



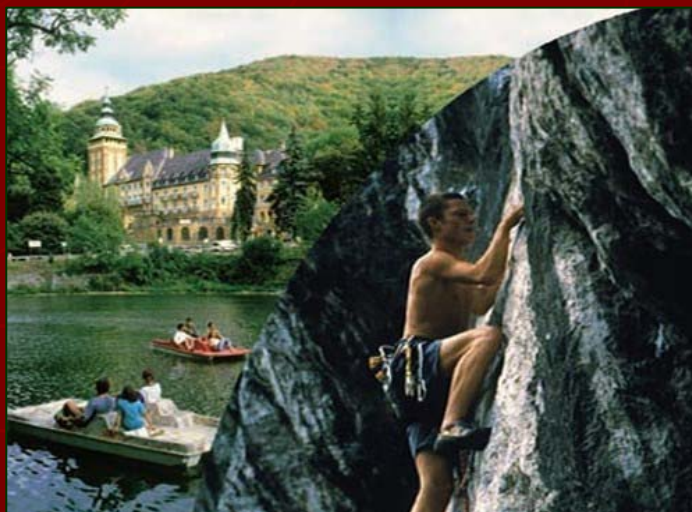
Regione Toscana
Diritti Valori Innovazione Sostenibilità



eurommeeting
sviluppo del turismo sostenibile



Overview on sustainability efforts and their future in North-Hungary



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Focal points



- ▶ Natural and cultural values of the region
- ▶ Tourism and sustainable development policy regulations, strategic documents (national/regional)
- ▶ Good examples
 - Sustainable eco-village, Gömörszőlős
 - PPP for sustainable development of a National Park (Aggtelek)
- ▶ Participation in transnational tourism networks
- ▶ Future?

Natural and cultural values of the region



4 National parks and 11 protected areas (Members of NATURA 2000)

3 of Hungary's 8 World Heritage Sites

Hungary's highest peak and smallest village

First printed Hungarian-language Bible (16th century)

World-famous wine: „Tokaji Aszú”

Medieval castles, mansions

Historical towns and villages

Wide range of leisure activities, sports, spas and lakes



- **National Development Policy Concept / National Territorial Development Concept (2005)**

- ▶ Strategic aim to implement until 2020: „Sustainable utilization of the natural resources and environmental assets” in accordance with the European development policy

- **National Tourism Act Concept (2005)**

- ▶ The future Act must determine only basic rules, but should be flexible also to allow policy makers to respond to rapid changes by government and/or ministerial regulations

- **National Tourism Strategy (2005)**

- „1.2.2 Sustainable development

The sustainable utilization of the natural and cultural attractions is highly important for tourism; in the utilization of resources the irreversible negative processes must be prevented. Currently, sustainable tourism is only a theoretical concept in Hungary. In spite of different initiatives, the indicator system suitable for the verification of the sustainable operation of the developments and the comprehensive regulation are missing.”

- **National Health Tourism Strategy (2007)**

- **National Development Plan II. (2007-2013) www.nfu.hu**

- ▶ Environment and energy Operational Programme
 - 3. priority: Wise management of natural assets



- **Regional Tourism Strategy (2006)**
- **Regional Operational Programme (2007-2013)**
 - ▶ **Art. 3.9: Sustainable development to be respected as Horizontal principle**
 - ▶ **2. priority: Strengthening the tourism potential (20,8% of total ERFA funding; ~ 222 mill. €)**
 - ***Action Plan (2007-2008):***
 - ▶ **MEASURE 2.1.1: Major attractions' development;
*Actions: health tourism development, heritage and cultural tourism development, active and eco-tourism development***
 - ▶ **MEASURE 2.1.3: Destination management development;
*Action: Establishment of an Innovative Regional Tourism Research and Investment Center***



Ecological Institute for Sustainable Development – civil organisation

Good examples I.

„Gömörszőlős” - Eco-village

- ▶ „Sustainable village programme” – very small village in the Aggtelek Region
- ▶ Old buildings have been restored; folklore handicrafts and folk-art traditions have been revived; local ecotourism has evolved
- ▶ Educational centre
- ▶ Accommodation with modern conveniences, in old style
- ▶ Solar panels, windmills, compost-toilette, wood burning furnace, rainwater recycling
- ▶ Exhibitions; kids' camps; herb and forest fruit collection;
- ▶ Traditional farming



**1999 - British Airways Award:
„Tourism for tomorrow”**

European Council Landscape Award



Good examples II.

Cooperation for development: „Aggtelek” National Park



**Special PHARE tender
in 1997: to develop
the World Heritage
Site to European
standards**

- ▶ *Special requirement: syndicate
(directorates of the National Park +
local municipalities + entrepreneurs)*
- ▶ *Results:*
 - *Several guest-houses*
 - *Hotel with training centre*
 - *Visitors' centres*
 - *County museums*
 - *Educational and hiking trails*
 - *Guided village walks*
 - *Whole-year Festival*
 - *Horse-riding and coaching*
- ▶ *2003: training programme for hosts*



Participation in transnational tourism networks

- ▶ **ECTN** – European cultural tourism network (ended)
www.cultural-tourism.net
- ▶ **SHINING Mountains** – Creating a transnational Sport, Health&Wellness Quality Destination Circuit on lagging behind mountain areas (ongoing) www.shiningmountains.eu
- ▶ Open for future cooperations in FP7 and INTERREG project on sustainable (tourism) development



Future?



- ▶ Due to Europe's richest thermal resources (part of it in the region or the neighbouring region Northern Great Plain) Hungary can become a popular health and wellness, recreational target destination especially for the aging Europe



- ▶ There is a global increase in the demand for eco-tourism; in the unspoiled natural rural areas of the region, the eco-, water-, horse-, bicycle-, and hunting tourism can create extra income for the local population



Thank you!

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Tourism links: www.hungary.com – HUNGARY

www.nordtour.hu – NORTH-HUNGARY