih se nisu promijenili. Industrija krstarenja, broj turista s kruzera i turista s riječnih kruzera iznimno se povećava od kraja 1970-ih, dok su operatori oceanskih krstarenja otvorili nova, neotkrivena mjesta i ponovno otkrili rijeke Europe iz 1990-ih. Nakon promjene režima u istočnoeuropskim zemljama, način putovanja postao je lakši i privukao je pozornost turista iz zapadne Europe i drugih dalekoevropskih zemalja. Uloga Mađarske i Budimpešte je nezaobilazna, ako je riječ o riječnom krstarenju Dunavom i činjenici da se Mađarska i Budimpešta nalaze na raskrižju riječnih putova sjever-jug i jug-sjever. Osim toga, mnogi riječni krzeri ilustriraju cijelu rijeku s pogledom na Budimpeštu. Međutim, turistička pažnja nije dovoljno usmjerena na činjenicu da bi osim Budimpešte riječni turisti na krstarenju mogli posjetiti više znamenitosti u Mađarskoj, kao i u Hrvatskoj i Srbiji, osim Beograda. Kako privući više riječnih gostiju na srednji dio Dunava, u Mađarskoj, Hrvatskoj i Srbiji? Rijeka Dunav od svog izvora do delte Crnog mora može se podijeliti na 3 glavne dionice sa stajališta gostiju riječnog krstarenja, a svaka dionica ima neovisnu i specifičnu turističku ponudu; međutim, u prosjeku 150 000 – 180 000 turista na riječnom krstarenju svake godine prođe kroz ovu riječnu dionicu Dunava. S obzirom na njihovu specifičnu težinu, ove jedinice nisu proporcionalno uključene u trenutnu ponudu te se stoga skup usluga koje se trenutno koriste ne može smatrati optimalnim za turizam u Mađarskoj, Hrvatskoj i Srbiji. Ispitani teritorij studije koncentrira se na dionicu rijeke Dunav od Budimpešte do Beograda.

Ovaj rad koristi jedinstvene, nikada objavljene podatke Odjela granične policije policijskog stožera Mohač, koji kontinuirano evidentira

## INTRODUCTION

Already since the 1970s tourism products have been developed on the Hungarian section of the Danube River, especially for the service of river cruise tourists, and have been constantly evolving and shaping ever since, but some of them have not changed. The cruise industry, the number of cruiser tourists and river cruiser tourists is extremely increasing since the end of 1970's while the ocean cruise operators opened to new undiscovered places and re-discovered the rivers of Europe from the 1990's. After the change of regime in the Eastern European countries the way of travelling became easier and has taken the attention of tourists from Western Europe and from other Far-West countries. The role of Hungary and Budapest is unavoidable regarding the river cruising on the Danube with the location at the intersection of the north-south and south-north river cruise routes. In addition, many river cruise operators illustrate the entire river with the view of Budapest. However, the tourist attention is not taken strongly enough at the fact that except for Budapest, in Hungary more sights could be visited by river cruise tourists, the same as in Croatia and in Serbia, except for Belgrade. How can more river cruise guest be attracted to the middle section of the Danube, in Hungary, Croatia and Serbia? The Danube River from its source to the Black Sea delta can be divided into 3 main sections from the point of view of river cruise guests, and each section has an independent and specific tourist offer; however, on average 150,000 – 180,000 river cruise tourists passed every year this river section of the Danube. In terms of their specific gravity, these units are not proportionally included in the current offer, and thus the set of services currently used cannot be considered optimal for the tourism in Hungary, Croatia and Serbia. The examined territory of the study concentrates to the Danube River section from Budapest to Belgrade.

This paper uses unique data of the Border Police Department of the Mohács Police Headquarters

jedine službene statistike koje se odnose na riječno krstarenje na Dunavu. U studiji se koriste hrvatski i srpski statistički podaci Ministarstva mora, prometa i infrastrukture i Lučke uprave Osijek, Dunavske plovidbe u Austriji iz 2014. i Strategije razvoja vodnog prometa u Republici Srbiji 2010. – 2025., iz Agencije za upravljanje lukama Srbije. Nalazi su potkrijepljeni *online* anketom provedenom među turističkim vodičima (N=133) u Mađarskoj. Konačni cilj studije jest dati sugestije, na temelju statističkih podataka o dolascima u pogledu prostornog položaja turističkih atrakcija i tržišnih mehanizama, na koji se način turistički proizvodi mogu predstaviti u zaista autentičnom okruženju, kako bi se gostima riječnog krstarenja pružila što kvalitetnija usluga.

### **Tržište turističkih atrakcija za goste riječnih krstarenja u Mađarskoj, Hrvatskoj i Srbiji**

Nekoliko međunarodnih turističkih studija govori o fenomenu i ekonomskoj važnosti riječnog krstarenja, o trendovima, ali ponajprije ispituju običaje i ponudu oceanskog krstarenja (Charlier & McCalla, 2006; Dowling & Weeden, 2017; Erdeji & Dragin, 2017; CLIA, 2019). Posljednjih 10 godina mogu se naći studije o turističkim krstarenjima Dunavom, ali s manje statističkih podataka (Charlier & McCalla, 2006; Dragin et al., 2010, 2011, 2014; Jászberényi & Miskolczi, 2020; Pókó, 2018; Pókó, 2020a, 2020b). Pojavili su se novi aspekti, kao što su mobilnost, pristupačnost i turizam bez granica, koji otvaraju širi raspon mogućnosti u razvoju turizma (Farkas & Petykó, 2020; Gonda & Raffay, 2020).

### **Turističke atrakcije za goste riječnih krstarenja u Mađarskoj, međunarodna granična kontrola u Mohaču**

60% mađarskih turističkih programa koji se nude gostima riječnog krstarenja u Mađarskoj odvija se u Budimpešti ili na području koje je dostupno autobusom iz glavnog grada za oko 1 – 1,5 sat. Budimpešta se nalazi na obje obale Dunava, turisti na riječnim krstarenjima općenito imaju 2,5-satni

never published, which records continuously the only official statistics in river cruising on the Danube. The study uses Croatian and Serbian statistic data from the Ministry of the Sea, Transport and Infrastructure and Port Authority Osijek, from the Danube Navigation in Austria 2014 and Strategy of Development of Water Transport in Republic of Serbia 2010–2025, from the Port Governance Agency, Serbia. The findings are supported by an online questionnaire survey conducted among tour guides (N=133) in Hungary. The final aim of the study is to make suggestions based on statistical arrivals data regarding the spatial location of tourist attractions and market mechanisms in terms of how tourism products can be presented in a truly authentic environment so that they serve the river cruise guests in the best quality.

### **Tourist attractions market for river cruise guests in Hungary, Croatia and in Serbia**

Several international tourism studies are about the phenomenon and economic importance of river cruise tourism, trends, but they primarily examine mostly ocean cruise customs and supply (Charlier & McCalla, 2006; Dowling & Weeden, 2017; Erdeji & Dragin, 2017; CLIA, 2019). For 10 years studies can be found about the Danube River cruise tourism but with less statistics (Charlier & McCalla, 2006; Dragin et al., 2010, 2011, 2014; Jászberényi & Miskolczi 2020; Pókó, 2018; Pókó, 2020a, 2020b). New aspects appeared, as mobility, accessibility and barrier-free tourism, which open wider scale of opportunities in the tourism development (Farkas & Petykó, 2020; Gonda & Raffay, 2020).

### **Tourist attractions for river cruise guests in Hungary, international border control in Mohács**

In Hungary 60% of the Hungarian tourist programs offered to the river cruise guests take place in Budapest or in the area which is accessible by bus from the capital in about 1 – 1,5 hours. Budapest is located on both banks of the Danube, river cruise tourists have generally a 2.5-hour bus

autobusni obilazak na strani Pešte i Budima s kratkom foto-pauzom. Budući da je Dunav plovni tijekom cijele godine, s iznimkom niskog vodostaja ljeti i u jesen te povremenih razdoblja smrzavanja ili leda, programi su dostupni tijekom cijele godine. Arhitektonski i kulturno Budimpešta vrvi brojnim atrakcijama te gosti riječnih krstarenja mogu provesti 2 – 3 dana upoznavajući glavni grad. Budimpešta je uistinu poseban doživljaj za strance, osobito zbog svojih arhitektonskih remekdjela iz 19. i 20. stoljeća. Osim uobičajenih tura razgledavanja, autobusno ili pješačko noćno razgledavanje na Broadwayu u Pešti može se kombinirati s mađarskom večerom, narodnim plesom i narodnom glazbom. Većina gostiju u Budimpešti voli sići s broda, a operator riječnog krstarenja također pristaje na to da se ručak i večera ne organiziraju na brodu, već kod lokalnih ugostitelja. Slijedom primjera kafića i slastičarnica, moguće je sudjelovati i u lokalnoj školi kuhanja, a obilazak velike tržnice u Budimpešti jedan je od najpopularnijih programa. Dva značajna primjera posjeta crkvenim relikvijama su bazilika sv. Stjepana i sinagoga u ulici Dohány. Osobita razonoda je posjet nekoj od termalnih kupki ili detektivske igre u kombinaciji s razgledavanjem znamenitosti na biciklu ili romobilu. Bilo je zahtjeva za razgledavanje privatnim helikopterom, a gosti riječnog krstarenja individualno koriste i pojedinačne turističke ture. Vrlo je atraktivna i okolica Budimpešte (Aubert et al., 2015) te velik broj gostiju s broda posjeti Visegrád, Szentandrás, Gödöllő, Konjički park Lázár u Domonyvölgy, Kecskemét i Lajosmizse, do kojih se autobusom može stići za sat i pol. Konjičke demonstracije u sklopu programa u divljini glavni su element ponude, osobito za turiste njemačkog govornog područja, a citat kulture “Sisi” možete pronaći u programima mnogih mjesta kao obavezan element. Kušanje vina čest je dio riječnih krstarenja, a polasci iz Budimpešte u regiju vina Etyek-Buda i Tokaj mogu se organizirati i biciklističkom turom. Kada 4 – 5 autobusa stigne na određenu lokaciju u svrhu degustacije vina, gosti na temelju velikog broja ljudi dobivaju

