

ANALYSIS DOCUMENT ON NATURAL AND CULTURAL HERITAGE IN THE PROJECT AREA

Active Tourism meets
Advanced Technology
in Cross-border Area
(AT@AT.CB)

Project AT@AT.CB
HUHR/1901/2.1.2/0074

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

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1. Document Change Log

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1. Introduction

The project **Active Tourism meets Advanced Technology in Cross-border area (AT@AT.CB)** is part of Interreg V-A cooperation program between Hungary and Croatia for the period 2014 – 2020. The Project is being conducted in Varaždin County (Croatia) and in Nagykanizsa and Csurgó Districts (Hungary), with Varaždin County being the lead partner and other implementing partners including Csurgó Municipality, University of Pannonia-Nagykanizsa Campus and Varaždin County Tourism Board.

The main goals of AT@AT.CB project are:

- Integrating cross-border cultural and natural heritage by developing a joint tourism attraction;
- Developing new tourism concepts based on the Project area's natural and historical heritage which integrate information and communication technologies (ICT) to a high degree;
- Increasing awareness among targeted stakeholders in the cross-border area of the commercial, social and tourism value of natural and cultural heritage.

These goals will be attained, first and foremost, by establishing visitor centers, by developing, branding and promoting a new tourism attraction or, more precisely, an application for smart devices incorporating augmented reality and gamification, as well as by increasing targeted stakeholder knowledge and skills pertaining to valorization of heritage and incorporation of ICT into the region's tourism offer.

The AT@AT.CB project is being implemented through several phases and a number of activities. Among them, this Analysis Document on Natural and Cultural Heritage in the Project Area, based on already identified heritage sites included in the *Data Base of Owners/Managers of Cultural and Natural Heritage*, aims to:

- Determine the valorization potential of natural and cultural heritage of the Project area;
- Define main potentials, challenges, obstacles, opportunities and future trends;
- Provide guidelines on natural and cultural heritage that should be included in the tourism attraction, i.e. application.

To meet the above goals, the Analysis Document is structured in five main sections which present:

- a) An overview of key market trends shaping the tourism industry and impacting heritage evaluation;
- b) A description of the methodology applied in evaluation of natural and cultural heritage for tourism purposes;
- c) The evaluation of individual natural and cultural heritage sites in the Project area;
- d) Analysis of Project area resource potential, challenges and opportunities in view of market trends;
- e) Recommendations resulting from the analysis for the selection of natural and cultural points of interest in the Project area to be included in the new tourism application.

The results of this analytical evaluation of the Project area's very rich natural and cultural heritage will be important in informing the project partners' decision on the contents and the stories to be included in the new application serving as an innovative visitor guide through Hungary's Nagykanizsa and Csurgó Districts and Croatia's Varaždin County.

2. Overview of market trends in tourism

Tourism has been for the past 50 years a continually growing economic sector, registering 1.5 billion international arrivals and USD 1.7 trillion in international exports in 2019 making it the world's third largest export category after fuels and chemicals, and ahead of automotive products and food (UNWTO, International Tourism Highlights 2020). The Covid-19 pandemic, however, has had severely adverse effects on global tourism resulting in a 73% drop in international arrivals worldwide and 68% in Europe which is a decrease in tourism activity without precedent (UNWTO, Tourism Barometer, September 2021).

Past experiences with tourism recovery following a crisis testify to the travel industry's resilience. Tourism is widely expected to recover once Covid-19 restrictions on travel and movement are lifted and consumer confidence returns, although varying scenarios forecast the recovery may take from two to four years depending on destination and travel sector (UNWTO, 2021). The relatively successful summer of 2021 does show intra-regional leisure travel within Europe is likely to rebound quite quickly. At the same time, long-term changes in the travel industry prompted and/or accelerated by the consumers' pandemic experience are also widely expected. Most significantly, these changes include a greater sensitivity for health safety destination wide, increased interest in day trips and short trips to destinations close to home, growing enthusiasm for the outdoors and for travel experiences in natural settings, heightened sensitivity for sustainable travel, a growing preference for smaller accommodation types and further growth of online channels for booking and payment (Euromonitor International, August 2021).

Although Covid-19 related impacts are currently at the forefront of discussion, the most significant drivers of change in tourism today include changing social values, environmental degradation along with climate change and rapid technological advances (Yeoman, 2012).

The socio-economic realm: Changing social values

Sociological research argues that the combination of increasing wealth and security with ensuing improvements in education and health since the late 1960's have resulted in a slow shift of social values from materialism to post-materialism (Inglehart, 2016) and from the industrial to information and now to creative society (Florida, 2019). On a broader, social level this entails a shift of focus from just economic growth to also considering environmental preservation and health, multiculturalism, human rights and equality, while on a personal level values are shifting from mainly preoccupations with increasing one's purchasing power to prioritizing explorations of one's identity and individuality, pursuit of life-long learning, self-improvement and creativity, fostering of human relations and a healthy, balanced lifestyle (Rimac and Štulhofer, 2002).

Reflecting these 'from materialism to quality of life' value shifts, today's tourists are increasingly seeking authenticity and enriching experiences in travel. Their preferences for the authentic translate into interests ranging from preserved natural environments or real historical settings to local traditions, knowledge or ingredients being integral parts of tourism products and services. Beyond authenticity, their search for experiences may be met by esthetic, entertaining, educational or edutainment value of tourism products. The notion of what constitutes a tourism product has never been as diverse, product development being under the impact of market hiper-segmentation and proliferation of special interest travel.

