



# **The integrated sustainable tourism strategy of the wider Pons Danubii region**

March 2019

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# 1. Introduction

The project INSIGHTS – Integrated Slow, Green and Healthy Tourism Strategies, co-funded by the European Union funds (ERDF, IPA) was launched by 13 partners from Austria, Bulgaria, Croatia, Hungary, Germany, Romania, Serbia, Slovakia and Slovenia in order to find solutions on how to make regions more attractive to tourists.

The overall objective of the INSIGHTS project is to foster sustainable utilisation of natural and cultural heritage of the involved areas in the Danube region in order to preserve and upgrade the intact local resources providing an outstanding potential to make these areas attractive destinations for healthy and slow tourism, thus serve as foundation for a flourishing responsible green tourism sector. This objective is supported by the main project outputs which are generated with an effective stakeholder contribution overarching the whole project lifetime. As main local outcomes, 8 integrated sustainable tourism strategies are developed by the piloting partner regions on the basis of the common Guidelines which will be adaptable all across the Danube-region.

The creation of strategies is a three step process. Firstly, piloting partners (including the Pons Danubii EGTC) were required to do their regional status quo reports. The document analyses the gaps and potentials related to slow, green & healthy tourism, policy schemes and good practices. All 8 piloting partners (including the Pons Danubii EGTC) have already created these documents. Secondly, based on the findings of the status quo reports, also including the opinions of their regional stakeholders, piloting partners had to create their regional visions. Finally, based on the findings of the status quo reports and visions, Integrated sustainable strategies (this document) are created.

## 1.1 Purpose of the document

The purpose of this document is to define an integrated sustainable tourism strategy, including detailed action plan, for the wider Pons Danubii cross-border region for the period of 2019-2028. Based on this strategy new sustainable tourism products will be created in the future.

The document was elaborated by SUNDAY MORNING s.r.o., an external expert organization of the Pons Danubii EGTC in a close cooperation with the team of Pons Danubii EGTC (Zoltán Bara, Emőke Tóth, Mónika Simon) and the local and regional level stakeholders, especially the DMO-s and regional development agencies from the wider Pons Danubii region. (The list of the stakeholders can be found in Chapter 3 and in Annex 1). The wider Pons Danubii region includes the Pons Danubii region (the LAU 1 districts of Komárom (HU), Kisbér (HU), Oroszlány (HU), Tata (HU), Komárno (SK)), the Esztergom district (HU) and Nové Zámky (SK) district.

This document follows the methodology introduced in the Sustainable Tourism Strategy Guidelines, especially its 3<sup>rd</sup> part: Strategies for Integrated Development Concepts on Sustainable Tourism GUIDELINES and the TEMPLATE created within the INSIGHTS project by Univ. Prof. Dipl.-Ing. Dr. Ulrike Pröbstl-Haider from BOKU and Michael Meyer from CEEweb. The strategy follows a strengths-based approach, thus it is based on strengths and opportunities of the wider Pons Danubii region.

The development of this Strategy is the final step in the tourism planning process (see Figure 1) within the INSIGHTS project in order to reach the overall goal (after the project ends), the development of new cross-border tourism products in the wider Pons Danubii region.

**Figure 1: Tourism planning steps within the INSIGHTS project**



Source: Pröbstl-Haider, U., Meyer, M. (2017): *Strategies for Integrated Development Concepts on Sustainable Tourism GUIDELINES and TEMPLATE*, page 4

The document is also based on the “Status quo report for the Pons Danubii region” and “The Visions of the Pons Danubii region” (both include the strengths and weaknesses) created by the Pons Danubii EGTC and its external experts within the INSIGHTS project. These two documents are relevant for the Pons Danubii region, while the Strategy is relevant for the wider Pons Danubii region, but as the added two districts have very similar features to other five, the Status quo report and the Visions could be considered as precursors to this Strategy.

The document is divided into 5 chapters. The 1<sup>st</sup> chapter is the introduction, the 2<sup>nd</sup> chapter describes the strengths, opportunities and the regional vision of the wider Pons Danubii region. The 3<sup>rd</sup> chapter includes the stakeholders involved and the steps towards the definition of strategic goals, in the 4<sup>th</sup> chapter the strategic goals and the related objectives are presented, while the 5<sup>th</sup> chapter contains work and action plans for the main objectives. At the end of the document two annexes can be found. The 1<sup>st</sup> is a list of stakeholders who actively participated in the strategy development, while the 2<sup>nd</sup> contains the agendas of the stakeholder workshops in which this strategy was developed together with the stakeholders.

## 2. Description of the strengths and opportunities and the regional vision

This chapter contains the strengths and opportunities for the wider Pons Danubii region and the vision of the region.

As the Strategy follows a strengths-based approach it is very important to recall the strengths and opportunities, as well as the visions of the Pons Danubii region from the previously elaborated documents.

### 2.1. The strengths and opportunities of the wider Pons Danubii region

As the territorial relevance of this Strategy is little wider than it was in the Status quo report and in the Visions of the Pons Danubii region, and the mentioned 2 documents were written 1 year ago, there have been minor modifications done to the strengths and opportunities part of the tourism-related SWOT analysis compared to the SWOT found in the Vision. There have been some other elements added that are relevant for the wider Pons Danubii region.