tour on the Pest and Buda side with short take-off for photo break. As the Danube is navigable all year round, with the exception of low water levels in summer and autumn and occasional periods of freezing or ice, programs are available all year. The architectural and cultural endowments of Budapest have many attractions, the guests of river cruises can spend 2 – 3 days with tasting the capital city. Budapest is truly special experience for foreigners, especially because of the architectural masterpieces of the 19<sup>th</sup> – 20<sup>th</sup> centuries. In addition to the general sightseeing tours, bus or walking sightseeing by night at the Broadway of Pest can be combined with Hungarian dinner, folk dance and folk music. Most guests in Budapest like to get off the boat, and the river cruise operator also accepts that lunch and dinner are not provided on board, but at local caterers. In the footsteps of cafes and confectioneries, it is also possible to participate in local cooking school, and the tour of the big market hall in Budapest is one of the most popular programs. Two notable examples of visiting church relics are St. Stephen’s Basilica or the Dohány Street Synagogue. Special pastimes are visiting one of the thermal baths, or detective games combined with sightseeing on bike or scooter tours. There have been requests for private helicopter sightseeing, river cruise guests use separate tour guide individually also. The surroundings of Budapest are also very attractive (Aubert et al., 2015), with a large number of hotel boat guests visiting Visegrád, Szentandrás, Gödöllő, the Lázár Equestrian Park in Domonyvölgy, Kecskemét and Lajosmizse, accessible by a bus ride of almost an hour and a half. The equestrian demonstrations announced for the wilderness program are the main elements of the offer, especially for German-speaking tourists, the quotation of the cult “Sisi” can be found in the programs as a mandatory element in many places. Wine tastings are frequent part of river cruise programs, departing from Budapest the Etyek-Buda and Tokaj wine region can be visited also by cycling tour. At occasion of a general river cruise wine tasting group, when 4 – 5 buses arrive at a given location, they receive

različite usluge. Dalje od Budimpešte, već u neposrednoj blizini mađarsko-hrvatske granice, u Pečuhu idu na degustaciju pjenušavih vina, a u Szekszárdu i u Villánykövesdu te Villányju programi kušanja vina su dobrodošli kod gostiju riječnih krstarenja. Posljednjih godina, grad Kalocsa je renovirao parkirališta i pločnike, uljepšavajući centar grada, uglavnom zbog gostiju koji dolaze u sklopu riječnih krstarenja. Standardni programi u Kalocsi su posjet katedrali uz koncert orgulja, posjet knjižnici u Nadbiskupskoj palači te posjet “Kući paprika”. Svaki turist želi vidjeti polja paprike. Papriku je u poljima moguće vidjeti u srpnju, kada dozrijeva, ali posjetitelji mogu vidjeti i zasađenu papriku u drugim razdobljima godine. Kruzerski operatori ističu značaj glazbe i narodne glazbe. Kalocsa i Szekszárd su popularni među riječnim turistima zbog Franza Liszta. Program “csikós” (Mađarski konjanik) u Kalocsi odvija se u većem prostoru od onih u okolici Budimpešte, predstava je duža, produkcija je impresivnija s “Puszta 10” (s 10 konja), dok programi u blizini Budimpešte prikazuju “samo” “Puszta 5” (s pet konja). U blizini Kalocse, u Bakodpuszti i Révbépuszti, gosti mogu posjetiti uređene štale i platiti vožnju kočijom koju vuku konji do krda sive stoke. Turisti na ove programe dolaze ciljano, zbog njih su organizirani štandovi, recepcija, vožnje kočijama i rute. Grad Mohács se desetljećima trudi – s više ili manje uspjeha – da gosti koji u sklopu riječnog krstarenja stignu u riječnu luku ne putuju dalje do Pečuha ili Villányja, već da ostanu u gradu. To je razlog zbog kojeg je osmišljeno “Busó” dvorište (“Busó-walking” je godišnji karneval u veljači i dio je nematerijalne svjetske baštine na popisu UNESCO-a) i malo razgledavanje vlakom. Žalosno je da se grad Mohács mora natjecati s gradovima Pečuhom i Villányjem za turiste na riječnom krstarenju, jer raspored kruzera ne dopušta više vremena i više razgledavanja. Pečuh je grad muzeja, umjetnosti, UNESCO-ve svjetske baštine zbog paleokršćanskih i rimskih ruševina, u odajama su vješto izrezbareni sarkofazi i živopisne freske kršćanskih likova poput Djevice Marije

different services due to their large number of people. Farther from Budapest, already close to the Hungarian-Croatian border, in Pécs the sparkling wine tasting, in Szekszárd and in Villánykövesd, in Villány the wine tasting programs are lovely welcomed by river cruise guests. In recent years, the city of Kalocsa has renovated car parks and sidewalks, improving the city centre, mainly due to the guests arriving by river cruises. Standard programs in Kalocsa are the visit of the Cathedral with organ concert, visit of the Library at the Archbishop Palace, visit at the “Paprika House”. Every tourist wants to see paprika fields. To see paprika in the fields is possible in July when they ripen, but visitors can see also planted paprika at other times of the year, Cruise companies highlight music and folk music, Kalocsa and Szekszárd are popular among river cruise tourists due to the involvement of Franz Liszt. The “csikós” (Hungarian Horseman) program in Kalocsa takes place in a larger space than the ones around Budapest, the show is longer, the production is more impressive with the “Puszta 10 (with 10 horses)” while the programs near Budapest show “only” the “Puszta 5” (with five horses). Near Kalocsa in Bakodpuszta and Révbépuszta the guests can visit the arranged stables and take a ride on a horse-drawn carriage to the herds of grey cattle. Tourists come specifically for these programs, the stands, reception venue, carriage rides and routes have been designed for them. The city of Mohács has been fighting for decades – with more and less success – to ensure that river cruise guests arriving at its ports do not travel farther to Pécs or Villány, but stay in the city. This is the reason why the “Busó” yard (interpretation place of “Busó-walking” annual carnival in February, intangible world heritage on the UNESCO list) and the small train sightseeing have been designed. It is sad that the city of Mohács has to compete with the city of Pécs, and Villány for the river cruise tourists, while the schedule of the cruise ship does not allow more time and more sightseeings. Pécs is a city of museums, arts, UNESCO world heritage site because of the paleo-Christian and

te Adama i Eve. Pečuh je grad šarmantnih ulica, rodni grad Victora Vasarelyja, osnivača op arta (optičke umjetnosti), dom Zsolnay keramike i kulturne četvrti stare tvornice, zbog čega je postao Europska prijestolnica kulture 2010. godine. Grad simbolizira mir svih narodnosti koje ovdje žive i ljudi različitih religija, a na vrhu jedne od najznačajnijih građevina, "Djami" iz osmanskog doba na glavnom trgu, mogu se vidjeti kršćanski križ i islamski polumjesec zajedno. Gosti riječnog krstarenja mogu posjetiti vodenicu i mlin sv. Nikole u blizini Mohača, ili istražiti Nacionalni park Dunav-Drava te se odmoriti u Muzeju bijele rode u Kölkedu. Trećina posjetitelja Muzeja su gosti riječnog krstarenja, a ovaj bi broj mogao biti mnogo veći kada bi bilo više bicikala za goste. Brod za riječno krstarenje koji prima otprilike 200 ljudi nosi maksimalno 20 bicikala i do sada se oprema nije širila zbog višestrukog prebukiranja, te se dogodilo da su bicikli na ovu turu došli iz Beograda, iz tvrtke za najam bicikala.

U luci Mohač je i jedan i jedini službeni putnički nadzor na Dunavu. Vrlo je strog i obvezan te se operatori riječnog krstarenja i putnici često žale na izgubljeno vrijeme zbog savjesne i temeljite kontrole. Budući da se Mohač nalazi točno na sredini rijeke, na 1444 km, u blizini mađarske, hrvatske i srpske granice, on predstavlja ne samo mađarsku prekograničnu kontrolu, već i u pogledu europske schengenske granice za državljane EU-a i one izvan EU-a izlazna i istodobno ulazna vrata, prema članku 2. stavku 8. Uredbe (EZ) br. 562/2006<sup>1</sup> Europskog parlamenta i Vijeća o Zakoniku Zajednice o pravilima kojima se uređuje kretanje osoba preko granica (Zakon o schengenskim granicama). Pandemija Covid-19 uzrokovala je obustavu prometa u 2020. godini i na Dunavu pa se na brodu mora obaviti ne samo sanitarna već i nekoliko drugih kontrola. Zajednički rad mađarskih, hrvatskih i srpskih policajaca i granične policije (može trajati od 1 sata do 10 sati) rezultira dozvolom za ukrcaj. Kontrola može trajati duže ako se među putnicima na krstarenju rijekom nalaze gosti iz trećih zemalja, npr. iz SAD-a,

Roman ruins, chambers hold skilfully carved sarcophagi and vivid frescoes of Christian figures like the Virgin Mary and Adam and Eve. Pécs is the city of charming streets, the hometown of Victor Vasarely, the founder of OpArt (Optical Art), home of the Zsolnay ceramics and the cultural quarter of the old factory, the city's spell as European Capital of Culture in 2010. The city is symbolizing peace of the nationalities living here and people with different religions, on the top of one of the most emblematic buildings "Djami" from the Ottoman era at the main square can be seen the Christian cross and the Islamic half-moon together. The river cruise guests visit the St. Nicholas water and treadmill near Mohács, or explore the Danube-Drava National Park, resting in the White Stork Museum in Kölked. 1/3rd of the visitors of the Museum are river cruise guests, this number could be much more if there were more bicycles for guests. A river cruise of approx. 200 people carries a maximum of 20 bicycles and so far the equipment has not been expanded due to multiple overbooking, it happened that bicycles came from Belgrade to this tour, from a rental company.