The environment realm: A developing sustainability mindset

Destruction of natural habitat and unequivocal climate change caused by human activity have turned concerns about environmental sustainability of global economic growth from a subject of interest to marginal, left-leaning activist groups into not only the political and economic agenda of the European Union in the form of the European Green Deal (www.ec.europa.eu), but into the world's central development issue. Undoubtedly, environmental sensitivity is growing among consumers and businesses, but particularly among the younger 'Y' and 'Z' generations.

The sustainability mindset is also growing within the travel industry, itself being a contributor to environmental degradation namely through landscape devastation, high water and energy consumption and CO₂ emissions from carbon based fuels for aircrafts and road vehicles. According to recent research, following year-to-year increases, 65% of global consumers say they are concerned about climate change, while 58% of travel businesses plan to implement a sustainability program in 2021 (Euromonitor International, November 2021). Although research also shows there is a 'say-do gap' both among tourists and tourism businesses, with actions supporting sustainable travel choices or investment somewhat lagging behind expressed intentions, there is presently a wide array of quickly growing pro-environmental activity across the tourism sector ranging from measurement of tourism impacts or a renewed interest in destination carrying capacity to 'respectful' travel initiatives, eco certification and slow tourism movements supporting a change in tourism's up to date growth insistent paradigm.

The technology realm: Fast paced change

Currently, 65% of the world population has access to the Internet with penetration rates in developed countries exceeding 85% (www.internetworldstats.com), there are 15 billion mobile devices operating worldwide amounting to 1.9 devices per person and there are 4.5 billion social network users globally who on average spend 144 minutes daily communicating over social media (www.statista.com). With this level of 'digital dependency', every part of the traveler journey, from the discovery phase, over planning, booking and traveling, to in-destination experience and post-trip loyalty, is to some extent influenced by ICT technologies. Research shows around 85% of travelers use the Internet as a source of information for planning trips and online sales account for 54% of travel sales 2021 (Euromonitor International, November 2021). Increasingly consumers are switching to their mobile devices for travel related services, in particular for researching and locating attractions and restaurants, as well as for travel directions in general (Gewelber and Heckmann, 2015).

Researchers foresee a new digital revolution within the next 15 years enabled by further advances in computing power and data transmission speed (Dixon, 2019). European travel professionals believe that technology which will have most impact on tourism in the next five years includes big data and analytics, artificial intelligence, geospatial, QR codes, Internet of things, augmented reality and virtual reality, robotics and autonomous vehicles (Euromonitor International, November 2021).

The transition to a net zero emissions future heavily depends on technological innovation. Pertaining to tourism, especially relevant are renewable energy solutions for individual accommodation properties, electric transportation options, ranging from road vehicles to air transport, expanding and modernizing of the railroad network especially for shorter distance travel and spending more time in destinations.

3. Methodology of Project area heritage evaluation and analysis

Heritage evaluation is an often implemented step in tourism destination and/or product development. It is aimed at as realistically as possible assessing the power of, first and foremost, an area's natural and cultural heritage to attract visitors, since this ability to generate visitation is at the core of tourism activity.

Based on criteria identified in heritage evaluation research and modeled after some academically proposed (Slehat, 2018) and practically tested (Kušen, 2002) approaches, the methodology for evaluating natural and cultural heritage in Varaždin County (Croatia), Nagykanizsa and Csurgó Districts (Hungary) takes into account tourism resources/landmarks previously identified in the *Data base of owners/managers of cultural and natural heritage in the Project area* and consists of the following steps:

- **Thematic grouping and slight amendment of heritage identified in the Data base** – identified landmarks/resources entered alphabetically into the Data base have been re-organized into two main thematic subsets: Natural heritage and Cultural heritage. Each of these subsets has been broken down further into thematic categories (e.g. Natural heritage: Mountains, Rivers, Lakes, etc.; Cultural heritage: Archeological sites, Castles and manors, etc.). This allows for easier understanding of the types of resources available in the Project area. Furthermore, the Data base has been slightly amended by new resources/landmarks or by those that came to the attention of the Project team recently (e.g. additional nature sites, Csurgó Historical Park, etc.).
- **Assessing the condition of individual landmarks/resources** – determines i) resource compatibility / incompatibility with tourism; ii) state of the resource ranging from 'no physical remains' / 'physical remains not visible' / 'decayed' / 'poorly preserved' / 'relatively well preserved' / 'well preserved' / 'very well preserved'. Resources not compatible with tourism (e.g. a castle turned into a hospital) are excluded from further evaluation.
- **Assessing the attractiveness for tourist visitation of individual landmarks/resources** – a composite indicator evaluating a resource's capacity to attract tourists in principle, considering its importance in terms of scientific or cultural value, level of uniqueness, correspondence with market trends in tourism, general and/or special interest appeal. The level of attractiveness is expressed on a scale: 'site has local community significance, but unlikely to attract tourists' / 'site merits a stop if along the way during a trip' / 'site merits a detour during trip' / 'site merits a special trip'. Resources judged as 'having local community significance, but unlikely to attract tourists' are excluded from further evaluation. In certain cases, several resources may be grouped together and evaluated as a unit if then their attractiveness increases (e.g. evaluating a village/town as a whole, instead of its individual resources).
- **Assessing the readiness for tourist visitation of individual landmarks/resources** – a composite indicator evaluating a resource's readiness to receive tourists in terms how well it is equipped to do so, considering directional signs (e.g. brown signs), general and accessibility for the disabled, level of site maintenance, availability of tourism facilities and services, on-site visitor information (e.g. spatial interpretation, info-point, visitor center), promotional information (e.g. website, information on Internet, printed materials, promotional activity). The level of readiness is expressed on a scale: 'not ready' (1) / 'low' (2) / 'medium' (3) / 'high' (4) / 'fully ready' (5).