The strengths mentioned below are the features that can foster tourism development in the wider Pons Danubii region. These are internal relative competitive advantages of the region. The opportunities are possibilities for regional improvement in the field of tourism. These are external features.

**Figure 2: The strengths and opportunities of the wider Pons Danubii region from the tourism perspective**

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> <li>• The active DMO-s (both on the Hungarian and Slovak sides) cover the whole wider Pons Danubii region</li> <li>• The Hungarian and Slovak stakeholders willing to work together and develop new cross-border products</li> <li>• Active tourism information offices both on Hungarian and Slovak sides where tourists can get updated information</li> <li>• Increase in the number of local producers, who are producing high quality local products</li> <li>• Lots of cultural events with long traditions (e.g.: Komárom days, Wild goose festival of Tata, „Patara” of Tata, Water, music, flower festival, Wine festivals and music festivals in several towns and villages etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• The wider Pons Danubii is a cross-border region (Hungarian and Slovak parts)</li> <li>• Very favourable geographical location (the region is near to the Budapest-Vienna-Bratislava triangle)</li> <li>• A location by the Danube (transport and tourism by the Danube)</li> <li>• Favourable climate</li> <li>• The region is rich in the geothermic energy and thermal water (favourable for health tourism)</li> <li>• The region is rich in cultural and natural heritage (favourable for the green, slow, and heritage tourism)</li> <li>• Common historical and cultural heritage on the Hungarian and Slovak part</li> </ul>

<ul style="list-style-type: none"> <li>• Increasing number of newly built cycling paths, the basic infrastructure for cycling is existing</li> <li>• Well-functioning, tourist-friendly services on the Hungarian side of the region (e.g. Intelligent tourism card system, modern website with a list of actual events and updated information etc.)</li> <li>• Lots of sources from which tourist can get information on the different places (e.g.: attractions, museums, festivals, hiking trails, cycling paths, etc.)</li> <li>• Coordinated operation of nature parks, national park and forestry</li> <li>• Developing town and village centres (renovated buildings, green parks, etc.)</li> <li>• The region contributes to energy saving, offers environment-friendly transport options.</li> </ul>	<ul style="list-style-type: none"> <li>• Possibilities for EU-co-funded international projects (e.g. Interreg V-a Slovakia-Hungary Cooperation Programme, Visegrád Fund etc.) due to the location of the region</li> <li>• Financial support for culture and tourism on the Hungarian part of the region</li> <li>• The Danube Bend (part of the Pons Danubii region in Hungary) became a special tourism development area, thus it is supported by the Hungarian government</li> <li>• Lots of developments in cycling tourism financed by the government is expected on the Hungarian part of the region (Eurovelo from Rajka to Budapest (with a connection to the Lake Balaton, Oroszlány-Tata cycling path etc.)</li> <li>• Stable DMO-s on the Slovak part, financed by the Slovak government (from the tax on tourism)</li> <li>• New landscape reclamation programmes</li> <li>• Municipalities willing to develop the tourism sector</li> <li>• The solvent demand is increasing</li> <li>• The public welfare activities of nature parks, national parks and the forestry are increasing</li> </ul>
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Source: Own research based on Table 6 of the Visions of the Pons Danubii region

## ***2.2. The regional vision of the wider Pons Danubii region***

The outcome of the visioning process is also very important in the strategy development. As a result of the elaboration of visions of the Pons Danubii region 4 possible vision statements were elaborated that can be found on page 21 of “The Visions of the Pons Danubii region” document. From these, stakeholders chose the following 2 visions, that can be considered as the visions of the Pons Danubii region:

### **VISION 1:**

**With the help of a common marketing strategy and taking into account the local characteristics sustainable tourism development in the Pons Danubii region is the result of the cross-border cooperation between Slovak and Hungarian tourism actors**

### **VISION 2:**

**With its integrated features and numerous green and water routes the Pons Danubii region prides itself in its locally manufactured products and services**

The participants of the 3<sup>rd</sup> Stakeholder Workshop agreed, that these 2 vision have a lot in common and they will determine the strategic goals based on Vision 1, since the objectives supporting the achievement of strategic goals would be the same in case of Vision 1 and Vision 2.

### 3. Description of the stakeholders, the way of their involvement and the steps towards the definition of strategic goals

The Pons Danubii EGTC created a list of their local, regional and national stakeholders, including national public authorities, regional public authorities, local public authorities, NGOs, DMOs, SMEs, the academic sector, SMEs and local and regional media both from the Slovak and Hungarian sides of the region. The EGTC regularly organises stakeholder workshops with a participation of these actors. They also get an invitation to other tourism-related events of the EGTC, including the events of the INSIGHTS (e.g. opening conference, workshops organised by the Pons Danubii, Tour and Picnic etc.). They are actively involved in the development of all tourism-related documents and actions of the Pons Danubii EGTC. Besides the face-to-face meetings they are regularly updated on the progress of the INSIGHTS project and are also asked for commenting the tourism-related documents.

