

Date of last update: 23 November 2018



Summary of Approved Project from the 1st Deadline of the Open Call in the Frame of Cooperation Programme Interreg V-A Slovenia-Hungary

The project was approved at the 2nd meeting of the Monitoring Committee of the programme Interreg V-A Slovenia-Hungary (25 and 26 May 2016). The ERDF Subsidy Contract for the project has been signed. The summary of the project was prepared by the applicants in the context of the submitted project application.

Priority axis 1 (Conserving, protecting, promoting and developing natural and cultural heritage):

ACRONYM: Green Exercise (882.321,27 EUR ERDF)

LEAD PARTNER: Órségi Nemzeti Park Igazgatóság

PROJECT PARTNERS: Javni zavod Krajinski Park Goričko, Center za zdravje in razvoj Murska Sobota, Občina Moravske Toplice, Občina Šalovci, Szlovén Vidék Gazdaságfejlesztési Szolgáltató Közhasznú Nonprofit Kft., Szakonyfalu Község Önkormányzata, Alsószőlők Község Önkormányzata.

PROJECT SUMMARY: The main goal of the project is a common cross-border promotion of extant touristic service related to cultural heritage and natural assets with an expansion towards emphasizing the importance of a healthy way of life, sustainable and environmentally friendly means of transport (especially cycling). The recreational parks (Green Parks) on both sides of the border in nine different places is plan to be established in order to promote the following topics: natural environment, protected natural assets, sustainable land-use and means of transport, healthy way of life and exercise. In order to reach the goals the extant cultural and ecotouristic elements with project-planned developments will be linked with help of marked (hiking and cycling) routes. Besides that the visitor-places will be improved, touristic services, attractions to introduce natural values and folk traditions, furthermore a youth hostel for accommodation will be established. With all these developments project partners will try to elongate the stay of visitors in the project area. The cross-border educational training for cyclist guides will be organized with unified approaches and methodology carried out in Slovenian and Hungarian languages (lingual training, expanding knowledge of natural values and cultural heritage found along the marked routes, etc.). During the implementation of the project workshops are going to be organized on both sides of the border in order to introduce the following topics: natural values, healthy way of life, traditions, etc. During the implementation guided cycle tours for local inhabitants, stakeholders, service providers and tourists are going to be organized along the marked cycling routes.

Main outcomes: 9 Green parks, 5 tourist products, 5 tourist packages, 2 resting-places for cyclists, 5 biking routes, joint training for cyclist guides, 10 workshops, 1 youth hostel, 5 promotional cycling and hiking tours.

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Summaries of Approved Projects from the 2nd Deadline of the Open Call in the Frame of Cooperation Programme Interreg V-A Slovenia-Hungary

The projects were approved at the 4th meeting of the Monitoring Committee of the programme Interreg V-A Slovenia-Hungary (16 January 2017). Not all ERDF Subsidy Contracts for the projects have been signed. The summaries of the projects were prepared by the applicants in the context of the submitted project applications.

Priority axis 1 (Conserving, protecting, promoting and developing natural and cultural heritage):

ACRONYM: GO IN NATURE (939 065,87 EUR ERDF)

Lead Partner: Mestna občina Murska Sobota

Project partners: Zveza tabornikov Pomurja, Zveza tabornikov Pomurja, Zalaerdő Erdészeti Zártkörűen Működő Részvénytársaság, Holnapocska Közhasznú Nonprofit Kft., Csesztreg Község Önkormányzata

Project summary: Substantial parts of the programme area are nature protected areas and natural values – in a form of a nature parks, national parks, etc. Parks are protecting rich biodiversity of relatively small areas and could therefore offer excellent possibility for unique experience of the nature. Short distances between the areas are important for sustainable mobility between the areas for visitors – by foot, by bike or by train or other public transport forms. Many of those areas are well connected with existing cycling or hiking trails. It is important that infrastructure in those nature protected areas follows the nature friendly lead and is therefore ecologically acceptable and sustainable. Infrastructure should offer best practices of sustainable living in nature protected areas. Accommodations have to offer pristine connections to nature, and that could best offer camps with adjusted accommodations. In the region and in protected areas of the region in Slovenia and in Hungary is lack of such adjusted accommodations. We believe that the unique experience of the nature and pristine natural values will influence the conception and understanding of the nature and importance of the preservation of biodiversity in natural habitats. With the project, we will establish a network of nature friendly tourist infrastructure in protected areas of the nature in programme area in a form of eco camps and additional infrastructure that could assure unique experience of the nature and biodiversity in those areas. That will attract visitors that seek this pristine experience of the nature in its unique presence. It is important to have different packages for each target group of visitors. With the project, we would offer those visitors unique experience of the nature in the region in a new, innovative way.