Landmark/resource evaluation is based on expert opinions of Project team members.

Following site evaluation, heritage analysis methodology entails comparing landmarks/resources within a thematic category (e.g. Castles and manors) by locating them on an attractiveness for visitation (vertical axis) and readiness for visitation (horizontal axis) matrix. This allows for identifying market potential of sites, the highest being of those which 'merit a special trip' and are 'highly' or 'fully ready' for visitation (upper right-hand corner of grid), as well as for discerning opportunities and challenges of increasing site potential through product development, positioning and communication. The analysis also allows for discerning of shared themes linking the Project area. Both inputs, that is the market potential of sites and theme recognition, are important in deciding on the content of the new visitor guide application to be developed for the Project area.

4. Evaluation of Project area natural and cultural heritage

The evaluation of natural and cultural heritage in Varaždin County (Croatia) and in Nagykanizsa and Csurgó Districts (Hungary) takes into account tourism resources/landmarks identified in the slightly amended *Data base of owners/managers of cultural and natural heritage in the Project area*. Identified resources are evaluated in terms of their 'condition', 'attractiveness for tourist visitation' and 'readiness for tourist visitation' (See Section 3 of this document: Methodology of heritage evaluation and analysis in Project area). Evaluation results are presented in the remainder of this Section.

Natural heritage sites

Mountains

Landmark	1.1.	Ravna gora
Location/Address	North-west part of Varaždin County	
Short info	Ravna gora (686 m) is considered the last segment of the Alps. It is known for animal and plant diversity. Segments are protected as part of NATURA 2000. Availability of: <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible from several directions; no adaptation for the disabled; ▪ Several hiking trails (5), segment of Zagorje hiking route – well marked and maintained; ▪ Paragliding platforms (1) – several clubs offer instructions, organize national and international competitions, including Europe and world cups; ▪ Mountain lodges (2) – offer lodging, food and beverage, well maintained; ▪ On-site visitor information – basic spatial interpretation and no tourist info-point(s); ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	Medium (3)	

Landmark	1.2.	Ivanščica
Location/Address	South-west part of Varaždin County	
Short info	Ivanščica (1061 m) is the highest mountain in Varaždin County and the broader region of Hrvatsko zagorje. Segments are protected as part of NATURA 2000 network. Availability of: <ul style="list-style-type: none"> ▪ Directional brown signs – in place for various locations accessible from Ivanec; ▪ Accessibility – easily accessible from several directions; no adaptation for the disabled; ▪ Several hiking trails (5), segment of Zagorje hiking route – well marked and maintained; ▪ Lookout at the peak – well positioned, well maintained; ▪ Mountain lodge – offers food and beverage well maintained; ▪ On-site visitor information – satisfactory spatial interpretation, no tourist info-point(s); ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	High (4)	

Landmark	1.3.	Kalnik
Location/Address	South-east part of Varaždin County	
Short info	<p>Kalnik (643 m) is known for its landscape diversity and geomorphological formations. It is considered the final frontier for certain Mediterranean and Alpine floral species. It is protected as a significant landscape and segments are part of NATURA 2000 network. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible from several directions; no adaptation for the disabled; ▪ Network of hiking trails, segment of Zagorje hiking route – well marked and maintained; ▪ Educational trail – well marked and maintained; ▪ Paragliding platforms (3) – several clubs offer instructions and organize competitions; ▪ Mountain lodge – offers lodging, food and beverage, well maintained; ▪ On-site visitor information – basic spatial interpretation and no tourist info-point(s); ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	Medium (3)	

Rivers

Landmark	1.4.	Mura-Drava Regional Park / Mura-Drava-Danube UNESCO Biosphere
Location/Address	Northern edge of Varaždin County	
Short info	<p>The multi-national Mura-Drava Regional Park encompasses the entire segment of river Drava in Varaždin County and it is a part of the Mura-Drava-Danube UNESCO Biosphere. Especially valuable are the unregulated parts of the river and migratory bird habitats. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible from several directions; no adaptation for the disabled; ▪ Bicycling routes – several bike routes, i.e. Mura-Drava Bike, Drava Bike Route linking with Eurovelo 13 Route, Amazon of Europe Bike Trail, offer on and off-road bicycling and are very well marked and maintained, including GPS navigation to points of interest; ▪ Fishing – several clubs sell daily and yearly passes, organize eco/cleaning activities, there are no marked fishing spots; ▪ Bird-watching – there are no marked bird watching locations; ▪ Other recreational offer – kayaking, archery and paintball, well maintained; ▪ On-site visitor information – basic spatial interpretation and no tourist info-point(s); ▪ Promotional information – available from websites operated by Mura-Drava Bike, fishing clubs, commercial operators of other recreational activities and other third-party sites. 	
Condition	Compatible with tourism / Very well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	High (4)	