For the development of this strategy only the core stakeholders, including the representatives of local and regional DMO-s and other regional development organisations both from the Slovak and Hungarian side of the region were invited, because they are the most relevant actors in the creation and implementation of the strategy. The following institutions participated in the workshops:

- Pons Danubii EGTC, Slovakia
- Komárom-Esztergom County, Hungary,
- Duna-Gerecse Nonprofit Kft. (Duna-Gerecse regional DMO), Hungary
- Dunamente regional DMO, Slovakia
- Hídverő Association, Slovakia
- Komáromi Turisztikai Egyesület (Local DMO of Komárom), Hungary
- Local DMO of Esztergom, Hungary
- Local DMO of Dorog, Hungary

Their opinion and suggestions are included in this document, as well as the opinion of the staff of the Pons Danubii EGTC. All stakeholders (even those, who did not participate in the workshops) receive regular news and information (e.g. newsletters) about the progress of the INSIGHTS project.

In order to develop this document 3 workshops were organised. (Namely the 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> workshop of the INSIGHTS project). All workshops were interactive, facilitated by the representatives of Pons Danubii EGTC. These workshops were half day long. The language of

the events was Hungarian. After each workshop the stakeholders received the summary of the events and they could comment on it.

The 3<sup>rd</sup> stakeholder workshop was organised on 19 October 2018 in Komárno (SK) with 14 participants attending. The aim of the meeting was to determine the strategic goals for the wider Pons Danubii region. At the beginning of the event the SWOT analysis and the visions of the Pons Danubii region were presented, as these are the basis for creation of the strategy. After that, the method of achieving the strategic goals was introduced, including the steps needed for achieving these strategic goals. The main part of the workshop was an interactive session where the stakeholders determined together the strategic goals and related objectives, and also prioritized the objectives. Based on their choices the following 3 goals were defined:

1. Cross-border cooperation of tourist experts in the region
2. Development of sustainable tourism
3. Elaboration of marketing strategy

All three goals are connected to the vision 1: *“With the help of a common marketing strategy and taking into account the local characteristics, sustainable tourism development in the Pons Danubii region is the result of the cross-border cooperation between Slovak and Hungarian tourism actors.”*

The 4<sup>th</sup> stakeholder workshop was held on 14 February 2019 in Komárno (SK). There were 8 participants attending. The main objective of the meeting was to determine the action plan. Firstly, the steps needed for creation of the action plan were presented. Afterwards, within an interactive session, the participant started to determine the main single tasks necessary to achieve the strategic objectives. They have listed some tasks, but they have run out of time, so it was decided to continue the work in the next workshop. After the event, the summary of the meeting, including an excel sheet with the “actions”, was sent to the participants asking them to complete it prior to the next workshop.

The 5<sup>th</sup> stakeholder workshop was organised on 12 March 2019 in Komárno (SK). There were 8 participants attending. The aim of the workshop was to clarify and discuss in details the action plan on sustainable strategy 2019-2028 for the Pons Danubii region elaborated with an active involvement of regional stakeholders in the 4th RSG workshop. In addition to detailed discussion and completion of the action plan, the work plan was elaborated, outlining the responsible organizations of the activities with proposed deadlines, as well as determining the chronological order of the activities. The scheduled work plan provides transparency on delivering tasks according to planned deadlines.

The list of the persons who contributed to the development of this document by their active participation in the RSG workshops and beyond, can be found in Annex 1, while the agendas of the mentioned three workshops are in Annex 2.

## 4. Presentation of the strategic goals and the related objectives

It is written in the Strategy Guidelines, that once a common vision is created, the next step is to break down this vision into different goals which, when accomplished, will make the vision come true. Based on these instructions 3 strategic goals were formulated, all connected to Vision 1:

1. Cross-border cooperation of tourist experts in the region
2. Development of sustainable tourism
3. Elaboration of marketing strategy

All 3 specific goals reflect Vision 1 and are not contrary to the overall aim of sustainable tourism development. Numbering of the goals is not based on their importance; all 3 goals are equally important.

To achieve the strategic goals, each goal is broken down into 5-9 objectives, because there are several opportunities to fulfil the strategic goals. In total 19 objectives were defined. These objectives require a different precondition such as amount of time, money, cooperation of partners and efforts to be implemented. Therefore, the objectives defined need to be prioritized and classified. The prioritization of the objectives is on 1-5 scale of importance (1- the most important objectives to achieve the given strategic goal, 5= the least important to achieve the given strategic goal or those objectives the local tourist organizations have no influence on). One objective has received ranking #1, two have received #2, 11 have received #3, three have received #4 and two have received #5, as shown in Figure 3, which demonstrates the main strategic goals of the wider Pons Danubii region and the prioritized objectives necessary to achieve the determined goals.

Figure 3: The vision, strategic goals and the prioritized objectives of the wider Pons Danubii region

VISION

With the help of a common marketing strategy and taking into account the local characteristics, sustainable tourism development in the Pons Danubii region is the result of the cross-border cooperation between Slovak and Hungarian tourism actors.