At Mohács port happens the one and only official passenger control on the Danube River, it is very strict, obligatory, river cruise operators and passengers complain frequently for the time wasted in vain due to precise and thorough control. As Mohács is situated exactly at the middle of the river at the 1444 km, located near the Hungarian, Croatian and Serbian border, not only the country cross-border control, but also regarding the European Schengen border for EU and Non-EU border crossing citizens, it is exit gate and entrance gate at same time, referring to Article 2(8) of Regulation (EC) No 562/2006<sup>1</sup> of the European Parliament and of the Council establishing a Community Code on the rules governing the movement of persons across borders (Schengen Borders Code). Covid-19 pandemic caused the suspended traffic in 2020 on the Danube River also, not only sanitary but several other controls must be done on the board of a ship under control.

ili osoblje s Filipina. Kada napuštaju teritorij Mađarske Republike, ulaze u Republiku Hrvatsku, ali istodobno napuštaju i schengenski teritorij Europske unije te ulaze na teritorij Republike Srbije. Čini li se komplicirano? Kontrolni tim pažljivo pregledava plovila, potreban je vrlo temeljit administrativni rad, osobito ako se dogodi smrtni ili drugi izniman slučaj.

### **Turističke atrakcije za goste riječnog krstarenja u Hrvatskoj**

U Hrvatskoj također postoji mnogo mogućnosti za korištenje rijeka za krstarenje; uz najveću rijeku, Dunav, tu su i Drava, Sava i Kupa. U posljednjih nekoliko godina broj turista na riječnim krstarenjima je povećan, posebice u Osijeku i Vukovaru. Glavne posjećene riječne luke su Vukovar od 2002., Ilok od 2007., Osijek od 2015., Aljmaš, Batina od 2015. i Sisak. Sve ove luke nalaze se na relativno malom području, ali s velikim potencijalom, zahvaljujući razvijenom kulturno-povijesnoj baštini i prirodnim znamenitostima. U Aljmašu nema parkirališta za autobuse ni prilazne ceste do luke, pristanište u Batini, kao i luke u Osijeku (na Dravi) imaju poteškoća tijekom niskog vodostaja koji ograničava mogućnost pristajanja brodova, dok Ilok, najistočniji grad u Hrvatskoj, brodske kompanije obično zaobilaze, jer je preblizu prvoj sljedećoj luci u susjednoj državi. Nekoliko autora usrdno se nada da će Osijek biti uključen, da će se ostvariti prihodi i otvoriti radna mjesta kao rezultat riječnih krstarenja (Horak, 2013). Nedaleko od Osijeka nalazi se Park prirode Kopački Rit. U Osijeku treba posjetiti katedralu sv. Petra i Pavla i tvrđavu Slap, kao i barokni grad Vukovar, s brojnim kulturno-povijesnim znamenitostima (dvorac Eltz iz 18. stoljeća, gradsko središte, franjevački samostan, crkva sv. Filipa i Jakova, spomenici žrtvama Domovinskog rata). Grad Ilok mogao bi biti zanimljiv zbog svoje srednjovjekovne jezgre, dvorca Odescalchi, u kojem se nalazi gradski muzej, te svetišta, crkve i samostana sv. Ivana Kapistranskog i vinskih cesta. Specifičnost iločke obale je rukavac Dunavac, između Dunava i starog

Hungarian, Croatian and Serbian policemen's and border guards' common work (which could be from 1 hour until 10 hours long) results in the permission for boarding or embarking. The control can be longer when among river cruise passengers there are guests from 3<sup>rd</sup> countries, e. g. guests from USA or cruise staff from the Philippines, they leave the territory of the Hungarian Republic, enter the Croatian Republic, but also leave in same time the European Union Schengen territory, and enter the territory of the Republic of Serbia. Does it seem complicated? The control team inspects the vessels carefully, precise administrative work is needed very much, especially when death case, or other exceptional case happened.

### **Tourist attractions for river cruise guests in Croatia**

In Croatia, there are also a lot of possibilities to use rivers for cruising; in addition to the biggest river, the Danube, there are the Drava, Sava and Kupa. In the last few years, river cruise tourists' number increased especially in Osijek and in Vukovar. The main river cruise visited ports are Vukovar since 2002, Ilok since 2007, Osijek since 2015, Aljmaš, Batina since 2015 and Sisak. All these ports are located in a relatively small area, yet with a big potential owing to the developed cultural and historical hinterland and natural attractions. In Aljmaš there is no parking for buses nor the access road to the port, the dock in Batina, as well as ports in Osijek (on the Drava) have problems during low water levels that limit the possibility of docking for ships, while in Ilok as the easternmost town in Croatia riverboat companies usually circumvent because it is too close to the first next port in the neighbouring country. Several authors write about their big hope, the involvement of Osijek, realizable revenues and job creation opportunities due to river cruise tourism (Horak, 2013). Not far from Osijek is situated the Nature Park Kopački Rit. In Osijek the St Peter and Paul cathedral and the Waterfall Fortress should be visited, as the baroque city of Vukovar with many cultural and historical sites

grada na brežuljku, koji daje šarm krajoliku, kao i vinska cesta Zmajevac-Suza. Srednjovjekovni grad Erdut s kraja 15. stoljeća, dvorac Adamović te grad Slavonski Brod na rijeci Savi turistima mogu ponuditi brojne dodatne sadržaje, kao što su posjet povijesnim znamenitostima (tvrđava Brod, franjevački samostan, kuća obitelji Brlić), šetnje ulicom splavara (ulicom s usidrenim brodovima, u kojima u ljetnim mjesecima žive njihovi vlasnici), prirodni rezervat Gajna (Ruić et al., 2017; Brodarić et al., 2017; Bosnić, 2012; Kovačić, 2010; Kovačić & Silveira, 2020). Studije Skrzyszewske et al. (2016) i Poletan Jugović et al. (2020) pokazuju statističke podatke o putnicima iz 2014. godine, pa bi taj broj trebao biti znatno veći nego u 2019. godini, na vrhuncu masovnog riječnog krstarenja prije pandemije Covid-19.

### **Turističke atrakcije za goste riječnog krstarenja u Srbiji**

U Srbiji, u slučaju Novog Sada i Beograda, Dragin i sur. 2010., 2011. i 2014. analiziraju činjenicu da su ti gradovi znatno profitirali od lučkih pristojbi i muzejskih karata nakon intervjuiranja gotovo 7 riječnih kompanija za krstarenje i pružatelja turističkih usluga. Ističu da je delta Dunava zaželjela dobrodošlicu stranim turistima, primjerice iz SAD-a, te da će se razvijati delta-turizam (Emilova-Miševa, 2019). Što se tiče prirodnih vrijednosti i činjenice da su zemlje srednje i istočne Europe sigurne, analitičari ističu da brodarske tvrtke planiraju s golemim marketinškim troškovima, ali same oglašene lokacije od toga nemaju koristi (Irinicu et al., 2015; Štefan et al., 2012). Istraživanje koje je proveo Hristić et al. (2020) uključuje nekoliko aktivnosti, uključujući pregled postojećih podataka, kao što su statističke informacije iz izvješća tijela za riječnu plovidbu i razvojne planove. Značajne atrakcije su urbane lokacije poput Beograda i Novog Sada, sedam tvrđava nizvodno od sjevera do istoka, uključujući Bač, Petrovaradin, Beograd, Smederevo, Ram, Golubac i Kladovo. S dva nacionalna parka (Fruška gora i Đerdap) i 21

(Eltz Castle from the 18th century, the city centre, Franciscan monastery, the church of St. Philip and Jacob, monuments dedicated to victims of the Homeland War). Ilok city could be interesting due to its medieval core, Odescalchi Castle in which a city museum is situated, shrines, churches and monasteries of St. John of Capistrano and Ilok wine roads. Specificity of Ilok's coast is a steady backwater Dunavac, between the Danube and the old city on the hill, which adds to the charm of the landscape as the Wine Route Zmajevac-Suza. The medieval town of Erdut from the end of the 15th century, the castle Adamović, on the Sava River the city of Slavonski Brod can offer tourists many additional contents such as visiting historical sites (Fort Brod, Franciscan Monastery, house of Brlić family), walks through the rafters Street (the street with anchored ships, where their owners live in the summer months), the nature reserve Gajna (Ruić et al., 2017; Brodarić et al., 2017; Bosnić, 2012; Kovacic, 2010; Kovacic & Silveira, 2020). The studies of Skrzyszewska et al. (2016) and Poletan Jugović et al. (2020) shows passengers statistics from 2014 so this number should be increased much higher than in 2019, the peak of mass river cruise tourism before the Covid-19 pandemic.

### **Tourist attractions for river cruise guests in Serbia**

In Serbia, in the case of Novi Sad and Belgrade Dragin et al. 2010, 2011, 2014 analyse the fact that these cities benefited significantly from port charges and museum tickets by interviewing nearly 7 river cruise companies and tourism service providers. He points out that the Danube Delta welcomed foreign tourist e.g. from USA and the delta tourism will be developed (Emilova-Miševa, 2019). In relation to natural values and safe Central and Easter European countries analysers point out that shipping companies plan with huge marketing costs but specific advertised sites do not benefit from it (Irinicu et al., 2015; Štefan et al., 2012). The research of Hristić et al. (2020) involves several activities, including reviewing existing