Landmark	1.5.	Bednja
Location/Address	Central part of Varaždin County	
Short info	<p>River Bednja (133 km) flows in its entirety through Varaždin County. Segments are protected as part of NATURA 2000 network. According to legend, dragon Pozoj lives in surrounding valleys. Availability of:</p>	

	<ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible from several directions; no adaptation for the disabled; ▪ Fishing – several clubs sell daily and yearly passes, there are no marked fishing locations; ▪ On-site visitor information – no spatial interpretation and no tourist info-point(s). The dragon story has not been spatially interpreted; ▪ Promotional information – available from websites operated by fishing clubs and other third-party sites.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	1.6.	Plitvica
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Location/Address	Central part of Varaždin County
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Short info	<p>River Plitvica (65 km) flows in its entirety through Varaždin County. Segments are protected as part of NATURA 2000 network. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible from several directions; no adaptation for the disabled; ▪ Fishing – several clubs sell daily and yearly passes, there are no marked fishing locations; ▪ On-site visitor information – no spatial interpretation and no tourist info-point(s); ▪ Promotional information – available from websites operated by fishing clubs and other third-party sites.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Lakes

Landmark	1.7.	Lake Trakošćan
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Location/Address	Trakošćan, Varaždin County
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Short info	<p>A large artificial lake (23 ha), below Trakošćan castle and a part of the Trakošćan park forest. It has a decorative function as a common element of romantic park architecture, but it is also rich with fish and a popular fishing site. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – easily accessible from several directions; partially adapted for the disabled; ▪ Site grounds – very well maintained; ▪ Educational trail (5 km) – very well marked and maintained; ▪ Boat rental – possibility of renting small recreational rowing boats; ▪ On-site visitor information – very good spatial interpretation and availability of tourist info-point in reconstructed fishing hut; ▪ Promotional information – available from (own) Trakošćan park forest and third-party websites, as well as from printed promotional materials.
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Condition	Compatible with tourism / Relatively well preserved
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Fully ready (5)

Landmark	1.8.	Man-made (accumulation) lakes on river Drava
Location/Address	Northern edge of Varaždin County	
Short info	<p>A string of four relatively closely spaced man-made (accumulation) lakes on river Drava, Dubravsko, Motičnjak, Varaždinsko and Ormoško, offer mostly fishing, walking and bicycle trails. Lake Dubravsko (17 km²) is the largest man-made lake in Croatia. Lakes Ormoško and Motičnjak are also known as migratory bird habitats. Availability of:</p> <ul style="list-style-type: none"> ▪ Dubravsko lake – walking trails are marked and maintained. No marked fishing locations; ▪ Motičnjak – well maintained recreational area, including 'Blue Flag' beach. There are no marked fishing or birdwatching locations; ▪ Varaždinsko lake – walking and bicycle trails are well marked and maintained. There are no marked fishing locations; ▪ Ormoško lake - there are no marked fishing or birdwatching locations. <p>Directional brown signs are not available: The lakes are easily accessible from several locations, access is only partially adapted for the disabled. On-site spatial interpretation is very limited, there are no tourist info-points. Promotional information is available from websites operated by fishing clubs, commercial operators of recreational activities and other third-party sites.</p>	
Condition	Compatible with tourism / Relatively well preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	Medium (3)	

Landmark	1.9.	Lake Zis
Location/Address	Csurgó outskirts, Csurgó District	
Short info	<p>A small lake with picturesque surroundings which make it a popular recreation site. It is particularly popular for fishing. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible from several directions; partially adapted for the disabled; ▪ Walking trails – marked and well maintained; ▪ Fishing – there are no marked fishing spots; ▪ On-site visitor information – no spatial interpretation and no tourist info-point; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Relatively well preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	Medium (3)	

Geological formations

Landmark	1.10.	Gaveznica – Kameni vrh
Location/Address	Vicinity of Lepoglava, Varaždin County	
Short info	<p>Gaveznica is the only preserved fossilized volcano in Croatia. It is also the only known find of semi-precious stones in Croatia, particularly agate and opal. The site is protected as a geological nature monument. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – easily accessible; partially adapted for the disabled; ▪ Site grounds – relatively well maintained; ▪ Educational trail – well marked and maintained; ▪ Guided tours – available for organized groups and with in-advance booking; 	

	<ul style="list-style-type: none"> On-site visitor information – satisfactory spatial interpretation, no tourist info-point; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Relatively well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	High (4)

Landmark	1.11.	Cave Vindija
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Location/Address	Vicinity of Donja Voća, Varaždin County
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Short info	<p>Cave Vindija (50 m long, 30 m wide, 10 m high) is the site of among the best preserved remains of Neanderthal man who lived here 30.000 years ago. The DNA from this site has been included in the international Neanderthal Genome Project. The significance and amount of paleontological and anthropological finds from the Paleolithic onward make this one of the world's important cave sites. Dated to 200.000 BC-1000 AD. The site is protected as a nature and archaeological monument. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibilty – accessible by mountain trail and road; no special adaptation for disabled; Site grounds – cave surroundings are relatively well maintained; On-site visitor information – basic spatial interpretation and no tourist info-point; cave can only be viewed from outside and it is not open to the public; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Low (2)