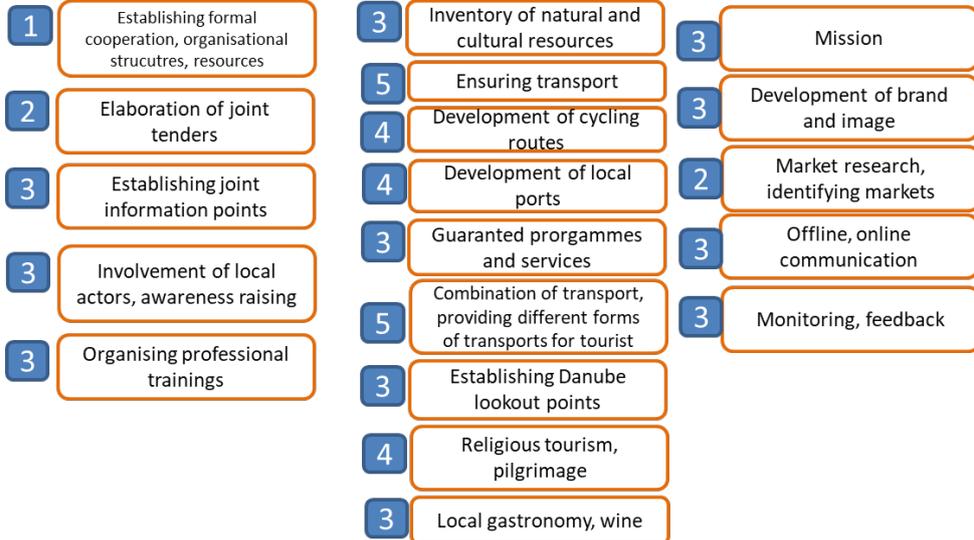
STRATEGIC GOALS

Cross-border cooperation of tourism experts

Development of sustainable tourism

Development of marketing strategy

OBJECTIVES



Source: Own research

A strength of the region is that there are well functioning local and regional DMO-s both on the Hungarian and Slovak side, and the municipalities are willing to work together in order to develop cross-border tourism. The problem until now was that the work of actors was isolated, concentrated only on their country. For thinking “cross-border” the first step should be the development of a solid **cross-border cooperation of local and regional tourism experts** (Strategic goal 1) especially DMOs from the Slovak and Hungarian part of the region. The most important objective to achieve this goal is to establish a formal framework of this cooperation. The different tourism players from both sides of the region should search jointly for possibilities in the calls for proposals and develop joint projects in order to receive financial support for common tourism products. Therefore, the **elaboration of joint tenders** is also a very important objective to reach the Strategic goal 1. Joint **information points** should also be established, where tourists can get information about the whole cross-border region. A further important step is the **involvement of local stakeholders** to be active actors of cross-border tourism development both from Hungary and Slovakia, including owners of hotels, restaurants, other catering services, spas, museums, fortresses etc. Beside their involvement,

**professional trainings** should be organised for them in order to get the know-how on how to improve their services and how to think together in a cross-border region.

The cross-border cooperation would mean nothing without a **cross-border development of tourism in a sustainable way** (Strategic goal 2). Both the Hungarian and Slovak part of the region is very rich in natural and cultural heritages and there are lots of festivals organised. There have already been some initiatives on the sustainable tourism development, but this is still in the starting phase, especially in terms of “cross-border”. Some actions have already been taken in order to reach this goal. The objectives in progress have received ranking #3 on the scale (**inventory of natural and cultural resources, guaranteed services, programme packages, lookout points, local gastronomy and wine**). The following objectives were ranked #4: **cyclist routes, development of local ports and pilgrimage routes**. The infrastructure for these activities is established or development is in progress. One of the biggest problems is the **transport access** to different destinations and ensuring the **combination of transport facilities**. The last 2 objectives were ranked #5 on the scale, because finding solutions for these problems a cooperation with other authorities and local players is needed.

Strategic goal 3 is the **development of a common marketing strategy** for the whole region in order to promote the wider Pons Danubii cross-border region. The territory is very rich in cultural heritages and other tourist attractions, but without a good communication the target groups cannot be reached. First of all, establishing a **monitoring system** and based on this conducting a **market research and a target group identification** is needed in order to get exact information on the actors of the region and to know the tourists’ opinion. After that a **mission** and the **image and brand** of the region should be created. A good **communication** is also crucial to reach not only the strategic goal 3, but to make the region more attractive to tourists.

## 5. Work and action plans for the main objectives

The action plan and work plan are necessary tools for management describing the goals, objectives and each single task necessary to achieve them. The action plan and work plan for the main objectives for the wider Pons Danubii region were developed in the 4<sup>th</sup> and 5<sup>th</sup> RSG workshops with the active involvement of the most relevant stakeholders, as already mentioned in Chapter 3.

The action plan shows who is responsible for each strategic goal or task, the priority and the current status of these, also the start and end of them. In most cases it also provides information about the costs of each task and the already available or future financial resources.

