

ACTIVE TOURISM MEETS ADVANCED TECHNOLOGY IN CROSS-BORDER AREA

International conference, Varaždin, Croatia, 15/09/2022

Ante Klečina, Varaždin County, project manager



The content is the sole responsibility of the project partners and can under no circumstances be regarded as reflecting the position of the European Union and/or Managing Authority.

***A cross-border region where rivers
connect, not divide***



Hungary-Croatia
Cross-border Co-operation Programme



Interreg

European Regional Development Fund



EUROPEAN UNION

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About the project

Interreg V-A cooperation programme Hungary-Croatia 2014-2020 (European fund for regional development)

Project partners:

- **Varaždin Conunty** – lead partner
- **Municipality of Csurgó**
- **University of Pannonia, Veszprém/Nagykanisza**
- **Varaždin County Tourist board**

Overall budget of the project:

1.245.215,36 Eura

EU cofinancing:

1.058.433,04 Eura (85%)

Duration of the project:

01/2021 – 12/2022 (24 months)

Project ID:

HUHR/1901/2.1.2/0074



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Overall and specific objectives:

- **To integrate heritage of the cross-border area through the development of joint cross-border tourism attraction**
- **To develop new tourism concepts with a high share of the ICT, based on heritage of the cross-border area**
- **To increase the awareness of target groups in the cross-border area on economic, social and tourism value of heritage**



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Overall (main) objective:

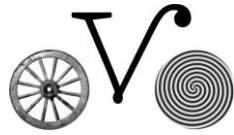


Photo credits: Ante Klečina



Photo credits: Municipality of Csurgó

To stimulate active protection of heritage through the development of tourism attraction that is based on traditional values of the project area and the introduction of advanced technologies, active tourism principles and the state-of-the-art trends in the area of visitor management.



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Overall (main) objective:



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Tourist attractions – region: Varaždin County and Municipality of Csurgó; Advanced technology in a role for tourism; Active tourism and maximum engagement of the heritage.



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Main outputs and results of the projet:

- Visitor centres x 2: **Csurgo i Varaždin**
- One common database for managing of the heritage (in both regions)
- Analysis of the existing heritage and its valorisaton potential
- New digital innovative tourist attraction – mobile application
- Digital archive of the heritage
- Marketing strategy (development of tourism and the heritage)
- Workshops for heritage managers and the stakeholders in tourism
- International conference on digital and smart technologies in tourism



Photo credits: Ante Klečina

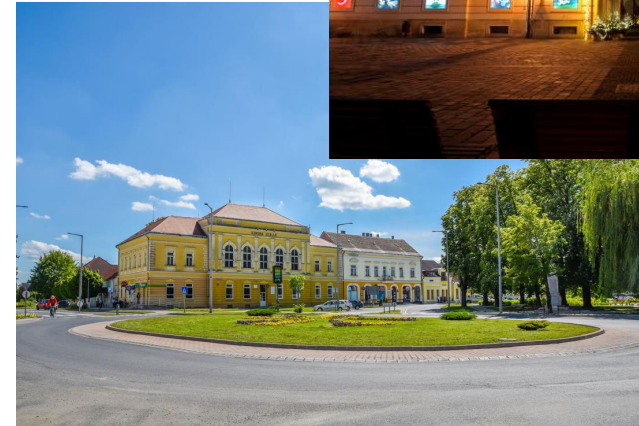


Photo credits:
Municipality of Csurgo



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THANK YOU FOR YOUR ATTENTION!

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