

# Thematic workshops

## PO4 – „culture and sustainable tourism”

CB Joint Strategy project

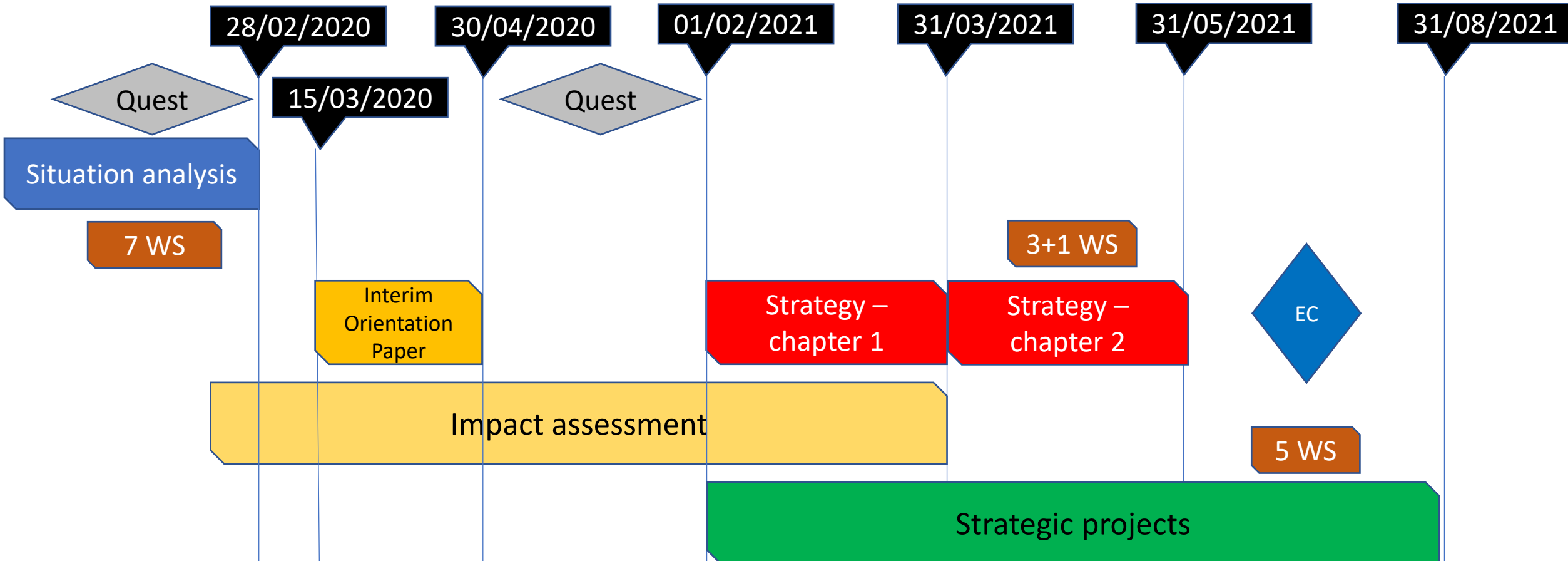
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***Lóránt Deme***

- Dissemination about the selected policy objectives (PO) and specific objectives (SO) of the future Interreg Programme Hungary-Croatia 2021-2027;
- Sharing experience of the ongoing Interreg V-A Hungary-Croatia Cooperation Programme – related to the selected thematic fields;
- Collecting valuable input for the in-depth elaboration of the new programme.