The work plan was elaborated outlining the responsible organizations of the activities with proposed deadlines, as well as determining a chronological order of the activities. The scheduled work plan provides transparency on delivering tasks according to planned deadlines.

Based on the action plan, the participants in the workshops started to work on a work plan discussing the **strategic goal 1 – Cross-border cooperation of tourist experts**. A step forward will be made on 24 April 2019 by signing the Consortium Cooperation Agreement in order to strengthen the cross-border cooperation of tourist players. In addition to determining the exact duration of certain tasks in the action plan, the participants also discussed the joint application opportunities for projects in the period of 2022-2023. Possible cooperation opportunities are expected in the framework of Small Project Fund within the Interreg V-A Slovakia-Hungary Cooperation Programme. Possible option could be also a loan for urban and regional development provided by the European Investment Bank (EIB). The EIB loan is linked to economic investments over EUR 100 mill. Economic developments should be considered in the region (hotels, baths, wineries) that can be financed from this type of long-term loan with a low interest rate offered. Progress has been made in developing the image of the PD region as a part of joint collaboration. The tourist card prepared to be utilized as a cross-border product in region will be officially presented on 24 April 2019. In order to strengthen the cooperation in the region, further activities were listed in the action and work plan. These include professional trainings, workshops and study tours organized by Hungarian DMO Association or other professional organizations. Programmes and trainings are planned to strengthen the quality management approach, several other events are planned for the service providers and local residents.

**The strategic goal 2 – Development of sustainable tourism** was supplemented with a plan of Nitra-Komárno bicycle route, as well as the establishment of small ship network on Komárom/Komárno – Štúrovo/Esztergom line. Special attention has been devoted to

designation of hiking trails (hiking, cycling, riding, water) and the development of programme packages, services to make the destinations attractive. The cycling tour „Follow the footsteps of the War of Independence„ was organized by Rotary Club in Komárno. Considering the natural environment of the region, excellent opportunities are provided for horse riding programmes. Horse riding programmes „Kincsem lovasprogram“ can be introduced on the basis of western European examples. Ensuring guaranteed services is a priority in order to increase the number of guest nights spent in the region. Further, services planned or under preparation were mentioned, as well as ongoing services operated by small enterprises or entrepreneurs. These include: Dunamente Challenge Tours, Dunamente trips, Duna boating trips, Water Geocaching on the Danube. Since 2018, initiatives have been made to promote the local gastronomy. In addition to the organized event „Dunamente termelői piac“ (local producer market) held several times a year, there are further plans to organize gastronomy programmes (Dunamente bormustra – wine dinners, wine tasting, Dunamente Wine Route). There is no significant cost implication for organizing these programmes, since they can be achieved through joint cooperation of the local wine producers. Promoting cultural tourism and designing cultural tourism programmes is also a part of achieving strategic goal 2 – Development of sustainable tourism. The region offers excellent opportunities for development of cultural tourism. Development and steps have been made on the Hungarian side of the region within the framework of Regional and Urban Development Operational Program (TOP). These include the following activities: Reimann Mining History Miniverzum (Municipality of Dorog), complex development of Oroszlány Mining Museum (Municipality of Oroszlány), renovation of Tulip House (Tatabánya), 3rd phase of rehabilitation of English Park in Tata (Municipality of Tata). Development of thematic routes in the region was also added to the list of cultural activities e.g. The route of castles, fortresses, kings, counts and warlords; Thematic route of count Eszterházy; On the path of Roman memories; Exploring local craft products. The mentioned initiatives have not been developed into concrete steps, the forecasted implementation of these activities is planned no sooner than 2020. Since realization of the activities does not require an essential amount of investment, the establishment of network of creative tourism service providers and network of rural tourism providers were determined with a deadline of 2019. Self-financing is enough to create the network of spas and swimming pools. Public funding is available for the construction of free beach in Komárno and Esztergom. The activity is in progress; forecasted deadline to complete the construction is 2020. The construction of cage pool in Karva is planned to be financed within the framework of Interreg SK-HU Programme. Activities requiring higher investment e.g. Kultúrahajók a Dunán (CoolTour Boats on Danube) can be financed by applying for EIB loan supporting regional development.

The market research and defining markets as an essential part of **strategic goal 3 – Development of the marketing strategy** are being realized in 2019. Developing the common brand and image of the region is in progress. On 24 April 2019 the Dunamente Card

will be officially presented as a cross-border extension of the existing Duna-Gerecse Card. The card will provide discount programme facilities for domestic and foreign tourists as well.

Participants agreed that **monitoring and feedback** are integral part of the strategy developed. It is important to monitor the steps to achieve the strategic objectives and the possible modification of deadlines set.

The detailed action plan and the work can be found below.