arheološkim lokalitetom, najznačajniji su lokaliteti Vinča i Lepenski vir iz pretpovijesti, zajedno s gradom Viminacijem, cestom cara Trajana te mostom i kamenom pločom s natpisima iz rimskog razdoblja. U okolnim područjima smješteni su posebni karakteristični prirodni rezervati, a biciklistička ruta EuroVelo 6 prati dolinu rijeke. Na Dunavu se nalaze i brojni riječni otoci (ukupno njih 53), deset pješčanih obala, jedinstvene lokacije na najširoj točki (oko 6 km, između Moldavije i tvrđave Golubac) i na najužim dionicama rijeke (Gvozdena kapija/Zeljezna vrata), kao i brojne lokacije pogodne za marine, pristaništa, plaže, ribolov i biciklističke staze. Turisti su tijekom posjeta u prosjeku proveli četiri sata u Novom Sadu, a osam u Beogradu. Beograd bi trebao bolje iskoristiti turističku ponudu, budući da je najznačajnija riječna luka u Srbiji. “Strategija razvoja vodnog prometa u Republici Srbiji 2015.–2025.” izrađena je 2014. godine, s ciljem uspostavljanja osnove za lociranje i planiranje novih putničkih luka, ne samo duž Dunava, već i uz rijeke Savu i Tisu. Ova strategija se podudara sa “Strategijom razvoja turizma Republike Srbije 2016.–2025.” Beogradska putnička luka nalazi se ispod beogradske tvrđave i stare gradske jezgre, a zapravo se nalazi na obali rijeke Save. Nova luka u Zemunu bit će u njezinoj blizini, u svrhu smanjenja prometnih pritisaka u postojećoj luci. Očekuje se da će nova luka pružiti slično iskustvo obilaska gradskog područja Beograda. U Beogradu vrijedi vidjeti mnoge stvari, poput Muzeja Nikole Tesle, Beogradske tvrđave na ušću rijeke Save i Dunava, Hrama Svetog Save, Kalemegdanskog parka, istaknutih pisaca i glumaca koji su se preselili u gostionice ili kafane na Skadarliji. Obitelj Bajloni, podrijetlom iz Češke, proizvodila je pivo “Aleksandar” od termalnih voda koje izvire u dvorištu pivovare. Pivovara je sada je zatvorena, ali podzemne galerije ili katakombe i danas se mogu posjetiti. Kad je Bajloni 1892. počeo kopati temelje svoje pivovare, otkrio je kosti mamuta i lubanje neandertalca iz Krapine. Grad su naselile pretpovijesne kulture Europe, vinčanska kultura, kasnije Kelti, Slaveni, Rimljani,

data, such as statistical information from reports by river navigation authorities and development plans. Significant attractions are urban locations as Belgrade and Novi Sad, seven fortresses from north to east downstream, including Bač, Petrovaradin, Beograd, Smederevo, Ram, Golubac, and Kladovo. With two national parks (Fruška Gora and Đerdap) and 21 archaeological sites, the most significant are the Vinča and Lepenski Vir sites from prehistoric times, along with the city of Viminacium, Emperor Trajan’s road, bridge and stone board with inscriptions from the Roman period. Special characteristic nature reserves are situated in the surrounding areas, and the EuroVelo 6 cycling route follows the river valley. The Danube also features many river islands (53 in total), ten sand banks, unique locations at its widest point (about 6 km, between Moldova and Golubac) and at the narrowest sections of the river (Gvozdena Kapija/Iron Gates), as well as many suitable locations for marinas, piers, beaches, fishing, and bike paths. On average, tourists spent four hours in Novi Sad and eight in Belgrade during their visit. Belgrade should make better use of tourist offerings since it is the most significant river port in Serbia. The “Strategy for the Development of Water Transport in the Republic of Serbia 2015–2025” was developed in 2014, with the goal of establishing a basis for locating and planning new passenger ports not only along the Danube, but also the Sava and Tisa rivers. This strategy coincided with the Tourism Development Strategy of the Republic of Serbia 2016–2025. Belgrade’s passenger port is located below Belgrade’s fortress and old city centre and is actually located on the bank of the Sava River. A new port in Zemun will be close to it, with the purpose of relieving traffic pressures in the existing port. The new port is expected to provide a similar experience for touring around the Belgrade metropolitan area. In Belgrade a lot of things are worth seeing, such as the Nicola Tesla Museum, the Belgrade Fortress on the confluence of the Sava and Danube rivers, the Saint Sava Temple, the Kalemegdan Park, prominent writers and actors who moved to the Skadarlija inns or

Osmanlije. Podnevna zvona podsjećaju nas na mađarsku vojsku na čelu s ugarskim generalom Ivanom Hunjadijem, koji je uspješno obranio grad od Osmanskog Carstva tijekom opsade 1456. godine; to je do danas ostala raširena crkvena tradicija. Beograd je bio glavni grad Jugoslavije od njezina osnutka 1918. godine do njezina raspada 2006. godine. Grad je poražen u 115 ratova, razrušen 44 puta, bombardiran pet puta i opkoljen mnogo puta. Ostale lokacije u blizini Beograda su sljedeće: Vinča, selo u kojem se nalazi arheološki lokalitet “Belo Brdo” (poznat i kao “Bijelo Brdo”), s neolitskim ostacima; Novi Sad i Sremski Karlovci, Niš i Gvozdena vrata nude po jednodnevni program (Hristić et al., 2020; Štetić, 2012; Popović et al., 2012; Tomka et al., 2012; Kalojanov, 2016).

## METODE

Studija se temelji na podacima prikupljenima iz literature i raznih turističkih agencija u vezi s njihovim ponudama za krstarenja Dunavom. Analizom programa i voznih redova brodova te infrastrukture vezova rekonstruirane su usluge koje koriste turisti s riječnih krstarica. Rijeka Dunav podijeljena je u tri dijela, a ova studija proučava njezin srednji dio, gledajući povezane usluge koje služe kao faktor iskustva riječnih turista u Mađarskoj, Hrvatskoj i Srbiji. Analizirani su opsezi svake atrakcije i njihov turistički intenzitet. Ova analiza naglašava gdje su identificirani problemi, odnosno navodi ako nema potrebe za promjenama u bliskoj budućnosti, jer se korištene usluge ne organiziraju na temelju turizma, već na temelju tržišta i profitabilnosti. Rezultati su potkrijepljeni *online* anketom provedenom među turističkim vodičima (N=133) u Mađarskoj krajem 2021. godine, kao i podacima Odjela granične policije policijskog stožera Mohač, koji jedini kontinuirano bilježi službene statistike u turizmu riječnog krstarenja Dunavom. U studiji se koriste hrvatski i srpski statistički podaci Ministarstva mora, prometa i infrastrukture

kafanas. The Czech-originating Bajloni family produced “Aleksandar” beer, made from thermal waters that spring out in the brewery’s backyard. Now it is closed, but subterranean galleries or catacombs can be visited nowadays. When Bajloni began digging for the foundations of his brewery in 1892, he discovered the bones of the mammoths and skulls of the Neanderthal Krapina man. The city was settled by prehistoric cultures of Europe, the Vinča culture, later Celts, Slavs, Romans, Ottomans. Noon bells remind us of the Hungarian army led by the Hungarian General John Hunyadi who successfully defended the city against the Ottoman Empire during the siege in 1456; it has remained a widespread church tradition to this day. Belgrade was the capital of Yugoslavia from its creation in 1918 to its disintegration in 2006. The city has been battled over in 115 wars and razed 44 times, bombed five times and besieged many times. Other locations near Belgrade are as follows: Vinča, which is a village where the archaeological site “Belo Brdo” (also known as “White Hill”) features Neolithic remains; Novi Sad and Sremski Karlovci, Nis and Iron Gate Gorge tour offer each one day program (Hristić et al., 2020; Štetić, 2012; Popović et al., 2012; Tomka et al., 2012; Kaloyanov, 2016).

## METHODS

The study is based on the information collected from literature and various tourism agencies regarding their offers for cruises on the Danube River. Analysing the programs and timetables of the ships, the infrastructure of the moorings and based on this river cruiser used services were reconstructed. The Danube River was divided into three sections, the middle part is examined by this study, looking at the connected services serving the experience factor for river cruise tourists in Hungary, in Croatia, and in Serbia. The proportions of each attraction and their tourist intensity were analysed, pointing out where problems have been identified, or there is no need for change in the near future, as the used services are not organized

i Lučke uprave Osijek, Dunavske plovidbe u Austriji 2014. i Strategije razvoja vodnog prometa u Republici Srbiji 2010. – 2025. te Agencije za upravljanje lukama Srbije.

## ZAKLJUČAK

### Problemi usklađivanja s trenutnim radom

U Tablici 1 prikazan je sažetak problema vezanih uz riječni turizam na Dunavu na temelju lokalnih intervjua o iskustvima malih i srednjih poduzeća i autorovih vlastitih iskustava (koji je petnaest godina radio kao turistički vodič).

Donositelji odluka nedovoljno su svjesni utjecaja turizma i turizma krstarenja na gospodarstvo. Ne postoji specifična kratkoročna ili dugoročna strategija razvoja riječnog turizma krstarenja u sveobuhvatnom dokumentu planiranja turizma u zemljama vezanim za srednji dio rijeke Dunav. Budući da su lokalni poduzetnici zainteresirani za oblikovanje svoje ponude, dat će sve od sebe kako bi pokušali poboljšati svoj konkurentski položaj u području koje bi bilo u nadležnosti lokalnih vlasti ili nacionalnih marketinških tijela. Pokušavaju sami izgraditi spojne ceste, objavljivati letke i brošure, natjecati se sa susjednim turističkim atrakcijama iz svoje regije ili iz svoje zemlje. Među dionicima u turizmu postoji velika borba za putnike, u kojoj nakratko mogu pobijediti ako ponude niže cijene ili lošiju kvalitetu usluga (npr. degustacije vina, izložbe konja, manji broj turističkih vodiča). Iako su vožnje brodom nova tržišna niša u gospodarstvu i turizmu, mnogi mali i srednji poduzetnici teško ostvaruju svoje interese u pogledu programa ili tržišnih cijena broderske tvrtke, koja, s obzirom na svoj monopolistički položaj i velik broj gostiju, može utjecati na cijene i opskrbu. Lokalni poduzetnici nastoje sami ponuditi sve usluge, umjesto da koriste vanjske suradnike. Turoperator i često zasjenjuju ruralne programe zbog nižih organizacijskih troškova. Postoje usluge na selu koje nisu poskupjele već 10 godina. U Beogradu su

on the basis of tourism, but on the basis of market and profitability. Findings are supported by an online questionnaire survey conducted among tour guides (N=133) in Hungary at the end of 2021, as well as the data of the Border Police Department of the Mohács Police Headquarters which records continuously the only official statistics in river cruising on the Danube. The study uses Croatian and Serbian statistic data from the Ministry of the Sea, Transport and Infrastructure and Port Authority Osijek, from the Danube Navigation in Austria 2014 and Strategy of Development of Water Transport in Republic of Serbia 2010–2025, from the Port Governance Agency, Serbia.