Landmark	1.12.	Mačkova (Large) cave
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Location/Address	Vicinity of Goranec, Varaždin County
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Short info	<p>Rich paleontological material with numerous skeletal remains of Pleistocene animals and of prehistoric man were found in the cave. Dated to 200.000 BC-900 AD. The site is protected as a nature and archaeological monument. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibility – accessible by mountain trail; no special adaptation for the disabled; Site grounds – cave surroundings are relatively well maintained; On-site visitor information – no spatial interpretation and no tourist info-point; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	1.13.	Cave Vinica
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Location/Address	Vicinity of Marčan, Varaždin County
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Short info	<p>Research has yielded remains of Holocene and Pleistocene fauna in the cave, as well as ceramics and stone weapons which indicate the presence of different cultures. Dated to 50.000 BC. The site is protected as an archaeological monument. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – not available; Accessibility – accessible by trail; no special adaptation for the disabled; Site grounds – cave surroundings are not maintained; On-site visitor information – no spatial interpretation and no tourist info-point;
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	▪ Promotional information – available from third-party websites and printed materials.
Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Not ready (1)

Parks, arboretums, gardens and outstanding tree specimens

Landmark	1.14.	Drava park forest
Location/Address	Immediate vicinity of Varaždin, Varaždin County	
Short info	<p>Drava park forest (87 ha) is renowned for exceptional biodiversity of up to 185 plant and 109 animal species. Its location in immediate vicinity of Varaždin makes it a highly popular and visited site by the local population. The site is protected as a park forest and it is also a part of the Mura-Drava Regional Park. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – easily accessible from several directions; partially adapted for the disabled; ▪ Park grounds – relatively well maintained; ▪ Walking, running and bicycle trails – well marked and maintained; ▪ Educational trail – well marked and maintained; ▪ Fishing - there are no marked fishing locations; ▪ On-site visitor information – basic spatial interpretation, no tourist info-point; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Relatively well preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	High (4)	

Landmark	1.15.	Trakošćan park forest
Location/Address	Trakošćan, Varaždin County	
Short info	<p>Trakošćan park forest (487 ha) encompasses the park surrounding Trakošćan castle and the forested area around Lake Trakošćan. It is one of the most beautifully formed park ensembles with numerous plant varieties and interesting views. The site is protected as a park forest. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – easily accessible; partially adapted for the disabled; ▪ Park grounds – well maintained; ▪ Educational trail – well marked and maintained; ▪ On-site visitor information – basic spatial interpretation, tourist info-point; ▪ Promotional information – widely available on own and third-party websites and printed materials. 	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	High (4)	

Landmark	1.16.	Castle parks
Location/Address	Several locations in Varaždin County and in Nagykanizsa District (see below)	
Short info	<p>Several parks, for the most part surrounding castles and other monumental sites, are considered and protected as monuments of park architecture. These include:</p> <p>Varaždin County</p> <ul style="list-style-type: none"> ▪ Bajnski dvori castle park (11 ha) – renowned for its conifer collection; poorly maintained; privately owned and currently not open to the public; ▪ Jalkovec (Leitner) castle park (3 ha), Jalkovec – partially preserved original geometric forms; very well maintained; privately owned and currently not open to the public; ▪ Klenovnik (Drašković) castle park (11 ha) – numerous exotic tree types, renowned for a collection of old yews with 1 m wide trunks; well maintained; part of hospital complex; ▪ Križovljangrad castle park (23 ha) – English type park with numerous local tree types; relatively well maintained; surrounding a decayed castle; ▪ Martijanec (Patačić-Rauch) castle park (6 ha) – juniper alley, flower garden and park with exotic tree types; well maintained; privately owned and currently not open to public; ▪ Novi Marof (Erdödy) castle park (13 ha) – still visible romantic park characteristics; relatively well maintained; part of hospital complex; ▪ Šaulovec castle park (6 ha) – composed of flower garden and park; well maintained; privately owned and currently not open to the public; ▪ Veliki Bukovec (Drašković) castle park (12 ha) – English park with mostly local tree types and a small lake; well maintained; privately owned and currently not open to public; ▪ Varaždinske Toplice park (15 ha) – home to numerous exotic tree types and surrounding the remnants of Roman spa complex; well maintained; part of hospital complex; <p>Nagykanizsa District</p> <ul style="list-style-type: none"> ▪ Inkey castle park – renowned for its rare size tree specimens, including a Himalayan cedar (510 cm in diameter), three mammoth pines (480-670 cm in diameter) and large ferns. The park is popular with botanists due to these special features. <p>For the most part there are no directional brown signs to the parks themselves. The parks are easily accessible and partially adapted for the disabled. There is limited on-site visitor information (e.g. spatial interpretation, tourist info-points) about the parks and promotional information is predominantly available only from third-party websites and printed materials.</p>	
Condition	Compatible with tourism under special circumstances / Relatively well preserved	
Attractiveness for tourist visitation	Merit a detour during trip	
Readiness for tourist visitation	Medium (3)	