ACTION PLAN PONS DANUBII - TOURISM STRATEGY									
PROJECT NAME	PROJECT MANAGER								
INSIGHTS DTP1-147-2.2	ZOLTÁN BARA								
2019-2028									
STRATEGIC GOALS AND TASKS	RESPONSIBLE	PRIORITY RANKING	STATUS	START	END	FINANCIAL RESOURCES	COSTS	NOTES	
<b>Strategic goal 1: Cross-border cooperation of tourism experts</b>									
Establishing formal cooperation, organizational structure	Duna-Gerecse Nonprofit Ltd.	1	In progress	2018	2019				
Establishing a consortium	rotation	1	In progress	2018	2019				
Elaboration of joint project proposals	Pons Danubii, Dunamente Consortium	2	planned	2019	2028	Small Project Fund, HUSK, European Investment Bank(development loans)		expansion of accommodation facilities, development of spas, economic investments with return	
Establishing joint information points		3							
Creating a single image for the region	Dunamente Consortium	3	planned	2019	2020	Small Project Fund, self-financing		card design, Dunamente touristic region	
<b>Involvement of local players, trainings</b>									
Dunamente Conference with involvement of local players	Dunamente DMO	3	preparation planned	2019	2028	Nyitra county, DMO -Ministry of Transport, own costs		challenge - motivation, shift in viewpoint	
Educational trainings, competency development programmes for local service providers and residents of Tata	Duna-Gerecse	3	preparation planned	2019	2021	CLLD			
Implementation of quality management enhancing programmes	Dunamente Consortium	3	preparation planned						
Other events organized for service providers and residents	Dunamente Consortium	3	preparation planned						
<b>Professional trainings, study visits</b>									
Organizing professional trainings, workshops, study visits and professional days	Pons Danubii, Dunamente Consortium	3	preparation planned						
Participation on professional trainings, workshops organized by the Hungarian DMO Association or other professional organizations	all players	3	In progress, trainings organized in half year interval	2019	2028				
Participation on study visits organized by the Hungarian DMO Association or other professional organizations	all players	3	In progress	2019	2028				
Study visit to Gyenesdiás, Ljubljana, Eger	Dunamente DMO	3	In progress	2019	2028				
Tourism degree programs as a part of university education, European DMO Association 2021-2022	universities, colleges	3	planned	2023	2028				
<b>Strategic goal 2: Development of sustainable tourism</b>									
Local inventory	local associations	3	In progress	2019	2019				
Ensuring transport facility		5							
<b>Development of bike routes and associated facilities</b>									
Csicsó-Komárom bike route	SVP Bratislava	4	documentation is planned	2019	2020	Ministry of Environment	4 mill. EUR	priority issue, no progress yet	
Karva-Párkány bike route	SVP Bratislava	4	documentation is planned	2020	2020	Ministry of Environment	2 mill. EUR	no progress yet	
Nyitra- Komárom bike route	VUC	4	documentation in progress	2019	2020		6 mill. EUR		
EuroVelo 6 Komárom-Esztergom - missing parts of the bike route	Hungarian state	4	documentation in progress	2019	2020	HU -state financial sources		state budget info	
Dunamente Ecotourism Center in Lábatlan	City Council of Lábatlan	4	In progress	2017	2020	TOP	subsidy: min. 240 mill. HUF	stop for bikers	
<b>Development of ports and water ways</b>									
Network of Small Boat Ports (Komárno/Komárom - Esztergom/Štúrovo)	Dunamente Consortium	4	preparation planned	2019	2019	Interreg SKHU	60 000 HUF/boat trip	destinations for ports are mapped	
Development of kayak/kenoe stops in Monostor, Lábatlan	Hungarian Kayak-Kenoe Association	4	In progress	2018	2020	GINOP			
Boating on Által-ér	Tata micro-region	4	preparation planned	2021	2028	TOP, Interreg SKHU	2 mill. EUR		
Boat taxi service between Komárom-Neszmély and Neszmély-Esztergom	Dunamente Consortium	4	preparation planned	2023	2028	entrepreneurs, Dunamente Consortium	1 mill. EUR		
<b>Combination of different transport facilities</b>									
Bike and barge system	entrepreneurs	5	preparation planned	2022	2028	EIB	2 mill. EUR		
Kombiplus- combination of bike and boat rental points	Pons Danubii	2	preparation planned	2019	2020	SKHU	1 mill. EUR		
Active and Ecotourism Center	Karva	2	plan completed	2019	2020	SKHU	1 mill. EUR		
<b>Marking tourist trails (hiking, cycling, water, horse-riding)</b>									
In the footsteps of revolution - bike trip	RC Komárom	3	In progress	2019	2020	Small Project Fund, Komárom HU	50 000 EUR		
Szőny islands nature trail	local organizations	3	In progress	2020	2021	Municipality of Komárom	15 000 EUR	Komárom took over the responsibility of operation from the municipality	
Kincsem horse-riding program	Hungarian state	5	preparation planned	2023	2028	HU -state financial sources			
<b>Guaranteed programmes and services</b>									
Organizing cycling and water trips	Dunamente Consortium	2	In progress	2019	2028				
Water and bike rental system along the Danube	Dunamente Consortium	2	In progress	2019	2020	SKHU	400 000 EUR	equipment	
Dunamente trips	Dunamente Consortium	3	In progress	2019	2028	investment of entrepreneurs			

