

Murska Sobota, 3. 8. 2020

Press release

Tourist workers got acquainted with the cross-border region between Mura and Raba

In order to present the newly developed tourist product, as part of the Mura Raba tour project, we conducted two field trips for tourist workers, who got to know the cross-border local offer in relation with the possibilities of active leisure in the region.

In these summer months, the Mura Raba tour project is slowly entering the final phase of its implementation. Thanks to previous activities, we developed a new cross-border tourist product based on water experiences, horseback riding, hiking and cultural-historical tourism, renovated the old army outpost in Čepinci and the camp by the river Raba in Čretnik, Hungary, as well as designed new thematic tourist programmes. Now, it is necessary to pay attention to the launching of the newly developed product on the market.

Within this, we have established a system of benefits that connects our cross-border network of providers and enables permanent cooperation among them. On the other hand, tourists can benefit from numerous benefits in the form of discounts on services or products.

Last weekend, we performed animations for tourist workers, in the form of two field trips, in order to present the newly created tourist product and thematic programmes. A group of tourist workers, consisting of travel agencies representatives and tourist guides, got to know some of the local providers of cross-border network in relation with active experiences. On the first day in the field, we visited the town of Ljutomer, learned about traditional willow weaving at Kalman's in Polana, the secrets of Passero rural chocolate factory in Tešanovci, the working competencies of Kocljevina eco-social farm in Prosenjakovci in relation to equestrian tourism and experienced the eruption of Goričko volcano in Vulkanija Adventure Park near Grad. On the second day, we visited the town of Monošter, got acquainted with the life of Porabian Slovenes, visited the tea house and beekeeping in Andovci, the Slovenian model farm in Gornji Senik and the museum collection, Guardians of the Border, in the renovated army outpost in Čepinci. We ended the pleasant day with a raft boat ride on part of Mura River waterways.

The goal of this kind of presentation on field was to enable the participants at the trips to identify numerous opportunities for spending free time in the cross-border region and to include new thematic programmes in their offers, which will be an important contribution to the project sustainability.

The project, Creating and launching a new cross-border product of active tourism as an integral part of the modern tourist offer between Mura and Raba with Mura Raba Tour acronym, is co-financed by the Cooperation Program Interreg V-A Slovenia-Hungary for 2014-2020.

More information about the project can be found at: www.murarabatour.eu