Landmark	1.17.	Palini Inkey Boldizsar Primary school park
Location/Address	Nagykanizsa, Nagykanizsa District	
Short info	<p>The site is a five-hectare primeval park protected as a natural area. It is part of a primary school complex. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible; partially adapted for the disabled; ▪ Park grounds – very well maintained; ▪ Walking and running trails – marked and well maintained; ▪ On-site visitor information – no spatial interpretation and no tourist info-point; ▪ Promotional information – basic information available from School websites. 	
Condition	Compatible with tourism under special circumstances / Well preserved	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	Medium (3)	

Landmark	1.18.	Reformed Grammar school park
Location/Address	Csurgó, Csurgó District	
Short info	<p>The park (10 ha) is known for its ensemble of monuments erected in honour of notable individuals and the atmosphere of promenades between ancient trees. The park is a protected site. It is part of a school complex. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible; partially adapted for the disabled; ▪ Park grounds – very well maintained; ▪ Walking trails – marked and very well maintained; ▪ On-site visitor information – no spatial interpretation and no tourist info-point; ▪ Promotional information – basic information available from School websites. 	
Condition	Compatible with tourism under special circumstances / Well preserved	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	Medium (3)	

Landmark	1.19.	Opeka arboretum
Location/Address	Marčan, Varaždin County	
Short info	<p>Opeka arboretum (64 ha) surrounds Opeka castle. It is the largest arboretum in Croatia encompassing some 200 plant species. It is especially renowned for its dendrological diversity and exotic norther hemisphere trees. The site is protected as a monument of park architecture. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – easily accessible; no special adaptation for the disabled; ▪ Arboretum grounds – relatively well maintained; ▪ Walking trails – relatively well maintained; ▪ Guided tours – available for organized groups and with in-advance booking; ▪ On-site visitor information – no spatial interpretation and no tourist info-point; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Relatively well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	Medium (3)	

Landmark	1.20.	Miklósfai arboretum
Location/Address	Nagykanizsa, Nagykanizsa District	
Short info	<p>Miklósfai arboretum (20 ha) is mostly made up of mammoth pines, spruce, douglas and forest pines. The oldest tree is the oak located in the central area, estimated to be more than 130 years old. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible; partially adapted for the disabled; ▪ Arboretum grounds – well maintained; ▪ Walking trails – marked and well maintained; ▪ Marked pick-nick areas are available; ▪ On-site visitor information – no spatial interpretation and no tourist info-point; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	High (4)	

Landmark	1.21.	Tripammer Gyula u. walking garden
Location/Address	Nagykanizsa, Nagykanizsa District	
Short info	<p>This is the largest park in Nagykanizsa (4 ha) encompassing rows of horse chestnuts, linden trees, black walnut, beech, maple, sycamore and numerous valuable old plants. There is a small iron pavilion in the park. The gardens, vegetation and works of fine art are under protection. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – easily accessible; partially adapted for the disabled; ▪ Park grounds – very well maintained; ▪ On-site visitor information – no spatial interpretation and no tourist info-point; ▪ Promotional information – basic information available from third-party websites. 	
Condition	Compatible with tourism under special circumstances / Well preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	High (4)	

Landmark	1.22.	Outstanding tree specimens
Location/Address	Several locations in Varaždin County and in Nagykanizsa District (see below)	
Short info	<p>Several tree specimens are protected for their outstanding value. These include:</p> <ul style="list-style-type: none"> ▪ Bela's linden tree, Visoko – a very large and rare specimen of linden tree (<i>Tilia grandifolia</i>), some 20 m high and 3 m wide. According to legend, it was planted by Croatian-Hungarian king Bela IV Arpadović in 1242 when escaping to Dalmatia from the Turks. It is among the oldest trees in Croatia. It is protected as a nature monument. ▪ Group of white poplar trees, Varaždin, Drava park forest – a group of some 70 gigantic trees, from 31 to 42 m high and around 100 years old. They have the highest botanical value in the park forest. They are protected as a nature monument. ▪ Group of linden trees, Bednja – a larger (<i>Tilia platyphyllos</i>) and a smaller (<i>Tilia cordata</i>) linden tree, probably 200-300 years old, standing in front of the parish house reflect the tradition of planting trees in popular meeting places, usually nearby churches and schools. They are protected as monuments of park architecture. ▪ Group of linden trees, Varažinske Toplice – some ten, over 200 years old trees (<i>Tilia platyphyllos</i>) make up an ensemble in front of the parish church of St. Martin. They are protected as monuments of park architecture. ▪ Plane tree Banfica, Varaždin – a single 17 m high, around 100 years old tree (<i>Platanus acerifolia</i>) is what remains of a tree alley lining the road from the town to the Drava river. It is protected as a monument of park architecture. ▪ Plane tree, Jalžabet – a single, huge tree (<i>Platanus acerifolia</i>), estimated to be around 400 years old. It is protected as a monument of park architecture. ▪ Yew tree, Čalinec – a single, over 200 years old tree (<i>Taxus baccata</i>), considered among the largest of its type in Croatia. It is protected as a monument of park architecture. ▪ Japanese acacia, Elizabeth square, Nagykanizsa ▪ Plane tree alley, Vecsey street, Nagykanizsa ▪ Pitch pine area west of Nagykanizsa <p>For the most part there are no directional brown signs. The sites are generally easily accessible but only partially adapted for the disabled. All the sites are well maintained and are accompanied by spatial interpretation board signs. Promotional information is available from third-party websites and printed materials.</p>	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merit a stop if along the way during a trip	
Readiness for tourist visitation	High (4)	