# The Schedule



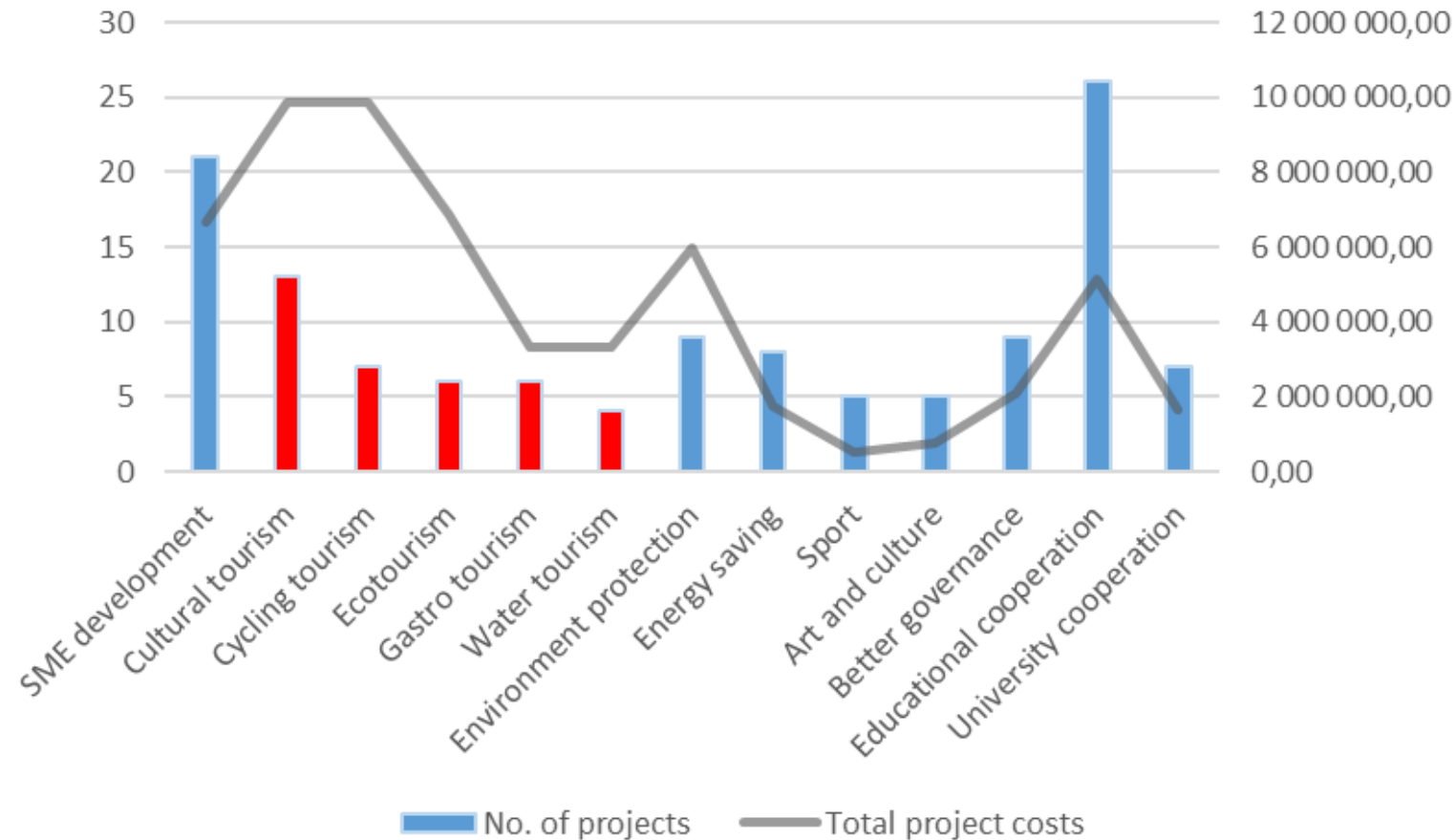
- Analysis phase (2020)
  - Online questionnaire survey (Jan-Feb 2020);
  - Stakeholder interviews (10 pax – Feb 2020);
  - Territorial workshops (7 counties) in each border county (HU and HR – Feb 2020).
- Interim Orientation Paper
- Strategy phase (2021):
  - Online questionnaire survey (Dec 2020–Jan 2021);
  - Stakeholder interviews for strategy and assessment (11 pax – Mar 2021);
  - Thematic workshops (4 topics – Apr 2021).