## CONCLUSION

### Harmonization problems with current operation

Table 1 presents the summary of the occurred problems related to river cruise tourism on the Danube based on local interviews with SME's and authors own experiences (fifteen year as tourist guide).

Decision-makers are less aware of the impact of tourism and cruise tourism on the economy, nor is there a specific strategy for developing river cruise tourism in either short-term or longer-term, comprehensive tourism planning document at the Danube river's middle section related countries. As local entrepreneurs are interested in shaping their offerings, they will do their best to try to improve their competitive position in an area that would be the responsibility of local governments or national marketing authorities. They try to build connecting roads on their own, publish leaflets and brochures, compete with neighbouring touristic attractions from their region or from their country. There is a lot of struggle among tourism stakeholders for the travellers, in which they can get a winning position for short time, with lower prices or lower quality of services (e.g wine tastings, horse shows, less tour guides). Although a new market niche is boating in the economy and tourism, many small and medium-sized entrepreneurs find it difficult

**TABLICA 1. PROBLEMI VEZANI UZ RIJEČNI TURIZAM NA SREDNJEM DIJELU RIJEKE DUNAV**  
**TABLE 1. OCCURRED PROBLEMS RELATED TO RIVER CRUISE TOURISM ON THE MIDDLE SECTION OF THE DANUBE RIVER**

<b>NEDOSTATAK MOTIVACIJE DONOSITELJA ODLUKA</b> LACK OF DECISION-MAKERS' MOTIVATION	<b>NEDOSTATAK OVLASTI MALIH I SREDNJIH PODUZEĆA (FINANCIJSKI, DIJALOG SA STRANKAMA)</b> LACK OF SMES' POWER (FINANCIAL, DIALOGUE WITH PARTIES)	<b>NEDOSTATAK VODITELJA RIJEČNIH KRSTARENJA I ORGANIZATORA PUTOVANJA</b> DEFICIENCY OF RIVER CRUISE OPERATORS AND TOUR OPERATORS
nedostatak pažnje donositelja odluka lack of Decision-makers' attention	lokalni dionici pokušavaju djelovati samostalno local stakeholders try to act on their own	turoperatori često zasjenjuju ruralne programe zbog nižih troškova i organizacijskih troškova tour operators often overshadow rural programs due to lower cost and organizational cost
nedostatak specifične strategije razvoja riječnog turizma lack of specific strategy for developing river cruise tourism	mali i srednji poduzetnici teško ostvaruju svoje interese u smislu programa ili tržišnih cijena s brodarskom tvrtkom small and medium-sized entrepreneurs find it difficult to assert their interests in terms of programs or market prices with a shipping company	nedostatak zemljopisnog i povijesnog znanja turista lack of geographical and historical knowledge of tourists
nedostatak infrastrukture luka lack of ports infrastructure	glavni grad se natječe protiv sela, selo se natječe protiv sela capital competes countryside, countryside competes countryside	nedostatak slobodnog vremena tijekom programa lack of free time during programs
nedostatak parkirališta, postavljanja ploče s informacijama, mjenjačnice, WC-a lack of car parks, placement of the information boards, exchange office, toilets	MSP-ovi konkuriraju drugim MSP-ovima, kvaliteta usluge opada SMEs compete other SMEs, quality of service declines	nedostatak komunikacije između dviju strana, novi programski elementi ne mogu se jednostavno uključiti u raspored krstarenja rijekom lack of communication between the two parties, new program elements cannot be involved easily in the river cruise schedule
nedostatak dostupnih rješenja lack of accessible solutions		nema alternative za putnike koji su već vidjeli standardne programe, nema razlike u programima za različite generacije, neprilagodljivi programi, nema fleksibilnosti no alternative for those passengers who have already seen the standard programs, no difference in programs for different generations, petrified programs, no flexibility
inicijative odozdo prema gore ne mogu prevladati bottom-up initiatives cannot prevail	inicijative odozdo prema gore ne mogu prevladati bottom-up initiatives cannot prevail	nema interesa organizatora da na odgovarajući način informira goste no interest from organizers to adequately inform the guests

Izvor: Upitnik za turističke vodiče u 2021. godini, prikupljen od strane autora  
 Source: Questionnaire in 2021 for tour guides, collected by the author

organizatori pozvali umjetnike na brod, uglavnom da bi uštedjeli novac, te da ne bi morali voditi goste u koncertnu dvoranu ni plaćati opremu. Tijekom večere gosti su teško mogli pratiti izvedbu, zbog skućenog prostora, konobara koji su dolazili i odlazili, smještaja stolova za večeru na nejednakoj udaljenosti od pjevača, neki gosti nisu ništa čuli, neki su se žalili na glasnu glazbu, pa se ovom vrstom izvedbe narodnog plesa i narodne kulture prikazala iskrivljena i nerealna slika. Infrastruktura luka nije izgrađena ni u Budimpešti, ni u Beogradu, ni na selu. U lukama ne postoji mogućnost nabave vode ni osnovnih namirnica, kao ni pravilnog odlaganja otpada, ali to je čest problem u cijelom Podunavlju. Lokalni poduzetnici željeli su ponuditi svoje lokalne proizvode brodovima, ali nisu mogli pronaći način kako to izvesti. Gosti iz SAD-a i ponekad iz drugih europskih zemalja dobivaju mineralnu vodu koja se transportira iz Švicarske tijekom cijelog putovanja Dunavom. Kada se u nekim prijedlozima spomene potreba za poboljšanjem luke, ne spominju se sigurne pošiljke u luku i iz nje, ni transferi u autobuse, a kamoli moguća rješenja. Nije riješen ni problem parkiranja ni postavljanje ploča s informacijama. Lokalni stanovnici, npr. na pristaništu u Budimpešti i Beogradu, ili u blizini luke Mohač, često se svadaju, jer autobusi nemaju mjesto za parkiranje ili čekanje, a svakodnevni život mještana remeti masovna pojava turističkih autobusa. Sezonalnost se jasno vidi u turizmu riječnih krstarenja. Mnogi zimski programi, poput božićnih sajamskih koncerata, organiziraju se u glavnom gradu. Za ruralne lokacije, iako sezona traje od travnja do listopada, visoka sezona je ljeto. Gostima riječnih krstarenja, većinom iz trećih zemalja, trebat će nekoliko puta reći u kojoj se zemlji nalaze, a također slabo poznaju Europu. Oni po dolasku često izjednačavaju Budimpeštu s Mađarskom, s cijelom zemljom, ali kasnije, kada otkriju ruralne lokacije, shvaćaju da je imidž glavnog grada drugačiji od sela i ruralnih krajolika. Zemljopisno i povijesno znanje turista, uglavnom iz trećih zemalja, vrlo je nepotpuno i ne može se poboljšati

to assert their interests in terms of programs or market prices with a shipping company that, given its monopoly position and large number of guests, can influence the prices and supply programs. The local entrepreneurs on offer try to solve all the services themselves and not outsource them. Tour operators often overshadow rural programs due to lower cost and organizational cost. There are services in the countryside that has not raised price for 10 years. In Belgrade the organizers invited several artists to the boat, mainly to save money, not to travel to a hall, not to pay for the equipment. During the dinner, the guests could hardly pay attention to the performance, due to limited space, waiters coming-going, location of dinner tables not equal to the singers, some guest did not hear anything, some could not accept the loud music, so this type of folk dance and folk culture performance shows a distorted and unreal picture. The infrastructure of the ports is not built out either in Budapest, Belgrade or in the countryside. There is no possibility of drinking water or basic foodstuffs in the ports, nor of proper waste and waste disposal, but it is a common problem throughout the Danube. As an element of supply, local entrepreneurs wanted to offer their local products to the ships, but could not find solutions. Guests from the USA and sometimes from other European countries get mineral water transported from Switzerland on their entire trip on the Danube. When some of the drafts mention the need for port improvements, they do not take a position on safe shipments in and out of ports, nor on transfers to buses, let alone accessible solutions. Neither the situation of the car parks nor the placement of the information boards has been resolved. Local residents e.g. at the quays of Budapest and Belgrade, or in the vicinity of the ports of Mohács, often get into a quarrel, because the buses do not have a parking or waiting place, and the daily life of the locals is disturbed by the mass appearance of tourist buses. Seasonality can be clearly seen in river cruise tourism. Many winter programs, such as Christmas fair concerts are organised in the capital city. For rural locations, although the season runs from April