Cultural heritage sites

Archeological sites

Landmark	2.1.	Archeological site Bistričak
Location/Address	Vicinity of Jalžabet, Varaždin County	
Short info	<p>The site is dominated by a giant burial mound about 75 m in diameter and about 8 m high. These dimensions make it one of the largest burial mounds in Europe. It dates to Iron Age, or about 800 BC-400 BC. The site is currently being excavated and explored. It is located in vicinity of other significant burial mounds in Donji Martijanec and Vrbanovec. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – no road/path access; no adaptation for disabled; ▪ Site maintenance – shape clearly visible, overgrown with grass, relatively well maintained; ▪ Tourism services – none offered on site or immediate vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – general information available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Physical remains not visible	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	Not ready (1)	

Landmark	2.2.	Archeological site 'Pri Gomili'
Location/Address	Vicinity of Donji Martijanec, Varaždin County	
Short info	<p>The site is dominated by a giant burial mound about 80 m in diameter and about 15 m high. These dimensions make it one of the largest burial mounds in Europe. It is slightly damaged at the top. The mound dates to Iron Age, or about 800 BC-400 BC. The site is located in vicinity of other significant burial mounds in Vrbanovec and vicinity of Jalžabet. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – no road/path access; no adaptation for disabled; ▪ Site maintenance – shape clearly visible, overgrown with grass, relatively well maintained; ▪ Tourism services – none offered on site or immediate vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – general information available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Physical remains not visible	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	Not ready (1)	

Landmark	2.3.	Archeological site Vrbanovec
Location/Address	Vrbanovec, Varaždin County	
Short info	<p>The site is located in the center of Vrbanovec. It is a burial mound about 5 m in diameter and about 1.5 m high. At the top of the mound there is a crucifix today. The mound dates to Iron Age, or about 800 BC-450 BC. The site is located in vicinity of other significant burial mounds in vicinity of Donji Martijanec and Jalžabet. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible by road; no adaptation for disabled; 	

	<ul style="list-style-type: none"> Site maintenance – well maintained; Tourism services – none offered on site or immediate vicinity; On-site visitor information – no spatial interpretation; Promotional information – general information available from third-party websites and printed materials.
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Condition	Compatible with tourism / Physical remains not visible
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	2.4.	Archeological site Lonja (Gradišće I and Gradišće II)
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Location/Address	Donje Makojšće, Varaždin County
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Short info	<p>The site encompasses two hilly areas with archaeological layers from 4000 BC to 400 AD, or from prehistorical periods (Eneolithic to Iron age) to Roman times. Remains of Roman architecture dominate the site today and represent the only find from the Roman period on an elevated, fortified position in Varaždin county. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – not available; Accessibility – accessible by trail; no adaptation for disabled; Site maintenance – well maintained; Tourism services – none offered on site or immediate vicinity; On-site visitor information – no spatial interpretation; Promotional information – general information available from third-party websites and printed materials.
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Condition	Compatible with tourism / Relatively well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Not ready (1)

Landmark	2.5.	Archeological site Aquae lasae
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Location/Address	Varaždinske Toplice, Varaždin County
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Short info	<p>Located in today's center of Varaždinske Toplice, the site encompasses public areas of the Roman settlement Aquae lasae, dated to 100 – 400 AD. It consists of the Forum, Capitolium with Jupiter, Junona and Minerva temples, and a bathing complex with pools and a basilica. The pool with the thermal water spring is at the center of the Forum, which is a unique case in Croatia and beyond. Despite their different functions, these buildings make up a single architectural complex. The site represents among the best preserved Roman remains in Croatia. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibility – accessible from several directions; access adapted for the disabled; Site maintenance – very well maintained; Tourism services – Archeological park Aquae lasae functions as an open-air museum exhibit run by the Regional Museum of Varaždinske Toplice. The site has regular working hours and guided tours are available on request. Accommodation, food and beverage, shopping, etc. are available in immediate proximity elsewhere in Varaždinske Toplice; On-site visitor information – very good spatial interpretation; Multimedia visualization available (AR and 3D interactive models); Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Very well preserved
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Fully ready (5)

Landmark	2.6.	Archeological site Gradišće - Tuhovec
Location/Address	Tuhovec, Varaždin County	
Short info	<p>The site, located between ancient Roman towns Aquae Iasae (Varaždinske Toplice) and Iovia (Ludbreg), encompasses a Roman villa rustica dated to 100 – 400 AD. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no adaptation for disabled; ▪ Site maintenance – site is currently agricultural land; ▪ Tourism services – none offered on site or immediate vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – none. 	
Condition	Compatible with tourism / Physical remains not visible	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	Not ready (1)	

Landmark	2.7.	Archeological site Iovia (Somođi garden)
Location/Address	Ludbreg, Varaždin County	
Short info	<p>The site located in the Somođi garden, in the center of Ludbreg, encompasses a Roman bathing complex and a large section of a monumental public building, making up the Iovia Archeological Park. They are what remains of the Roman town of Iovia, built in the 1st century AD as a military outpost and part of the Drava limes, but growing into an important town along the Drava river until its demise in the 4th century AD. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; access adapted for the disabled; ▪ Site maintenance – very well maintained; ▪ Tourism services – Archeological park Iovia functions as an open-air museum exhibit with regular working hours. Accommodation, food and beverage, shopping, etc. available in immediate proximity elsewhere in Ludbreg. ▪ On-site visitor information – basic spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Very well preserved	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	Fully ready (5)	