Dunamente Challenge tours	Dunamente Consortium	3	planned	2023	2028				
Boat trips on Danube	Dunamente Consortium	3	planned	2023	2028				
CoolTour boats on the Danube	Dunamente Consortium	3	planned	2021	2022	EIB	1,5 mill EUR	purchasing a boat	
Geocaching on Danube	Dunamente Consortium	3	planned	2023	2028				
<b>Network of lookout points along the Danube</b>	Dunamente Consortium	3	in progress	2019	2021	Small Project Fund		Nitra county is planning lookout points, where?	
<b>Religious tourism, pilgrimage</b>									
Sacravelo	Komárom-Esztergom County Council	4	in progress	2017	2020	Interreg SKHU		completed on the Hungarian side of the border, further developments required	
Development of the existing pilgrimage routes e.g. Mária pilgrimage	local associations, municipalities	4	planned	2023	2028				
River pilgrimage ( Karva-Esztergom)	Karva	4	in progress	2015	2028	own costs	11000 EUR/2 boats, rest of the costs see line 49	planned trainings for service providers: water tourism center in Karva	
Gerecse Nature Park and Visitor Center	Szalézi Lelkigyakorlatos Ház	4	in progress	2017	2019	TOP	subsidy: min. 214mill. HUF	Bajót, Pelföldszentkereszt: ecotourism+religious tourism+active tourism	
<b>Local gastronomy, local wine</b>									
Dunamente Ízei - Tastes in Dunamente region	Dunamente Consortium	4	in progress	2019	2021	Small Project Fund		building database, local producers, trade fairs, purchasing equipment	
Dunamente Wine Route	Dunamente Consortium	3	planned	2019	2019	self-financing	20 000 EUR		
Dunamente Wine Tasting (wine tasting, live music and wine dinners)	Dunamente Consortium	4	planned	2023	2028	self-financing, Small Project Fund			
Dunamente Local Producer Market	Dunamente DMO	4	in progress	2018	2028	Nitra County, DMO -Ministry of Transport, self-financing			
Párkány Viza Visitor Center	Párkány	4	in progress	2019	2020	Interreg SKHU, Ister Granum action plan	800000 EUR	renovation of existing building, market for local products	
<b>Development of cultural tourism</b>									
<b>Utilization potential of industrial monuments</b>									
Reimann Mining History Miniverzum	Municipality of Dorog	2	in progress	2017	2020	TOP	subsidy: min. 250 mill. HUF		
Coordinating the tourism activities of Majk and Vértés with complex development of the Oroszlány Mining Museum	Municipality of Oroszlány	2	in progress	2017	2020	TOP	subsidy: min. 499mill.HUF		
Renovation of Tulip House for tourism purposes	Municipality of Tatabánya	2	in progress	2017	2020	TOP	subsidy: min. 1435 mill. HUF		
Rehabilitation of English Garden in Tata - 3rd phase	Municipality of Tata	2	in progress	2018	2020	TOP	subsidy: min. 340 mill. HUF		
Developing thematic routes (mining history, mill history, watermills)	Dunamente Consortium	3	Tata - in progress, Dunamocs, Dunaradvány - mills on the Danube	2018	2023	SKHU	2 mill EUR Tata, 1 water mill 600 000 EUR		
Zsitvató pump station - providing services for tourists	SVP Bratislava	4	planned	2019	2020	entrepreneurial investment, Small Project Fund	20.000 EUR		
<b>Other</b>									
Planning other thematic routes (Route of castles, fortresses, kings, counts and warlords; Thematic route of count Esterházy; On the path of Roman memories; Exploring local craft products )	Dunamente Consortium	3	planned	2020	2022	self-financing, state funding	1 mill. EUR		
Network of creative tourism providers	Dunamente Consortium	3	planned	2019	2021	self-financing			
Network of rural tourism providers	Dunamente Consortium	3	planned	2019	2021	self-financing			
Creating the network of spas and pools	Dunamente Consortium	3	planned	2019	2021	self-financing			
Free beach in Komárom and Esztergom	Komárom , Esztergom	3	in progress	2019	2020	HU -state financial sources			
Cage pool on the Danube , Karva	Karva	3	planned	2020	2022	SKHU	100 000 EUR		
<b>Strategic goal 3: Development of marketing strategy</b>									
<b>Market research, identifying the markets</b>	Dunamente Consortium	2	existing on local level	2019	2019	self-financing			
<b>Marketing plan, mission</b>	Dunamente Consortium	2		2019	2020	self-financing			
Branding, developing image	Duna-Gerecse Nonprofit Ltd.	2	in progress	2019	2019	Interreg Danube, self-financing			
<b>Offline, online communication</b>	Dunamente Consortium	3	planned	2020		self-financing		Dunamente brochure	
Duna EuroVelo 6 application - local attractions	Pons Danubii	3	preparation planned	2020	2028	Interreg Danube			
Tourist card system (Dunamente Card)	Duna-Gerecse Nonprofit Ltd.	2	in progress	2018	2019	Interreg Danube, self-financing			
<b>Monitoring, feedback</b>	Dunamente Consortium	3	in progress	2019	2028	Interreg Danube, self-financing			