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ACRONYM: ESCAPE (820 996,02 EUR ERDF)

Lead Partner: Občina Apače / Apače Önkormányzata

Project partners: Szentgotthárd Város Önkormányzata, Občina Sveta Ana, Rába-vidéki Szlovén Kulturális és Turisztikai Egyesület Orfalu, Občina Sveti Andraž v Slov. Goricah, Óriszentpéter Város Önkormányzata, Univerza v Mariboru, Fakulteta za elektrotehniko, računalništvo in informatiko, Számítástechnikai és Informatikai Kara, Občina Lenart, Javni zavod Republike Slovenije za varstvo kulturne dediščine.

Project summary: In Podravje, Pomurje and Vas, there are many elements of natural and cultural heritage that have been completely overseen. These are independent, not connected points, that are hard to reach and dysfunctional. The project ESCAPE will solve this territorial challenge - we will enrich 81 tolerance points (with attractive descriptions in a free-of-charge digital database and nice ambience) and connect them sustainably into 5 attractive CB tourism products (escapes). These escapes will be attractive for all types of tourists who are in search of experience, adventure and learning. The general goals of the project are to enrich the tourism flow from magnets and reduce territorial disparities. This systemic integrated approach will transform less visible potentials into unique tourism destinations. The change of the intervention logic relates to the tourism demand; tourists today only notice the attractiveness of magnets, after project-end they will have the wish to explore the countryside. New adventure products will be tied to the theme of tolerance (towards refugees, expatriates, different regions, deprived groups, etc.). Our goals are 3,000 overnights, 10,000 visits to monuments and sights, addressed by the project and 310 participants at interpretative and educational events. Activities of project partners will bring benefits especially to tourists and the local inhabitants. CB cooperation is necessary, because the subject area identified same types of features and shortcomings in the tourism segment. Tourism products would remain sparse and not connected if subject to national approach only; the financial investment would be considerably higher. Innovativeness derives from the concept of enriching the traditional heritage with modern contents through trendy digital communication – APP and QR codes. A necessary requirement for realization of this ambitious project is a wide partnership of complementary stakeholders that cover all strategic roles.

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ACRONYM: IronCurtainCycling (1 949 409,55 EUR ERDF)

Lead Partner: Zala Megyei Önkormányzat

Project partners: Znanstveno raziskovalni središče Bistra Ptuj, Zavod za kulturo, turizem in šport Murska Sobota, Vas Megyei Önkormányzati Hivatal, Nyugat-Pannon Terület- és Gazdaságfejlesztési Szolgáltató Közhasznú Nonprofit Kft., Občina Lendava, NIF Nemzeti Infrastruktúra Fejlesztő Zártkörűen működő Részvénytársaság

Project summary: The geographically, ethnically organic SI-HU CBC region was divided for long by the Iron Curtain enforcing the borderlines set after World War II. Relations faded, municipalities came to a social, economic decline. The CBC region offers great opportunities for bicycle tourism, which might be the breakout point in the rural area. Several projects have already aimed this goal, however a connected and signposted bicycle road network covering the whole region and a complex biker-friendly offer built on this network has not yet been achieved. Realising this, a CBC partnership of 4 Hungarian and 3 Slovenian partners (lead: Zala County Government) will launch the project (in the area of Lenti, Letenye, Óriszentpéter, Szentgotthárd, Murska Sobota, Ptuj, Ormož, Ljutomer, Lendava). Our goal is to develop a complex CBC cycling destination through intertwining local, regional cycling routes connecting to EV13, being the main north-south axis of the region, and through developing cycling-friendly services and supplementary tourism supply with the aim to integrate the area into the international system of EuroVelo. Main activities: Signposting the SI-HU section of EV13, the connecting regional bicycle routes and Iron Curtain sites; Constructing a cycling friendly public road providing a new border crossing point; Improving cycling-friendly services: cycling centres, e-bike chargers, biker-friendly accommodation, joint map and mobile app, thematic routes and tourism packages; Establishing an Iron Curtain historical site; Organizing knowledge transfer events; awareness raising (e.g. workshops, »biker-friendly services« and visitor management booklet); Events (e.g. ICC Day cycling festival, Green Belt family day, EV13 conference); Other promotion (e.g. ICC stamping system, online campaign, branded souvenirs). Through these activities the project will contribute to the diversification of cross-border tourism supplies and to the development of sustainable, common tourism services.

