

FACT-SHEET

SO 32 CULTURE AND SUSTAINABLE TOURISM



Interreg
AUSTRIA – HUNGARY



Co-funded by
the European Union

The aim of this specific objective is to better and more sustainably valorise the region's natural and tangible/intangible cultural heritage in a strategically coordinated way in order to strengthen the region's economically important tourism sector.

Types of project partners

- public and
- public equivalent organisations

Main target groups

- the population in the programme area directly benefitting from the more sustainable – more inclusive, more stable and environmentally less harmful – flow of tourists in the programme area.
- the public, private and civil (NGO) organisations and individuals providing tourism-related services or managing natural or cultural assets in the border region by being involved in the actions or taking up solutions developed in the actions such as
 - local, regional or national public authorities, including EGTCs
 - sectoral agencies such as local or regional development agencies, environmental management organisations or associations such as tourism organisations
 - service providers for infrastructure and/or (public) services such as transport providers
 - museums
 - interest groups including NGOs
 - institutions for higher education and research
 - educational institutions, training centres and schools
 - economic development institutions

Output indicators **Output-Indikatoren**

- Organisations cooperating across borders
- Strategies and action plans jointly developed
- Jointly developed solutions
- Participations in joint training schemes

Result indicators

- Organisations cooperating across borders after project completion
- Joint strategies and action plans taken up by organisations
- Solutions taken up or up-scaled by organisations
- Completion of joint training schemes



Types of actions and indicative activities

6.1. Cross-border data collection and know-how exchange in the field of tourism and culture to better understand the cross-border tourism landscape and potential

- collection, harmonisation and sharing of data relevant for tourism and culture, including intangible culture and regional products
- mapping and monitoring the cultural heritage, (industrial) building culture and cultural landscape assets
- preparation and feasibility analysis for the establishment of a joint cross border forum serving the coordination of the projects and initiatives in the tourism sector
- elaboration and implementation of joint procedures for systematic visitor monitoring
- conferences, seminars or discussion panels related to the role of culture and cultural heritage in the border region

6.2. Developing cross-border strategies and action plans to allow a better strategic embedment of projects addressing culture and tourism

- strategic alignment of tourism services in sub-regions (e.g. Südburgenland, Zala; Mittelburgenland, Vas)
- strategies for new products and heritage sites for yet not explored industrial or agrarian sub-regions
- developing joint marketing strategies for the cross border region
- developing tourism strategies to better coordinate existing and planned tourism activities in
 - natural heritage sites, including areas with geological and geomorpho-logical values, for example a potential UNESCO Global Geopark
 - cultural heritage sites, including archaeological and historical sites for example the Iron Curtain
- developing a sustainability strategy for the hospitality sector to improve its resilience
- further developing frameworks for sustainable tourism in protected areas, with a focus on soft mobility, building on previous projects
- developing frameworks for cooperation in the cultural sector, including (intangible) cultural heritage

6.3. Implementing actions including small-scale infrastructure developments for sustainable culture and tourism development in the cross-border region

- developing joint labels and key themes (or a unique combination of themes) and related thematic tourism routes (e.g. iron curtain, wine and bike, hike and bike, wine architecture, archaeological and historical heritage, nature and bike, hiking and biking trails and tracks, spiritual paths, health and spa)
- improving cooperation of destination managements and creating joint (cross-border) destinations under one label, taking into account already established brands, destinations and platforms
- planning and implementing small-scale infrastructure developments valorising the brand identity and the consistency of the service quality
- implementing investments to complement holistic tourism offers, for example barrier-free access or soft mobility offers
- implementing culture and tourism marketing with supporting tools such as digital guides, tutorials, exhibits or other digital means of information, including multilingual services
- developing joint communication platforms
- development and valorisation of the cultural heritage by cultivation, processing and marketing of regional products
- elaboration and implementation of joint procedures for visitor management

6.4. Implementing thematic trainings and skill development of stakeholders in the culture and tourism sector

- skill development related to culture and tourism
 - covering all relevant product development topics (e.g. nature tourism, sustainable products, cultural heritage, cultural events, regional agricultural product chains (local cuisine), take up of historical characteristics)
 - in digitalisation
 - in management and marketing
 - related to environmental issues and the sustainable and long-term use of the natural and cultural heritage sites
 - related to public health (for example health protocols for service providers, for tour guides, etc.)
- training and skill development with the aim of integrating disadvantaged groups (long-term unemployed, NEETs, elderly) into culture and tourism activities.