## Annex 1: The list of stakeholders who actively participated in the vision development

Name of the participant	Organisation	Type of the organisation	The workshop he/she attended
Zoltán Bara	Pons Danubii EGTC	Regional public authority	4, 5
Attila Dolník	Pons Danubii EGTC	Regional public authority	3
Emőke Tóth	Pons Danubii EGTC	Regional public authority	3, 4, 5
Mónika Simon	Pons Danubii EGTC	Regional public authority	3, 4, 5
Gábor Magyarics	Duna-Gerecse Nonprofit Kft. (Duna-Gerecse regional DMO)	DMO, Regional public authority	3, 5
Nikolett Vidáné Aradi	Duna-Gerecse Nonprofit Kft. (Duna-Gerecse regional DMO); Komárom-Esztergom County	DMO, Regional public authority	3, 4, 5
Tamás Szentesi	Komáromi Turisztikai Egyesület (Local DMO of Komárom)	DMO, Local public authority	3,4
Gergő Benczik	Komáromi Turisztikai Egyesület (Local DMO of Komárom)	DMO, Local public authority	3, 4
László Horváth	Komáromi Turisztikai Egyesület (Local DMO of Komárom)	DMO, Local public authority	3, 5
Ildikó Bauer	Dunamente regional DMO	DMO, regional public authority	3, 5
Klaudia Silingová	Dunamente regional DMO	DMO, regional public authority	3,4
Gabriel Duka	Hídverő Association	Local public authority; NGO	3, 4, 5
Alexandra Vizner	Local DMO of Esztergom	DMO, Local public authority	3
Zoltán Szekér	Local DMO of Dorog	DMO, Local public authority	3

## Annex 2: Agendas of the workshops in which the strategy was developed together with the stakeholders

**INSiGHTS (Integrated Slow, Green and Healthy Tourism Strategies) project**

**3<sup>rd</sup> Regional Stakeholder Group (RSG) workshop**

### Agenda

**Date: 19 October, 2018**

**Venue: Komárno, Restaurant Kortina, Ulica Piratelstva – Bašty II, Conference room**

**[www.kortinakomarno.sk](http://www.kortinakomarno.sk)**

09:00 – 09:30	<b>Registration</b>
09:30 – 09:45	<b>Welcoming of the participants and overview of the agenda</b> <i>Zoltán Bara, Pons Danubii EGTC</i>
09:45 – 10:10	<b>From vision to strategic goals, Overview of SWOT analysis of the Pons Danubii region, Specifying strategic goals</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
10:10 – 11:00	<b>Specifying the strategic goals of the Pons Danubii region - interactive session</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
11:00 – 11:15	<b>Coffee break</b>
11:15– 12:00	<b>Prioritizing the objectives to reach the strategic goals – interactive session</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
12:00 – 13:00	<b>Lunch</b>

# INSiGHTS (Integrated Slow, Green and Healthy Tourism Strategies) project

## 4<sup>th</sup> Regional Stakeholder Group (RSG) workshop

### Agenda

**Date: 14 February, 2019**

**Venue: Komárno, Restaurant Kortina, Ulica Priateľstva – Bašty II, Conference room**

**[www.kortinakomarno.sk](http://www.kortinakomarno.sk)**

09:00 – 09:15	<b>Registration</b>
09:15 – 09:25	<b>Welcoming of the participants and overview of the agenda</b> <i>Zoltán Bara, Pons Danubii EGTC</i>
09:25 – 09:35	<b>Overview of the strategic goals of PD region</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
09:35 – 11:00	<b>Creating action plan – listing the steps to achieve the strategic goal, responsibilities, planning status, time planning, monitoring duties – interactive session</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
11:00 – 11:15	<b>Coffee break</b>
11:15– 12:45	<b>Defining new or diversified tourism products – interactive session</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
12:45 – 13:45	<b>Lunch</b>

The language of the meeting is Hungarian.

# **INSiGHTS (Integrated Slow, Green and Healthy Tourism Strategies) project**

## **5<sup>th</sup> Regional Stakeholder Group (RSG) workshop**

### **Agenda**

**Date: 12 March, 2019**

**Venue: Komárno, Restaurant Kortina, Ulica Priateľstva – Bašty II, Conference room**

**[www.kortinakomarno.sk](http://www.kortinakomarno.sk)**

09:00 – 09:15	<b>Registration</b>
09:15 – 09:25	<b>Welcoming of the participants and overview of the agenda</b> <i>Zoltán Bara, Pons Danubii EGTC</i>
09:25 – 10:00	<b>Revising and completing the action plan of the PD region – interactive session</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
10:00 – 10:15	<b>Coffee break</b>
10:15 – 11:15	<b>Creating work plan for the PD region – determining the phases of the tasks in action plan – interactive session</b> <i>Facilitator – Simon Monika, Pons Danubii EGTC</i>
11:15– 12:30	<b>Defining new or diversified tourism products – interactive session</b> <i>Facilitator: Simon Monika, Pons Danubii EGTC</i>
12:30 – 13:30	<b>Lunch</b>

The language of the meeting is Hungarian.