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ACRONYM: Guide2Visit (1 715 929,45 EUR ERDF)

Lead Partner: Vas Megyei Önkormányzati Hivatal

Project partners: Zala Megyei Önkormányzat, Zavod za kulturo, turizem in šport Murska Sobota, Zavod za turizem in razvoj Lendava / Turisztikai és Fejlesztési Közintézet Lendva, Znanstveno-raziskovalno središče Bistra Ptuj, NIF Nemzeti Infrastruktúra Fejlesztő zártkörűen működő Részvénytársaság

Project summary: The project aims to include the peripheral areas of the Slovenian-Hungarian border region (on the Hungarian side a 30 km wide strip along the border (primarily the cultural regions Slovene Raba region, Órség, Göcsej, Hetés), on the Slovenian side the rural areas with small villages around the towns Lendava, Murska Sobota and Ptuj) into the tourism offer by the realisation of a complex visitor guide system's concrete elements, by a targeted tourism promotion positioning these areas as an attracting tourism destination and by securing the condition of crossing the border. Namely, this region does not appear as a common tourism destination; therefore, the number of visitors and overnight stays remains low.

The general purpose of the project is beside positioning, promoting and marketing this area as an attracting tourism destination is to present the unique cultural and built heritage and natural values of these cultural regions and to support the merging of scattered and point-like small-scale points of interests into common attractions and complex products. This activity will be supported by the effective operation of multi-element visitor guide system.

The local tourism providers, visiting tourists and local residents will mainly benefit from the main outputs of the project, namely the creation and realisation of a complex visitor guide system and a tourism promotion activity in the project target area; and furthermore, the securing of an appropriate road connection in the border region, as a touristically underdeveloped area. This development cannot be reached by only a local-level supply but only by connecting and stringing the complementary Slovenian and Hungarian attraction-supplies.

The project relies on a well-elaborated partnership and the visitor guide system applies innovative solutions; therefore the project will result in long-lasting and sustainable impacts for the target area.

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Summaries of Approved Projects from the 3rd Deadline of the Open Call in the Frame of Cooperation Programme Interreg V-A Slovenia-Hungary

The projects were approved at the 5th meeting of the Monitoring Committee of the programme Interreg V-A Slovenia-Hungary (5-6th July 2017). Not all ERDF Subsidy Contracts for the projects have been signed. The summaries of the projects were prepared by the applicants in the context of the submitted project applications.

Priority axis 1 (Conserving, protecting, promoting and developing natural and cultural heritage):

ACRONYM: TELE-KA-LAND (399.315,12 EUR ERDF)

Lead Partner: Nagyrécse Község Önkormányzata

Project partners: Magyarszerdahely Község Önkormányzata, Turistično-Informativni center Moravske Toplice, Zavod za okolje in turizem Dobrovnik, Pannon Egyetem

Project summary: The municipalities of the region (three of them partners) are seeking opportunities for sustainable development. In our judgement, there is a lack of touristic services, especially programmes for families with young children. The offers are often uncoordinated, and the sales systems are undeveloped. The products should make a larger area attractive, providing the opportunity for tourists to stay for several days. The project responds to these complex challenges; it uses the results of the partners' previous project called '5 Stagecoaches' to create touristic products that meet the demands in the region near the border. On one hand, it is the TELE-KA-LAND Fairy Tale Park network, which aims to make the region attractive to almost every age group. With the same goal, we are developing large-scale events at four partners, capitalizing on the knowledge base of the University of Pannonia, and drawing on the bases of the Fairy Tale Park and local traditions. A key element of the project is that the touristic destination management organisation that is created conducts coordinated marketing activities to achieve our goals. The role of this organisation is to get messages related to new products across to potential guests. The most modern communication techniques are used in this activity. Mobile applications are made, Facebook PPC campaigns are run and Google AdWords search and display campaigns are conducted to publicise the product, but traditional marketing tools are also used. As part of our work packages, we plan to organise training courses for the service providers of the region under the guidance and with the participation of the University of Pannonia. These courses include electronic sales tools, equestrian tour guide certified training and hotel animator. Our structured activities all point to one direction: to use new products to attract more visitors to the region for longer periods and to provide a high standard of services for them.