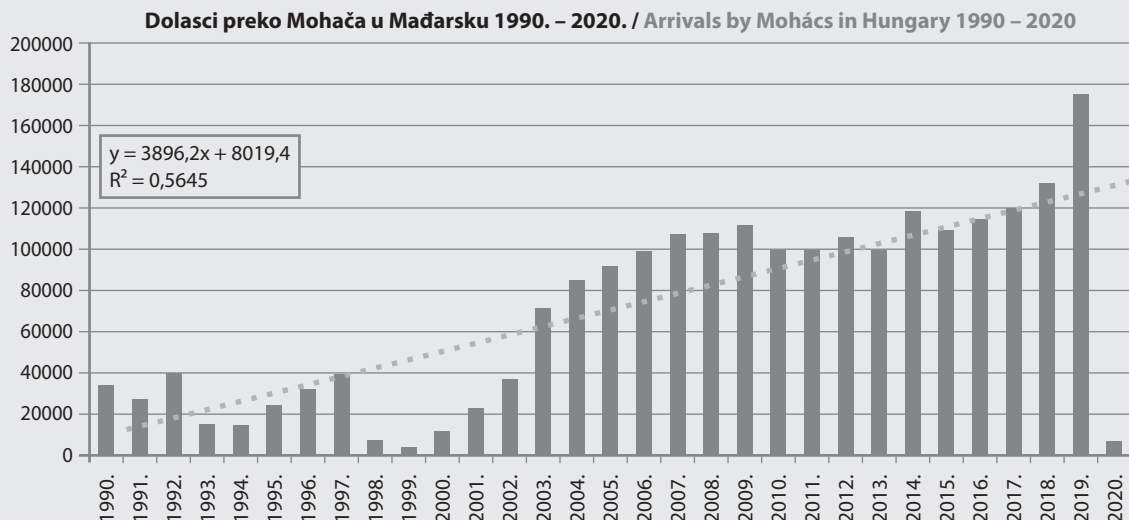
poludnevnim programom. Stoga im je teško predstaviti lokalitete i nacionalnosti. U nekoliko navrata pitali su u kojoj su zemlji, kojim se jezikom govori u toj zemlji. Ne postoji sveobuhvatno rješenje za brodarske tvrtke kojim bi privukle putnike da se vrate, u potrazi za novim iskustvima. Oni bi posjetili mjesta i sudjelovali u programima u kojima prije nisu. Nema alternative za one putnike koji su već vidjeli standardne programe. Ne postoji takav element u ponudi, ni za obitelji ni za različite generacije, lokalne posebnosti i vrijednosti ne mogu prevladati i konkurirati. Gosti s riječnih krstarenja moraju odlučiti hoće li uskoro vidjeti puno toga ili će samo sudjelovati u neobaveznom programu umjesto kraćih. Također, u slučaju Budimpešte ni kruzeri ni njihovi partneri ne pomažu gostima koji ne sudjeluju u programu da organiziraju program za sebe: kamo ići, što raditi. Turisti s tiskanom kartom centra grada znaju poći individualno hodati Budimpeštom da posjete spa ako ga pronađu, ali se na temelju karte nekoliko ljudi izgubilo na putu do Széchenyi Bath pa su ih osoblje kruzera, ili taksi, ili policija morali vratiti na kruzer. Riječni turizam može biti mnogo uključeniiji u specifične programe, kao što su: izleti u slobodno vrijeme, itinerarni turizam otkrivanja, znanstvena putovanja za ornitologe, arheologe i istraživače, ekoturizam, balnearni turizam, nautički sportovi, ribolov itd. Metropolitanski gosti traže uvid u ruralni krajolik, život domaćih ljudi, takav program nije tipičan za gornji Dunav, u Njemačkoj i Austriji.

### **Statistički podaci o lukama posjećenima na riječnom krstarenju na srednjem dijelu rijeke Dunav**

Prema međuregionalnom Dunavskom transnacionalnom programu, Mađarska ima treći najveći broj luka među deset zemalja duž Dunava, ispred nje su samo Austrija i Rumunjska. U lukama je moguć istodoban boravak najviše 4 broda hotela, poredanih jedan pored drugog. U visokoj sezoni postoji jutarnji, poslijepodnevni i večernji promet, tako da, računajući s 12 brodova,

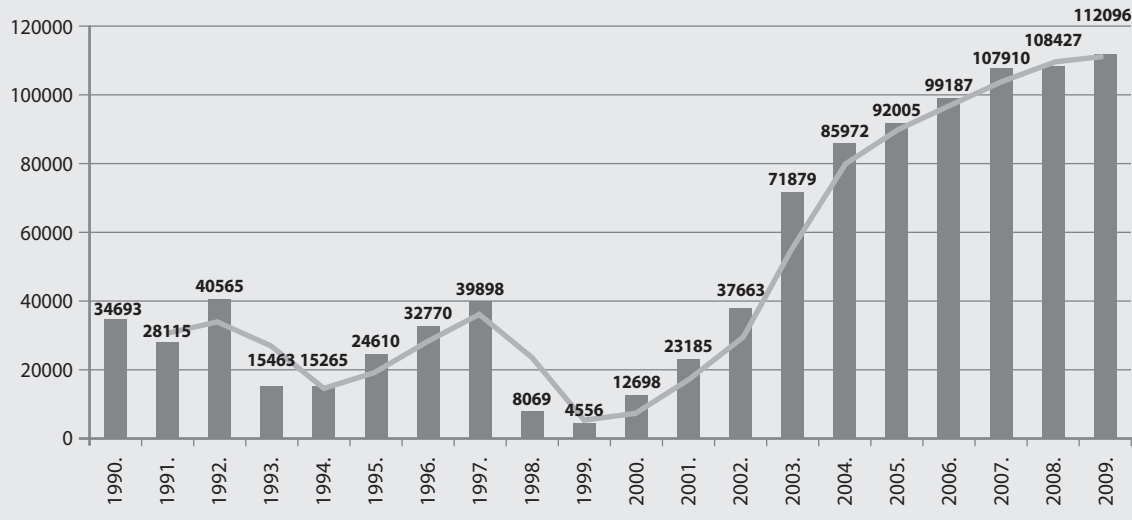
to October, the high season is the summer months. River cruise guests mostly from third countries will need to be told several times which country they are in, they also have little knowledge of Europe. Those upon arriving often equate Budapest with Hungary, with the entire country, but later when they discover rural locations, they realize that the capital image is different to the entire countryside and rural landscapes. The geographical and historical knowledge of tourists, mainly from third countries, is very incomplete and cannot be improved by a half-day program. Therefore, it is difficult to present them localities, nationalities. On several occasions, they asked which country they were in, what language is spoken in the country. There is no comprehensive solution for shipping companies for returning passengers looking for new items of supply, they would visit places and participate in programs they did not have before. There is no alternative for those passengers who have already seen the standard programs. There is no such element in the offer, neither for families nor for different generations, the local peculiarities and values cannot prevail and compete. Guests from river cruises have to decide whether to see a lot soon, or just take part in an optional program instead of the shorter ones. Also, in the case of Budapest neither cruise operators nor their partners assist guests who do not take part in the program to organize one for themselves: where to go, what to do. In Budapest, tourists set off with a printed map of the city centre, walk individually to visit a spa if they find it; however, based on this map, several people got lost on the way to the Széchenyi Bath, and so the cruise staff, or a taxi or the police had to bring them back to the cruise. River cruise tourist can be involved much more in specific programmes such as: leisure tours, itinerant discovery tourism, scientific trips for ornithologists, archaeologists and researchers, ecotourism, balneary tourism, nautical sports, fishing etc. Metropolitan guests are looking for an insight into the rural landscape, the life of the local people, such a program is not typical of the upper Danube, in Germany and in Austria.

**GRAFIKON 1. TURISTIČKI DOLASCI RIJEČNIM KRUZERIMA PREKO MOHAČA U MAĐARSKU**  
**GRAPH 1. RIVER CRUISE TOURIST ARRIVALS BY MOHÁCS, IN HUNGARY**



Izvor: Odjel granične policije policijskog stožera Mohaç / Source: Border Police Department of the Mohács Police Headquarters, Hungary

**GRAFIKON 2. DOLASCI TURISTA NA KRSTARENJE RIJEKOM U MAĐARSKU PREKO MOHAČA, 1990. – 2009.**  
**GRAPH 2. RIVER CRUISE TOURIST ARRIVALS IN HUNGARY BY MOHÁCS, IN 1990 – 2009**



Izvor: Odjel granične policije policijskog stožera Mohaç / Source: Border Police Department of the Mohács Police Headquarters, Hungary

od kojih svaki ima kapacitet od 50 – 400 ljudi dnevno, na lučkom pontonu se može pojaviti 1000 – 1500 ljudi na dan. Lokacija luka ima veliku ulogu u razvoju riječnog turizma. Njihova infrastruktura, kapaciteti, dostupnost luka te udaljenost između

### Statistics of river cruising used ports at the middle section of Danube River

According to the Interreg Danube Transnational Programme, Hungary has the third largest

**TABLICA 2. DOLASCI RIJEČNIH TURISTA NA KRSTARENJE U MAĐARSKU PREKO MOHAČA, U SRBIJU I HRVATSKU 2010. – 2020.**

**TABLE 2. RIVER CRUISE TOURIST ARRIVALS IN HUNGARY BY MOHÁCS, IN SERBIA AND IN CROATIA 2010 – 2020**

GODINA / YEAR	2010.	2011.	2012.	2013.	2014.	2015.	2016.	2017.	2018.	2019.	2020.
Mohač, dolasci Mohács, arrivals			53386	52407		54416	56626	59335	65512	88187	3580
Mohač, polasci Mohács, departures			53224	47889		55415	58362	61323	66506	87411	3523
Mohač, UKUPNO Mohács, TOTAL	100000	100000	106610	100296	118975	109831	114988	120658	132018	175598	7103
Hrvatska svi dokovi, UKUPNO Croatia all docks, TOTAL	18864	24648	30365	30333	39300	39807	40180				
Srbija svi dokovi, UKUPNO Serbia all docks, TOTAL						*114684	*118875	*131225	*157078	*208644	
Beograd Belgrade						65494	68541	72279	81155	103523	408
Novi Sad						35314	36604	42622	46490	54979	
Donji Milanovac						13673	13425	15562	20335	34260	
Golubac						0	0	137	6225	14607	
Veliko Gradište						203	305	625	2873	1275	

Izvor: Odjel granične policije policijskog stožera Mohač, Ministarstvo mora, prometa i infrastrukture i Lučka uprava Osijek, Lučka uprava Vukovar, međuregionalni Dunavski transnacionalni program: Lot br. 2 – Studija razvoja turizma krstarenja u Podunavlju, Sofija, Ministarstvo turizma Bugarske, 2019., str. 36; Europska komisija: Promatranje tržišta za plovidbu Dunavom – rezultati u 2017., Dunavska komisija, Budimpešta, 2018., str. 15; Plovidba Dunavom u Austriji 2014. i Strategija razvoja vodnog prometa u Republici Srbiji 2010.-2025., Agencija za upravljanje lukama Srbije