# The proposed POs and SOs

PO	SO	Priority	Components
<b>PO 1 – a smarter Europe...</b>	<i>(i) developing and enhancing research and innovation...</i>  <i>(iii) enhancing sustainable growth and competitiveness of SMEs...</i>	1. Enhancing innovative business cooperation and cross-border trade	<ul style="list-style-type: none"> <li>➤ Fostering cross-border and international trade</li> <li>➤ Joint innovative developments</li> </ul>
<b>PO 2 – a greener, low-carbon Europe...</b>	<i>(i) promoting energy efficiency...</i>  <i>(ii) promoting renewable energy...</i>	2. Greener and low-carbon border region	➤ Joint energy saving initiatives
<b>PO 2 – a greener, low-carbon Europe...</b>	<i>(iv) promoting climate change adaptation...</i>  <i>(vii) enhancing protection and preservation of nature...</i>		➤ Protection of natural assets
<b>PO 4 – a more social and inclusive Europe...</b>	<i>(v) enhancing the role of culture and sustainable tourism...</i>	3. Economic development based on culture and tourism	➤ Development of sustainable nature and culture-oriented tourism of international relevance
<b>PO 4 – a more social and inclusive Europe...</b>	<i>(ii) improving access to inclusive and quality services in education...</i>	4. Raising competitiveness of education	➤ Joint educational initiatives
<b>ISO 1 – a better cooperation governance</b>	<i>(b) enhance efficient public administration...</i> <i>or</i> <i>(f) other actions to support better cooperation governance</i>	5. A cooperative border region	➤ Fostering governmental cooperation
<b>ISO 1 – a better cooperation governance</b>	<i>(c) build up mutual trust, in particular by encouraging P2P actions</i>		➤ Supporting civil cooperation

# Lessons learnt from the ongoing Interreg V-A programme

Thematic distribution of projects



- Share of funding:
  - ALL TOURISM: 57.5%
  - Cultural, cycling: 17-17%
- Share of projects:
  - ALL TOURISM: 36 out of 126
  - Cultural: 13 out of 126

# Lessons learnt from the ongoing Interreg V-A programme

## Relative funding of counties by tourism sectors

Tourism sector	Međimurska	Varaždinska	Koprivničko-križevačka	Bjelovarsko-bilogorska	Virovitičko-podravska	Požeško-slavonska	Osječko-baranjska	Vukovarsko-srijemska	Other HR	Somogy	Baranya	Zala	Other HU
Cultural tourism	11,6%	8,4%	0,0%	0,0%	12,2%	0,0%	15,2%	0,2%	20,8%	13,6%	15,2%	0,0%	2,9%
Cycling tourism	20,6%	3,3%	8,1%	0,0%	10,1%	0,0%	9,8%	0,0%	10,0%	11,1%	26,9%	0,0%	0,0%
Ecotourism	1,0%	0,0%	1,7%	0,0%	24,0%	0,0%	20,6%	0,0%	11,7%	31,1%	2,1%	7,9%	0,0%
Gastro tourism	1,7%	0,0%	22,7%	0,0%	14,9%	0,0%	12,5%	0,0%	2,7%	27,6%	18,1%	0,0%	0,0%
Water tourism	44,0%	0,0%	5,7%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	5,3%	41,9%	3,1%	0,0%

# Lessons learnt from the ongoing Interreg V-A programme

Main result indicator:

Number of guest nights in Zone B

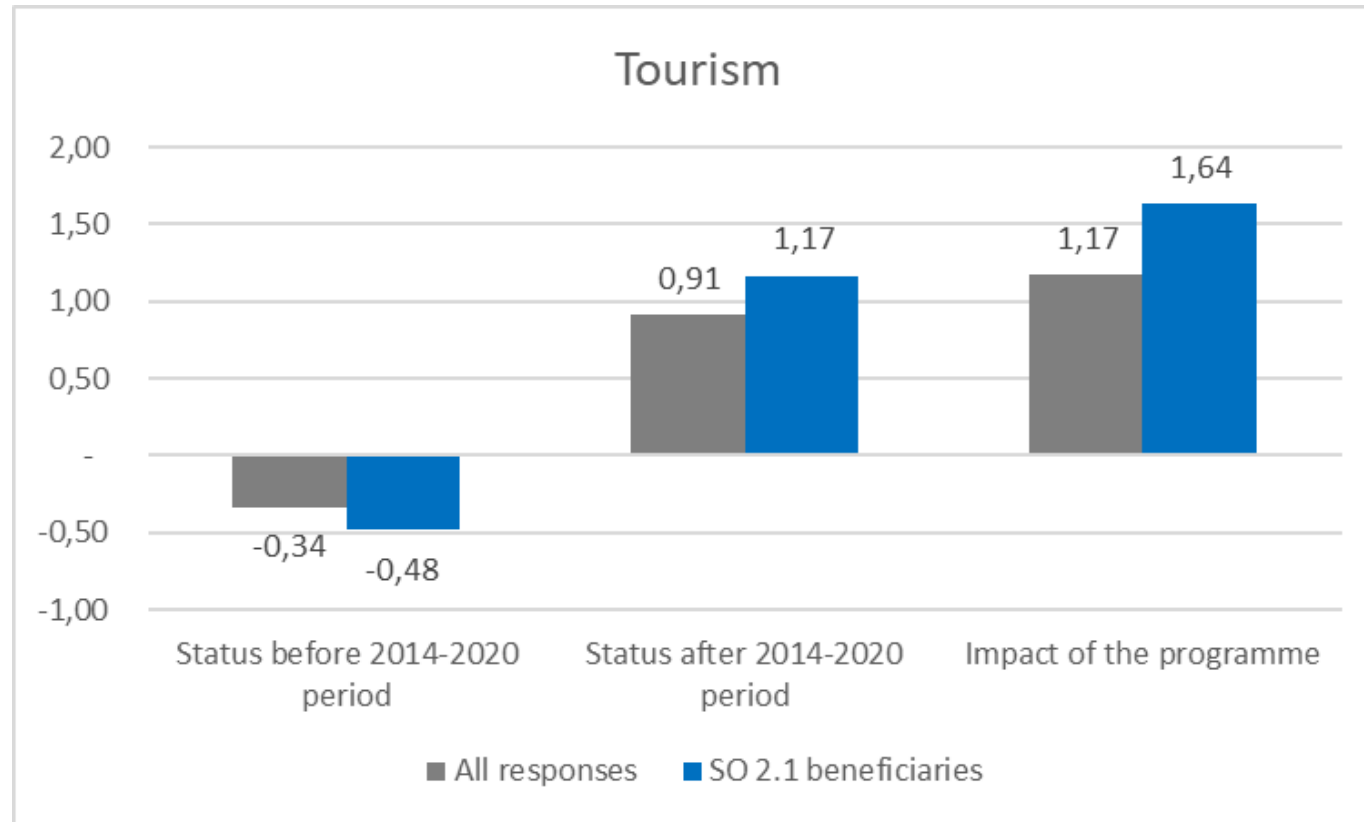
- 2023 target: 5% increase
- 2021 value: 57% increase
- Based on 2019 data, not reflecting COVID impacts on 2020-2021!

Most project level indicator targets are already reached or will be met



# Lessons learnt from the ongoing Interreg V-A programme

2021 survey: Change of status and overall programme impacts  
(scale between -3 and +3)



- Supported types of action, their contribution to the specific objectives, macro-regional strategy (EU Strategy for the Danube Region);
- Definition of indicators (output and result) – pre-defined menu;
- Target groups;
- Specific territories targeted;
- Indicative breakdown of funding.