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ACRONYM: MURA RÁBA TOUR (674.566,80 EUR ERDF) the Subsidy

Lead Partner: HI-FI Videostudio d.o.o.

Project partners: KOCLJEVINA - zavod za usposabljanje in zaposlovanje invalidnih oseb, Občina Šalovci, Szentgotthárd és Térsége Turisztikai Egyesület, Csörötnek Község Önkormányzata, Orfalu Községi Önkormányzat

Project summary: The project will bring about a great change in tourism for suppliers and users. The Iron Curtain once divided us, preventing tourism development – this project will not only revive, but also build new foundations of tourism. Water from the Mura will never flow into Raba and vice versa, but enthusiasts will enjoy the new cross-border waterways of both rivers, in rafts and canoes. Between the two rivers they will explore routes and learn mysteries of the rebellious Kuruc and the history of border guards in the new museum (restored Čepinci guardhouse). Along the former Iron Curtain they will hike, ride and drive in a horse-drawn carriage. They will also be able to spend a night at a local inn or in the renovated Raba camp. The project will join together unrelated, unmotivated and less qualified service providers where the world used to end once, leaving natural and cultural potentials unexploited, lacking promotion and having a poor tourist offer with low income. To revive the area, service providers will be brought together into a cross-border network and receive training in modern tourism. We will thus prepare a comprehensive TP Mura Raba Tour including 4 programmes: water, equestrian, hiking and culture. For the implementation of TP, appropriate marketing channels will be used (salespeople and agents) and tools (benefits system), which are to reach target groups. 6 PPs have been brought together by similar ideas in tourism development and through joined efforts we will be able to complete the project successfully. The project will change the tourist map between the Mura and the Raba and the related offer will bring about numerous packages and combinations on both sides of the border, from one to more days of leisure time to a full experience of the cross-border region in a unique tourist offer. From the introduction of a new TP everyone is sure to benefit – tourist organizations, service providers, population and tourists.

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ACRONYM: HORSE BASED TOURISM - HBT (695.848,25 EUR ERDF)

Lead Partner: Zavod nazaj na konja, Zavod za razvoj, raziskave in izobraževanje v konjeništvu in na področju aktivnosti in terapije s pomočjo konja

Project partners: Raziskovalno izobraževalno središče Dvorec Rakičan, Pannon Egyetem, Helikon Kastélymúzeum Közhasznú Nonprofit Kft.

Project summary: The project responds to challenges of the programme area, as the main objective represents the creation of an attractive and recognizable cross-border tour. destination that offers high quality products, which invite tourists to embark on a new adventure with the innovative concept of "Horse Based Tourism". Thus, tourist from already existing tour. magnets will venture to new sights of natural and cultural heritage in the cross-border area. The innovative HBT concept has great potential because in contrast to classical equestrian tourism, it is appealing for broader tourist target groups (children, families, bigger groups, people with special needs as well as "incentive" and "team building" activities). During the project a "carriage of the 21.century" will be developed and built. 3 new (different) horse carriage models will be innovative on a world scale. The HBT concept will prolong the duration of overnight stays; it will add additional content to the existing tourist offer and offer new lodging destinations (HGcamp). Cross-border cooperation is of key importance, as each PP contributes the necessary complementary resources, knowledge, competences and experiences for the realization of project's innovative goals. A regional interest group of HBT organizations will oversee the implementation of the business model and the new brand. It will also offer a supportive environment during the project's implementation. With future training courses it will help to obtain the necessary "know-how" and will provide sustainable growth in the future and further the increase in overnight stays. 5,000 new tourists will be attracted by the world of horses (14 new pilot progr. and HBT prod.). People ARE tourism, thus 150 professionals from the fields of tourism and horses (trained during the project) will make sure that tourists in search of new and pleasant experiences, will not only love to return to this cross-border region but will continue doing so.