\* procijenjeni dolasci, mogu sadržavati duplikacije

Source: Border Police Department of the Mohács Police Headquarters, Ministry of the Sea, Transport and Infrastructure and Port Authority Osijek, Port Authority of Vukovar, Interreg Danube Transnational Programme: Lot No 2 – Study of the Development of the Cruise Tourism in the Danube Region, Sofia, Ministry of Tourism of Bulgaria, 2019, p. 36; European Commission: Market Observation for Danube Navigation – Results in 2017, Danube Commission, Budapest, 2018, p. 15; Danube Navigation in Austria 2014 and Strategy of Development of Water Transport in Republic of Serbia 2010–2025, Port Governance Agency Serbia

\* estimated arrivals, may contain duplications



**TABLICA 3. DOLASCI RIJEČNIH TURISTA NA KRSTARENJE U MAĐARSKU PREKO MOHAČA TE U SRBIJU I HRVATSKU 1990. – 2009.**

**TABLE 3. RIVER CRUISE TOURIST ARRIVALS IN HUNGARY BY MOHÁCS, IN SERBIA AND IN CROATIA 1990 – 2009**

GODINA / YEAR	1990.	1991.	1992.	1993.	1994.	1995.	1996.	1997.	1998.	1999.	2000.	2001.
Mohač, dolasci Mohács, arrivals	34693	28115	40565	15463	15265	24610	32770	39898	8069	4556	12698	23185
GODINA / YEAR	2002.	2003.	2004.	2005.	2006.	2007.	2008.	2009.	TOTAL			
Mohač, dolasci Mohács, arrivals	37663	71879	85972	92005	99187	107910	108427	112096	995026			
Hrvatska, dolasci Croatia, arrivals	400	947	8642	14281	17877	18692	19770	16795	97404			
Srbija, dolasci Serbia, arrivals	nema podataka no data	nema podataka no data	nema podataka no data	nema podataka no data	nema podataka no data	nema podataka no data	nema podataka no data	nema podataka no data	nema podataka no data			

Izvor: Odjel granične policije policijskog stožera Mohač, Ministarstvo mora, prometa i infrastrukture i Lučka uprava Osijek, Lučka uprava Vukovar, meduregionalni Dunavski transnacionalni program: Lot br. 2 – Studija razvoja turizma krstarenja u Podunavlju, Sofija, Ministarstvo turizma Bugarske, 2019., str. 36; Europska komisija: Promatranje tržišta za plovidbu Dunavom – rezultati u 2017., Dunavska komisija, Budimpešta, 2018., str. 15; Plovidba Dunavom u Austriji 2014. i Strategija razvoja vodnog prometa u Republici Srbiji 2010. – 2025., Agencija za upravljanje lukama Srbije

Source: Border Police Department of the Mohács Police Headquarters, Ministry of the Sea, Transport and Infrastructure and Port Authority Osijek, Port Authority of Vukovar, Interreg Danube Transnational Programme: Lot No 2 – Study of the Development of the Cruise Tourism in the Danube Region, Sofia, Ministry of Tourism of Bulgaria, 2019, p. 36; European Commission: Market Observation for Danube Navigation – Results in 2017, Danube Commission, Budapest, 2018, p. 15; Danube Navigation in Austria 2014 and Strategy of Development of Water Transport in Republic of Serbia 2010 – 2025, Port Governance Agency Serbia

luka i odredišta zahtijevaju mnogo organizacijskog truda. Grafikon 1 i Grafikon 2 prikazuju dolaske riječnih turista na krstarenju u Mohač u Mađarskoj, a Tablica 2 i Tablica 3 sadržavaju podatke o pristajanjima brodova i dolascima riječnih turista na krstarenje u Mađarsku, Hrvatsku, Srbiju od 1990. godine. Posljednjih godina vidljiv je trend rasta, s godišnjim porastom od prosječno 3896 turističkih dolazaka u Mohač u Mađarskoj.

Američki, njemački i francuski turisti doista bi mogli biti turisti, dok oni bugarske, mađarske, rumunjske, srpske i ukrajinske nacionalnosti pripadaju posadi brodova. Od 1990. godine u mohačkim statističkim podacima zabilježeno je 118 različitih nacionalnosti. Osim Amerikanaca, najistaknutije nacionalnosti među putnicima su Kanađani te putnici iz Novog Zelanda,

number of ports among the ten countries along the Danube, behind Austria and Romania, only. Ports allow up to 4 hotel ships to wait side by side at same time. In the high season, there is morning, afternoon, and evening traffic, so, calculated with 12 boats, each with a capacity of 50 – 400 people a day, 1000 – 1500 people can show up a day on a port pontoon. The location of the ports plays a major role in the development of river cruise tourism, their infrastructure, capacity, distance and availability between ports and destinations require a lot of organisational efforts. Graph 1 and Graph 2 present the river cruise tourist arrivals by Mohács, in Hungary and Table 2 and Table 3 contain the data of ship dockings and river cruise tourist arrivals in Hungary, in Croatia, in Serbia since 1990. Years after years, a growing trend appeared, with a yearly grow in average 3896 tourist arrivals by Mohács in Hungary.

Velike Britanije, Australije, Švicarske, Austrije, Skandinavije, Katara, Ujedinjenih Arapskih Emirata, Meksika i Singapura. S manjim brojem nacionalnosti, putnici nisu bili gosti, već članovi posade: slovačka, makedonska, turska, filipinska, indonezijska i afrička, iz Tajvana, Južne Koreje te osoblje iz Antigve i Barbude, Hondurasa, Kazahstana, Vijetnama, Gambije, Madagaskara, Ekvadora.

### Statistički podaci o mađarskim turističkim vodičima na riječnim krstarenjima Dunavom

Upitnik s 28 pitanja korišten je za podršku fenomenima turizma hotela brodova, mađarskog turizma, prije i nakon pandemije COVID-19. Anketa je objavljena na internetu, na nacionalnim stručnim forumima turističkih vodiča, te ju je bilo moguće ispuniti do kraja 2021. godine. Ukupno su je ispunile 133 osobe, što nije reprezentativno, ali dobro odražava iskustvo mađarske turističke struke te daje aktualnu sliku mađarskih turističkih vodiča. U udjelu ispitanika 77% su žene, a 23% muškarci, što naglašava stav da je biti vodič više žensko zanimanje u Mađarskoj. 77% turističkih vodiča starije je od 40 godina, 20% ima između 30 i 40 godina, 4% između 20 i 30 godina. Po mom mišljenju ti omjeri dobro karakteriziraju dobnu raspodjelu današnjih turističkih vodiča. Turistički vodiči imaju desetljeća iskustva. U Mađarskoj je 42% vodiča vodilo dvojezične ture, a 13% trojezične. Većina vodiča radi na sljedećim jezicima: 61% engleski, 35% njemački, 13% talijanski, 11% španjolski, 9% francuski i 9% ruski. Vodiči očekuju veći udio hotelskog broskog turizma, oporavak sektora što je prije moguće, jer je egzistencija pružatelja usluga seoskog turizma bila ugrožena u odnosu na glavni grad, uglavnom zbog pandemije COVID-19. Aglomeracijsko područje Budimpešte je okrug Pešta, u kojem je centralizirana većina turističkih vodiča iz cijele zemlje. Turistički vodiči žele se vratiti turizmu što je prije moguće nakon pandemije. Njih 63% navelo je vrijednost 5 na Likertovoj ljestvici, što znači da se planiraju vratiti umjesto da napuste

American, German, French tourists could indeed be tourists, while those of Bulgarian, Hungarian, Romanian, Serbian, and Ukrainian nationality belonged to the crew of the ships. Since 1990, 118 different nationalities have been recorded in Mohács statistics. In addition to the Americans, the Canadians, from New Zealand, from Great Britain, Australia, Swiss, Austria, Scandinavia, from Qatar, the United Arab Emirates, Mexico, and Singapore arrived the most prominent passengers. With a smaller number of nationalities, the passengers were not guests but members of the crew: Slovak, Macedonian, Turkish, Philippine, Indonesian, and African, from Taiwan, South Korea, and staff from Antigua and Barbuda, Honduras, Kazakhstan, Vietnam, the Gambia, Madagascar, Ecuador.

### Statistics of Hungarian tour guides in relation to river cruising on the Danube

A questionnaire with 28 questions was used to support the phenomena of hotel boat tourism, Hungarian tourism, before and after COVID-19. The questionnaire survey was published online, for the national tourist guide professional forums by the end of 2021. In total 133 people filled it in, which is not representative, but it reflects well to the experience of the Hungarian tour guide profession, gives an up-to-date picture of Hungarian tour guides. In the proportion of respondents, 77% are women and 23% men, which reinforces the view that being a guide is more of a female profession in Hungary. 77% of tour guides are over 40 years old, 20% between 30 and 40 years, 4% between 20 years old and 30 years old; in my opinion these proportions characterize well the age distribution of today's tour guides. The tour guides have decades of experience. In Hungary 42% of tour guides undertook tours in two languages and 13% in 3 languages. Most of the tour guides work in the following languages: 61% English, 35% German, 13% Italian, 11% Spanish, 9% French and also 9% Russian. Guides expect a higher proportion of hotel boat tourism, the recovery of the sector as soon as possible, as

turističko zvanje. Istaknuto je povećanje potražnje za hotelskim brodskim turizmom, napravljene su i preporuke za bolju ponudu: personalizirane šetnje u malim grupama, u ponudi bi trebala biti tematska razgledavanja, puno više alternativa nego uobičajenih programa, više šetnji te više slobodnog vremena za goste. Definiranje parkirališta i autobusnih traka, više toaleta, veća međusobna tolerancija skupina, posebno tijekom masovnog turizma te aspekti dostupnosti – sve su to zadaće koje treba obaviti. Kvalitetnim elementima opskrbe, koji zahtijevaju suzbijanje crne ekonomije, treba upravljati i u Budimpešti, ali i na nacionalnoj razini njima može upravljati licencirani lokalni vodič, a strani, nelokalni turistički vodiči (kao što se to radi u inozemstvu) trebaju biti strogo sankcionirani.