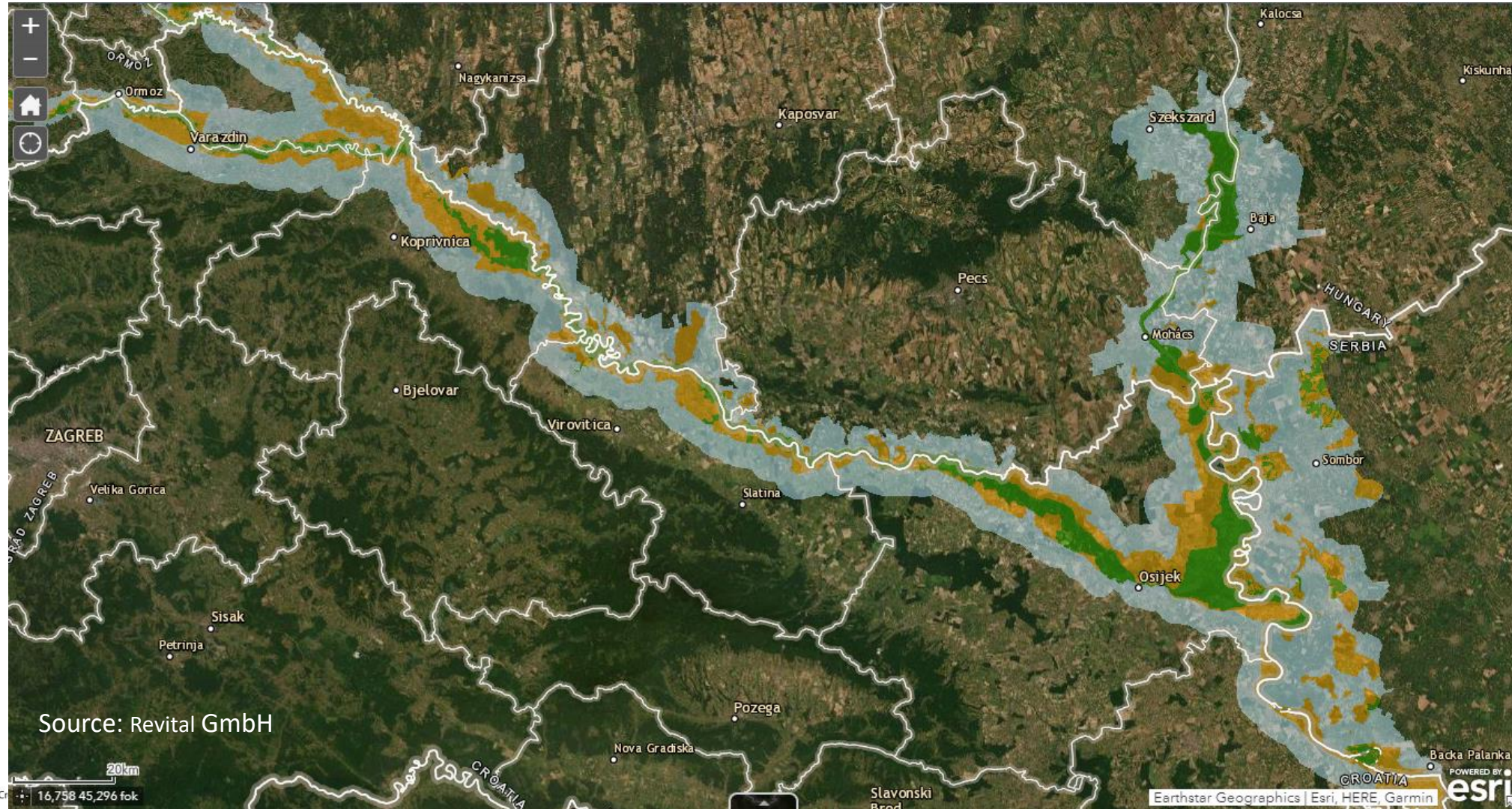
# Priority 3: Economic development based on culture and tourism

- Why?
  - Abundance of natural and cultural assets – still unlocked potentials;
  - Mura-Drava-Danube Transboundary UNESCO Biosphere Reserve;
  - Crossover of cultures;
  - Tourism overnights still concentrated at some large-capacity locations.
- What?
  - Support to diversification: develop „lesser known” and „close-to-nature” destinations (COVID-19);
  - Development of infrastructure and services;
  - Focus on tourism-relevance, instead of mere local development infrastructure;
  - Accompanying green mobility;
  - Generating income at local level.
- How?
  - Open calls and priority (large infrastructure) projects;
  - At the 40 km strip from the border („Zone B”)