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ACRONYM: GardEN (561.467,50 EUR ERDF)

Lead Partner: Lenti Város Önkormányzata

Project partners: Gyógyhelyünk Lenti Egészségturisztikai Közalapítvány, TIC Moravske Toplice, Občina Moravske Toplice

Project summary: There are a lot of potentialities in the development area of GardEN project, the tourism magnet area between Moravske T. and Lenti which could be developed into a product creating an offer according to the current slow tourism trends. Currently the tourism potential hiding in these tiny wonders are not utilized, the two attractive towns have not developed a tight cooperation yet, by which they could appear on the market with a more attractive offer and assure sustainable tourism development, increase of the number of visitors. The aim of the project is increasing the attractive force of the rural area between Moravske T. and Lenti by cross-border integration of the sustainable tourism offer focusing on the protection of the cultural and natural heritage by developing products and services of the less developed rural areas connecting to the tourism magnets, creating innovative tourism program packages. As result of the implemented activities we develop the area based on the tiny wonders, flowers and gardens, energies as local potentialities. In garden topic we elaborate 5 products (fragrant/healing elder, healing buckwheat, snow-flake, enchanted garden, orchid) and a product package based on them. 2-2 events will be implemented to introduce the 5 products and the package, 5 leaflets including advices, recipes will be produced. Concerning the energy topic an energy park will be established in Lukacevci and Lenti and a cycle path connecting them. The joint product development and strengthening the cooperation, supporting its sustainability will be helped by networking of service providers, involving the stakeholders actively in the implementation and practical demonstrations, preparing methodology materials. The territorial novelty is the cooperation between the two settlements, as for the content it is the holistic, life-style focused approach of development based on the potentialities of the area completed with a programme that has not been developed up till now.

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Summaries of Approved Projects from the 4th Deadline of the Open Call in the Frame of Cooperation Programme Interreg V-A Slovenia-Hungary

The projects were approved at the 6th meeting of the Monitoring Committee of the programme Interreg V-A Slovenia-Hungary (23rd March 2018). Not all ERDF Subsidy Contracts for the projects have been signed. The summaries of the projects were prepared by the applicants in the context of the submitted project applications.

Priority axis 1 (Conserving, protecting, promoting and developing natural and cultural heritage):

ACRONYM: ETHOS LAND (923 268,64 EUR ERDF)

Lead Partner: Szlovén Vidék Közhasznú Nonprofit Kft

Project partners: Zavod Marianum Veržej – Center Duo, Szakonyfalu Község Önkormányzata, Makrobios Panonija so.p., Permakulturni center za boljšo kvaliteto življenja in za pot k samozadostnosti, Lucova, Együtt sikeres nováért egyesület, Zavod za socialni razvoj Murska Sobota, so.p., A Nap Harmata Közhasznú Alapítvány

Project summary: Ethical tourism is a form of tourism development, which enables the economic and social development, while protecting the environment. Therefore, ethical tourism includes environmental, economic and social aspects. It fulfils the needs of present generations, without threatening the existence of the future ones. It is an opportunity for reinforcing the local economy, providing new jobs, including individuals from different target groups and it is a way to gradually decrease the development gap of borderlands. It is a form of tourism, which ensures that the financial impacts which was invested in tourism, remain in the region, which was visited by the tourists. This is exactly opposite as in the case of capital tourism, where the profit goes to the investor and all external costs stay in the local area. Ethical tourism tries to reverse this situation: tourists would get proper products and services for their financial input and will also be aware that this money would help the local population. With the help of this project, we will create or renovate and furnish several tourist facilities that are designed for (ethically) aware tourists – cyclists, hikers, as well as groups of children, personal growth groups etc. Different vulnerable target groups will be included in the development of these capacities, people will learn new skills, what will enable them to more job opportunities. This project was designed to include and connect different ethical and socially responsible local providers from both sides of the border, in order to make them appear on the market together. The region and a certain destination will be promoted in those places, where we think conscious tourists are. With this project, we are trying to go outside of tourist centres, create new tourist destinations in more or less underdeveloped places and provide the users with products and services, which create new jobs and enable the local community to have a decent life.