## DISKUSIJA

U organizaciji više natječaja Europske unije ili srodnih institucija, stručnih foruma i konferencija govori se o učincima i fenomenu riječnog krstarenja, problemima i mogućnostima, ali ti prijedlozi ostaju u ladicama, bez daljnjih aktivnosti. Dokumenti Razvojnih i akcijskih planova EU-a, Dunavske strategije ili međuregionalnog Dunavskog transnacionalnog programa 2009. – 2015., 2015. – 2021. prepoznaju potrebu za akcijskim planovima. Glavne teme tih planova su kvaliteta vode, zaštita od poplava, bioraznolikost, međusobno povezivanje prometnih čvorišta (npr. FAB, TENT-T, Koridor VII). U akcijskom planu Dunavske strategije 2020. može se naći sljedeća rečenica: Nema novih fondova EU-a, nema novog zakonodavstva EU-a, nema novih struktura EU-a. Ni regulatorni sustav ni razvojni planovi nisu dostupni za razvoj riječnog turizma krstarenja na Dunavu, tako da su na lokalnoj razini dobavljači i tržišni akteri podložni uvjetima na tržištu, moraju pronaći svoj tempo, prihode i egzistenciju, opstati u automatskom mehanizmu tržišta. U ovoj situaciji nije ni čudo da su elementi i kvaliteta turističke ponude oštećeni, a standardi niski.

the livelihood of rural tourism service providers was endangered compared to the capital city, mainly due to the COVID-19 pandemic. The agglomeration area of Budapest is Pest county that centralizes most tour guides nationwide. Tour guides want to return to tourism as soon as possible after the pandemic, 63% of them have indicated a value of 5 on the Likert scale, which means that they plan to return instead of leaving the tourism profession. The increase in demand for hotel boat tourism was highlighted, recommendations for better supply were made too: personalized, small group walks, themed sightseeing tours should be on offer, much more alternatives than just the usual programs, more walks, more free time for guests. Designation of car parks and bus lanes, more toilettes, greater tolerance of groups towards each other, especially during mass tourism, aspects of accessibility are all tasks to be done. Quality supply elements, which requires the suppression of the black economy, should be run in Budapest too, but also nationally by a local guide who has a license, and foreign, non-local tour guides (as it works in abroad) should be strictly sanctioned, otherwise.

## DISCUSSION

In the organization of several European Union tenders or related institutions, professional forums and conferences, the effects and the phenomenon of river cruising tourism is discussed, problems and opportunities, but these suggestions stay in drawers without activity. The documents of EU Development and Action Plans, the Danube Strategy or the Interreg International Danube Program 2009-2015, 2015-2021 recognize the need of action plans. The main topics of these plans are water quality, flood protection, biodiversity, interconnection of transport hubs (e.g. FAB, TENT-T, Corridor VII). In the action plan of the Danube Strategy 2020 the following sentence can be found: No new EU funds, no new EU legislation, no new EU structures. Neither regulatory system nor development plans are available for river cruise tourism infrastructure

Nažalost, ni mađarska ni hrvatska ni srpska vlada nisu prepoznale važnost ovakvog turističkog proizvoda, riječnog krstarenja, a u njihovim strateškim dokumentima ne spominje se ni smjer ni razvoj riječnog turizma. Riječni turizam krstarenja još uvijek je vrlo zapostavljen aspekt globalnog razvoja turizma. COVID-19 je utjecao i snažno smanjio krstarenja rijekom, a pružatelji usluga u srednjem dijelu rijeke Dunav su na rubu bankrota. Povećanje broja riječnih turista na krstarenju moglo se primijetiti čak i tijekom pandemije COVID-19, osim tijekom službenog razdoblja *lockdowna*. Tisuće riječnih turista na krstarenju posjetilo je srednji dio rijeke Dunav u 2020. godini. Preispitivanjem usluga u glavnim gradovima u odnosu na usluge na selu vidi se da se mnoga ruralna mala i srednja poduzeća 100% održavaju pomoću turizma riječnog krstarenja. Poduzetnici se moraju cjenkati s brodskim kompanijama zbog ograničenih sredstava za život, međutim, riječni turisti na krstarenju imaju veću želju za ruralnim programima i iskustvima te su voljni platiti razliku u cijeni. Nakon promjene režima u istočnoeuropskim zemljama i neizvjesne situacije nakon rata 1991. godine u Hrvatskoj i Srbiji, sve su te zemlje sigurne za turiste. Nakon uklanjanja granica i izgradnje primarne infrastrukture, sve su ove okolnosti dobrodošle turistima, a osobito riječnim turistima. Bez suradnje lokalnih dionika u Mađarskoj, Hrvatskoj i Srbiji (stvaranje regije s turističkog stajališta), ili ako ove tri zemlje zajedno ne mogu istaknuti svoj zajednički ili individualni interes, sve će ostati na razini cjenovne pogodbe s operatorima riječnih krstarenja. Uklanjanjem problema naglasak bi trebao biti na stvaranju autentične i eksperimentalne ponude umjesto na maksimiziranju profita, što je predstavljeno u ovoj studiji. Sve mađarske, hrvatske i srpske studije koje proučavaju riječni turizam Dunava žele revitalizaciju riječnog krstarenja, sve imaju takve prijedloge, ponudeni programi su dobro organizirani lokalni programi, ali nitko od njih nije u mogućnosti predstaviti svoje ideje operatorima riječnog krstarenja. Treba istaknuti

development on the Danube, so at the local level suppliers and market actors are subject of dog-eat-dog conditions on the market, they have to find their pace, income and livelihood, survive in the automatic mechanism of the market. In this situation it is no wonder that elements and quality of the tourist offer are damaged and standards are kept low.

Unfortunately, neither the Hungarian nor the Croatian or the Serbian government has recognized the importance of this kind of tourist product, the river cruise tourism and it is not even mentioned in their strategic documents that should determine the direction and development of river tourism. River cruise tourism is still a highly neglected aspect of the global tourism development. COVID-19 influenced and reduced the river cruise tourism strongly, the service providers in the middle section of Danube River get close to bankruptcy situation. The increase of the number of river cruise tourists could be observed even during the COVID-19 pandemic, except for the official closedown period, thousands of river cruise tourist visited the middle section of the Danube River in 2020. Examining the services in capital cities via countryside, it can be stated that many rural SMEs are 100% supported from river cruise tourism. Entrepreneurs have to bargain with shipping companies because of the livelihood constraint, however river cruise tourist have greater wish for rural programs and experiences and would pay the price difference. After the change of the regime in the Eastern European countries and following the uncertain situation after the war of 1991 in Croatia and Serbia, all these countries are safe for the tourists. After the removal of barriers and the addition of primary infrastructure, all circumstances are given to welcome the tourists and especially the river cruise tourist. Without the cooperation of local stakeholders in Hungary, Croatia and Serbia (creating a region from tourism point of view), or if these three countries altogether cannot assert their common or individual interest, they will stay at the level of price bargain with river cruise operators. By eliminating the problems, the emphasis should be on creating an authentic

glavne aktivnosti koje se odvijaju na spomenutom dijelu Dunava, atraktivnost njegovih obala kao raznovrsnih krajolika te bogatu kulturno-povijesnu baštinu obližnjih gradova. Gužva i vreva velikih gradova te rijetko naseljeni krajolici daleko od masovnog turizma nesumnjivo nude puno prekrasnih znamenitosti i iskustva duž Dunava. Međutim, organizatori riječnih krstarenja aktivno razvijaju nova putovanja kako bi zadržali stare kupce i privukli nove kupce bez dogovora s lokalnim dionicima. Putnici žele provesti više vremena na obali, sudjelovati u organiziranim izletima koji su uključeni u paket krstarenja ili se nude kao dodatne komponente. Zašto su ponudeni paketi izrađeni bez lokalnih dionika? Turističke agencije i operatori nisu otvoreni čak ni za raspravu, da saslušaju lokalne ideje i prijedloge, iako bi im oni mogli biti od velike koristi. Studije bi mogle pružiti odlične ideje i rješenja te statističke podatke, ali ništa se neće promijeniti. Šteta je što ni komunikacija ni prijenos informacija ne mogu doprijeti organizatore krstarenja u njihovom planiranju programa. Zašto ne pitaju lokalne stručnjake ili barem lokalne vodiče? Zašto misle da s uredskog stola mogu odlučiti koliko bi razgledavanje trebalo trajati u Budimpešti, Osijeku ili Novom Sadu? Bez motivacije za suradnju druge strane (turoperatora, riječnih kruzera) ne mogu se očekivati sveobuhvatne i velike promjene duž srednjeg dijela rijeke Dunav.

## BILJEŠKA

<sup>1</sup> <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32006R0562> (pristupljeno 12. prosinca 2021.).

and experimental offering instead of the profit maximization that has been presented in this study. All studies from Hungary, Croatia and Serbia regarding the river cruise tourism on the Danube wish for the revitalisation of river cruising, all have such suggestions, the provided programs are well organised local programs, but none of them is able to present their ideas to the river cruise operators. The main activities that take place on the mentioned part of Danube River, the attractiveness of its banks as diverse landscapes, and the rich cultural-historical heritage of the nearby towns should be pointed out. The hustle and bustle of big cities and the rarely inhabited landscapes far from mass tourism offer a lot of wonderful sights and experience along the Danube, no doubt. However, river cruise operators are actively developing new journeys in order to retain old customers and attract new customers without asking the local stakeholders. Passengers wish to spend more time on shore, participating in organized excursions included in the cruise package or offered as optional components. Why are the offered packages created without local stakeholders? The Tourist Agencies and operators are not open, not even for a discussion to listen to the local ideas and suggestions even though these could be prosperous for them. Studies could provide excellent ideas and solutions and statistics, but nothing will change. It is a pity that neither communication nor information transmission can touch the cruise operators in their program planning. Why don't they ask the local professionals, or just the local guides? Why do they think they are able to decide from an office table how long a sightseeing tour should be in Budapest or in Osijek or in Novi Sad? Without the motivation for collaboration of the other party (Tour operators, River cruise operators) comprehensive and big changes cannot be expected along the middle section of the Danube River.

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<sup>1</sup> <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32006R0562> (Accessed at: 12 December 2021.)

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