# Priority 3: Economic development based on culture and tourism

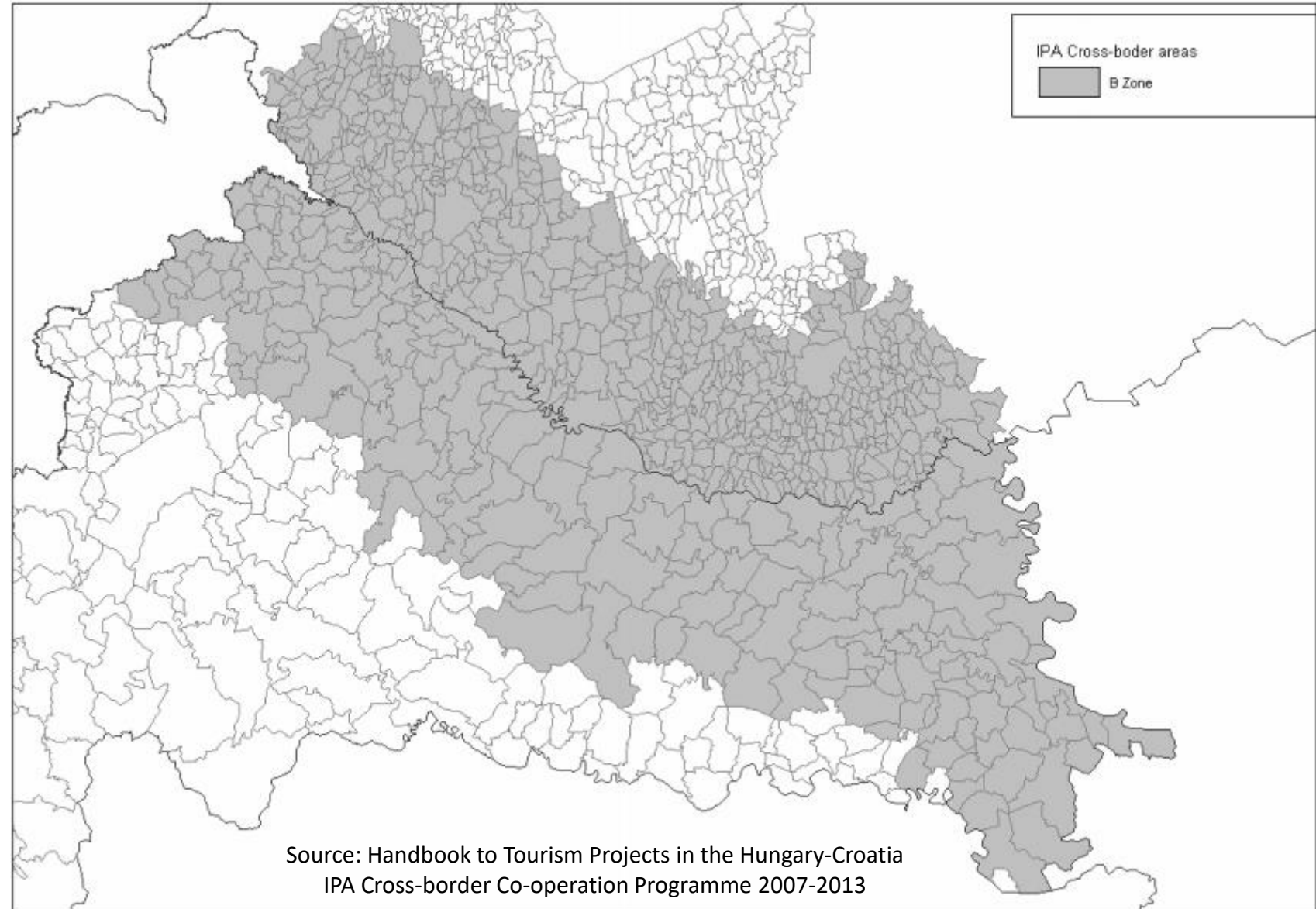
The UNESCO Transboundary Biosphere Reserve





# Priority 3: Economic development based on culture and tourism

Possible territorial focus –  
Tourism Handbook „Zone B”



Source: Handbook to Tourism Projects in the Hungary-Croatia  
IPA Cross-border Co-operation Programme 2007-2013

# Priority 3: Economic development based on culture and tourism

## Dilemmas, questions

- How the supported elements will fit to PO4? Social, recovery, resilience-making approach should be promoted.
- Cycling and hiking routes – should be treated through a special component?
- Should private businesses be eligible – for development of additional services (e-bike charging station, bike reparation toolkit, event venue, wellness etc.)?
- Priority project for Amazon of Europe – the longest section is along the HU-HR border.

