**Stakeholder workshop**

**Hungary-Croatia Interreg Programme 2021-2027**

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Thematic area: PO4, specific objective “culture and sustainable tourism”

Participants:

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* Zoltán Tóth, Somogy County Government
* György Márton, Logframe Ltd.
* Zoltán Pámer, Logframe Ltd.

**Presentation is found in attachment.**

***Summary of discussion:***

**János Rakonczai (HU-HR JS):** There should be some kind of concentration. In the previous programming period it was difficult to focus. They were fighting for projects and were lacking good proposals. Bicycle projects are not always well coordinated as there are no national-level guidelines. It is not known which routes should be built and where. He proposes to keep the bicycle projects out.

**Zoltán Pámer (Logframe ltd.):** Harmonization with EuroVelo network and connection of major tourism sites should remain for support. Hiking routes are also important.

**Kristina Sočev (Tourism Board Koprivničko-križevačka couty)**: Touristic offer for the disabled is not developed. The county bought a castle in Zone B that and should be turned into accommodation and tourism service providing centre. Nature and outdoor activities and disabled are in focus.

**Vlasta Klarić (Croatian Ministry of Tourism and Sport)**: Happy about the positive impact of the former programme. General phenomenon is the overwhelming fragmentation of everything. More compact products and more compact offers should be provided. E.g. archaeological sites should be and combined with museums, interpretation, accommodation and other activities such as hiking routes, balloon riding etc.. Contribution and combination of various contents into a full product that should be developed throughout the region. Human resources and human capacities are needed for the mosaic region that are compatible with each other: destination management along the border. A marketing strategy is needed, since visitors have changed a lot.

**Krisztina Erdős (Széchenyi Programme Office)**: There are good project examples such as Pananet+ in CBC AT-HU. It is about the connection of nature parks, have tourism related activities: branding and capacity building. Telekaland is from the Slovenia-Hungary CBC. It is a capitalisation project that targets families with children offering fairy tail parks. The Amazon of Europe project is also worth to mention. Tourists should know why they should come to this region.

**Vlasta Klarić**: Joint destination management (JDM) would be important. Thematic routes should be recognizable, but with a common goal to develop as holistic destinations.

**Antonija Bedeniković (HU-HR JS)**: Many of the projects were rather parallel and not real joint ones. Especially in tourism this should be developed along the border. Thematic focus is relevant, but it is clear what we want to develop in the Amazon of Europe, but it is hard to make people create and implement joint projects. Any project that would overcome difficulties and contribute to “jointness” should be important.

**Szilvia Wodtke (Duna-Drava National Park Directorate)**: Development of joint products and joint promotion should be more emphasised, not only infrastructure.

**Senada Ranilović (PORA)**: On their behalf they would like to support infrastructural projects connected with the cultural heritage that have the potential for development of touristic activities (e.g. museums, castles, old parish courts etc.).

**Željka Kalšan Novak (REDEA)**: Focus would be on the cultural heritage as well as rural and agro-cultural development.

**György Márton (Logframe Ltd.)**: Most of the projects were related to culture, but many projects only just renovated some public infrastructure.

**Zoltán Pámer**: Role of culture in the economy is a complicated issue. Resilience making has become an aim: making the target area less threatened by crises, internal cohesion approach, promote capitalisation of local values and heritage, less reliance on external sources and bigger focus on the national, local and nearby tourists. Shift in tourism promotion should be tackled. E.g. Croatian national tourism schemes use the concept of continental tourism. In Hungary there is no such term.

**Vlasta Klarić**: Economy development means survival for small destination areas. Recognition and visibility, particular thematic and cultural focus should be defined. Popular notion is creative tourism, as part of cultural tourism, focusing on intangible heritage. It does not include only eno-gastro tourism, but also other kinds of products such as photo tourism. Education is needed for special interest tourism and SMSs should be included in how to create more resilient products, how to promote it and how to adapt them to visitors’ needs. E.g. architects are a specific target.

**Miroslava Bato (RA VIDRA)**: Joint character should be more included in the projects in the future. Most of the projects until now were focusing on development and creation of tourism infrastructure incl. bicycle routes, castles. In the future period more focus should be on development of products that use the infrastructure, development of attractive contents. More focus on culture and bike tourism programmes, workshops etc. A complete yearly tourism calendar should be set up. Maintenance of Zone B would be important.

**Rudi Grula (Međimurje Tourism Board)**: Their focus is on visitor centres and interpretation centres for cultural and natural heritage. SMSs should be more involved in the provision of tourism products. Destination management companies and agencies should be more involved. Međimurje is rich in infrastructure and their position is very strong. The service providers are those that are meeting the guest and they should suggest which attractions should be visited.

**Zoltan Toth (Somogy County Government)**: The county does not have real tourism expertise, but support all that has been said before.

**Bernadett Balogh (Zala County Government)**: They prefer nature tourism and active tourism and see what guests prefer in this area. Private players should be also involved.

**György Márton**: There is a proposal for a strategic project: Amazon of Europe bike trail, based on the Danube project of 5 countries from Mura to Mohacs (AT, SLO, HU, HR, SR). There could be a strategic project idea to develop the related infrastructure and missing links, cultural content and missing parts of the bike trail, marketing. A common story is important. Touristic exploitation of the three rivers: need to find jointness and common elements of the project. See how much money can be allocated to this project. This project should also be the focus of the tourism open calls.

**Zoltan Pámer**: Internal discussion on development this idea further will continue on the Hungarian side. Development of the strategic project in details should take place in June-July. The new focus that is more in line with the European framework and national tendencies – product, interpretation, communication to the visitors – in line with the new logic of the PO4.