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ACRONYM: Szőlőhegyi Piknik/Piknik v vinogradu (231 364,96 EUR ERDF)

Lead Partner: Zalai Borút Egyesület

Project partners: Zavod za okolje in turizem Dobrovnik, Zalakarosi Turisztikai Nonprofit Kft.

Project summary: Grape and wine culture can be found in the whole programme area and by now has reached high standards as a favourable result of the increase in demand. With significant monuments, memorial sites and the legacy of historical figures, cultural heritage, common historical and religious past show many identities. Along rivers natural resources are outstanding while thermal waters, besides there agricultural use, induce a wide range of health and spa tourism offers. All these resources can be involved in the development of wine tourism services.

Based on existing tourism infrastructure, the main purpose of Vineyard Picnic project is to create an innovative, sustainable, cross-border, integrated and complex wine tourism product that includes natural and cultural resources. With the inclusion of tourist magnets (Moravske Toplice, Lendva, Hévíz, Keszthely, Lenti, Zalakaros, Kehidakustány) and effective marketing strategy and in cooperation with tourist service providers our aim is to lead to an increase in the number of tourists and to prolong the time spent in the programme area.

This project does not extend to the entire programme area it only covers Zala County in Hungary and the territory of Dobrovnik in Slovenia. Project activities take place in the wine growing focal points and less developed zones and settlements of Zala Wine Region and in the town of Dobrovnik. With a few exceptions, current wine tourism services and offers are to be seen sporadically in the project area. To create a complex and integrated product, cooperation of the service providers is essential. The coordination of project partners helps developing new wine tourism products and increasing the attractiveness of the region among target group members (those who provide services as entrepreneurs).

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Summary of Approved Project from the 5th Deadline of the Open Call in the Frame of Cooperation Programme Interreg V-A Slovenia-Hungary

The project was approved at the 7th meeting of the Monitoring Committee of the programme Interreg V-A Slovenia-Hungary (12 November 2018). The ERDF Subsidy Contract for the project has not been signed. The summary of the project was prepared by the applicants in the context of the submitted project application.

Priority axis 1 (Conserving, protecting, promoting and developing natural and cultural heritage):

ACRONYM: HOUSES (336.925,10 EUR ERDF) the Subsidy contract with the project has not been signed yet (the project was approved with conditions)

LEAD PARTNER: Pannon Helyi Termék Nonprofit Kereskedelmi, Szolgáltató és Fejlesztő Nonprofit Korlátolt Felelősségű Társaság

PROJECT PARTNERS: Društvo za trajnost virov SI.ENERGIJA, Zalai Falvakért Egyesület, Znanstveno-raziskovalno središče Bistra Ptuj

PROJECT SUMMARY: Protection and touristic use of cultural, natural and built heritage are common problems in the programme area. Inbound tourists commonly spend their time only on one side of the border. Utilization, as the essential key in the protection of natural and cultural heritage is lacking, e.g. targeted sales and marketing. Therefore, circumstances in rural areas are still getting worse. Our planned activities and intense direct marketing will help to reduce the problems mentioned before. The main objective of project HOUSES is to integrate our cultural and built heritage – especially traditional houses – into the tourism offer, which contributes to the protection of these sites. A new methodology is being elaborated in order to help the several developed traditional houses to reach the same quality on both sides of the border, as well as to increase the quality of the related tourism offers to meet the today's expectations. The improved offer then will be organized into a cross-border tourism package, called "The Route of Traditional Houses". The participating houses will be selected in an open call. The roots of the traditional houses in the programme area are originated from the same culture, however the traditions and habits of local villagers had a great influence on how they look today. "The Route of Traditional Houses" will highlight the unique features on the two sides of the border, broadening the knowledge of visitors and strengthening the uniqueness of the thematic route. As a unique innovation, hotels will be selected in open call to sell the developed offer combined with their own services. By the reservation of these packages the number of overnights and visitors will increase due to the INTERREG V-A Slovenia – Hungary, as well as direct measurement becomes available. To sum up, the main outputs of the project are "The Route of Traditional Houses" as a new touristic product, and increasing the number of visits to natural and cultural heritage by 2000 persons.