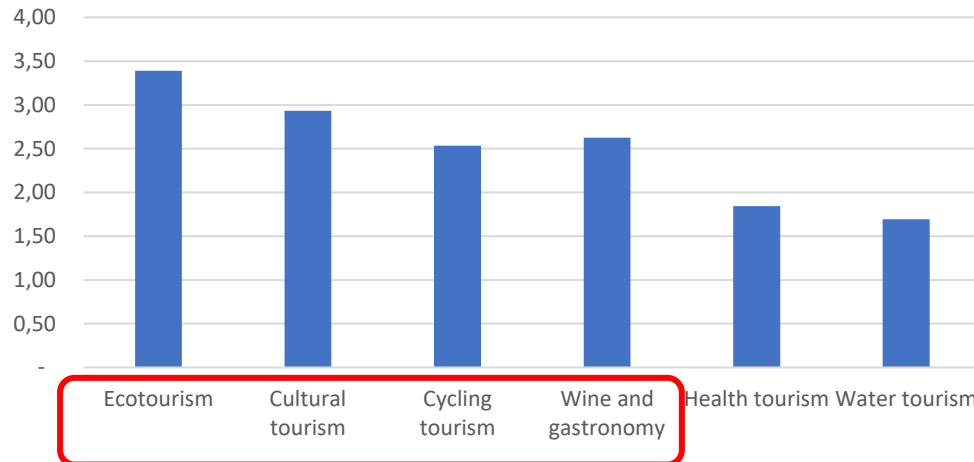
## Experiences 2014-2020: 2.1 Convert the region's natural and cultural heritage assets to tourism attractions with income generating capabilities

- Very positive feedback on interviews;
- High number of projects (34/125);
- Bicycle paths projects are the most concentrated in the close border area – thematic routes are the less concentrated;
- Tourism projects often lacked „real joint” activities;
- Heterogenous institutional background in case of 2.1.2 tourism attractions development projects;
- Outstandingly balanced projects in terms of budget (particularly bicycle paths and thematic routes);
- Slightly higher (6,4%) funding on the Croatian side;
- Insignificantly higher investment-orientation on the Hungarian side.

# Priority 3: Economic development based on culture and tourism

## Preferences according to survey

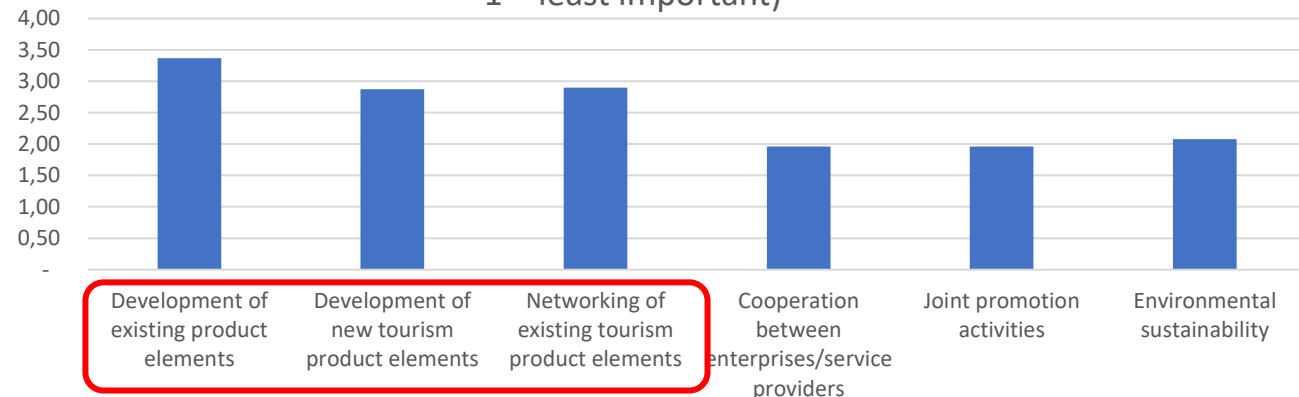
Which tourism products you consider the most important? (6 = most important, 1 = least important)



Which elements of the tourism products you consider the most important for development? (6 = most important; 1 = least important)



Which development directions you would promote? (6 = most important; 1 = least important)





Thank you for your active participation!