Fortresses and Old Towns (burgs)

Landmark	2.8.	Kehne tower (Andrew's tower)
Location/Address	Gornji Knežinec, Varaždin County	
Short info	<p>A single medieval tower named Kehne or Andrew's tower is all that remains of presumably a fortress which used to occupy the site of today's parish church in the center of Gornji Knežinec. According to legend, the tower is where Croatian-Hungarian king Emerik imprisoned his younger brother Andrew in 1203 in order to prevent him from seizing the throne and where Andrew remained until he inherited the crown following Emerik's death in 1204. King Andrew II went on to grant the city of Varaždin free royal town status in 1209 mentioning the tower Kehne from which the name Knežinec was later derived. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no adaptation for the disabled; 	

	<ul style="list-style-type: none"> Site maintenance – very well maintained; Tourism services – the tower is only sporadically open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; On-site visitor information – no spatial interpretation; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Very well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Medium (3)

Landmark	2.9.	Fortress Pusta Bela
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Location/Address	Vicinity of Bela, Varaždin County
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Short info	<p>The medieval fortress which came to be known as Pusta ('empty') Bela, first mentioned in historical documents in 1163, rising above Bela valley at 350 meters, once was the seat of the Templar knights, then owned by the Johannite knights (predecessors of today's Maltese knights) and several noble families, until it was destroyed in a fire in 1481 and abandoned. According to legend, the Templars hid king Richard the Lionheart here on his return from one of the Crusades. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – not available; Accessibility – accessible by trail from several directions; no adaptation for the disabled; Site maintenance – poorly maintained; Tourism services – not available on site; accommodation, food and beverage available in near vicinity; On-site visitor information – no spatial interpretation; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Ruins, poorly preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	Low (2)

Landmark	2.10.	Fortress Grebengrad
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Location/Address	Vicinity of Donje Makojišće, Varaždin County
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Short info	<p>The remains of Grebengrad fortress are located on the eastern ridges of Mt. Ivanščica at the altitude of 502 m. It is one of the oldest and largest fortresses in north-west Croatia, also being part of a broader defense system against Turkish invasions. First historical record of the fortress dates to 1209 when it was mentioned in a note by the Croatian-Hungarian king Andrew II, although it may have originated earlier. It was abandoned in 1710 after being heavily damaged by fire. Through history it was owned by several noble families, e.g. Grebenski, Batthyány, Frankopa, Erdödy. The fortress was built on four levels, it was 161 m long and approximately 49 m wide. It is currently under reconstruction. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibility – accessible by well maintained mountain trails; no adaptation for disabled; Site maintenance – relatively well maintained; Tourism services – guided tours are offered occasionally; accommodation, food and beverage available in near vicinity; On-site visitor information – no spatial interpretation; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Ruins, well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	Medium (3)

Landmark	2.11.	Fortress Paka
Location/Address	Vicinity of Paka, Varaždin County	
Short info	<p>The fortress was built at an elevation of 310 m, overlooking valleys which link the Paka and Kalnik areas. It had a hexagonal layout, it was in use from 13th to 15th century as a military point and part of a broader defense system against Turkish invasion. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions by well maintained trails; no adaptation for the disabled; ▪ Site maintenance – well maintained; ▪ Tourism services – easy stroll trail linking fortresses Paka and Čanjevo; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – satisfactory spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Ruins, well preserved	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	High (4)	

Landmark	2.12.	Fortress Čanjevo
Location/Address	Čanjevo, Varaždin County	
Short info	<p>From an elevation of 320 m, the fortress overlooks mountains Kalnik, Moslavačka gora and Medvednica testifying to its geo-strategic importance in the past. It is presumed to have been built as a noble castle in the 15th century but became a military outpost in the 16th century and part of a broader defense system against Turkish invasion, until it was abandoned in the 17th century. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible by well maintained trails; no adaptation for the disabled; ▪ Site maintenance – well maintained; ▪ Tourism services – easy stroll trail linking fortresses Paka and Čanjevo; traditional portrayal of battle defending Čanjevo against Turkish invasion performed in October; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – satisfactory spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Ruins, well preserved	
Attractiveness for tourist visitation	Merits a detour during a trip	
Readiness for tourist visitation	Medium (3)	

Landmark	2.13.	Old Town Varaždin
Location/Address	Varaždin, Varaždin County	
Short info	<p>Old Town Varaždin was initially a stone fortress constructed in the 12th century, turned by the 16th century due to threat of Turkish invasion into a 'wasserburg' surrounded by defensive walls, bastions and a moat, to be reconstructed during the 17th and 18th century into a baroque residential castle. Through history it has been owned by counts Celjski, the Ungnad family and between 16th and 20th century by the Erdödy family. The Old Town has also been the seat of Varaždin County prefect and the center of political power. Today it encompasses the castle, former armory and granary, the entry tower with chain bridge, defensive walls and moat which has been turned into a promenade and it houses the Varaždin City Museum. It is the site of numerous festivities and events throughout the year. The Old Town is one of the City's most important and best preserved historical sites. Availability of:</p>	

	<ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; access adapted for the disabled; ▪ Site maintenance – very well maintained; ▪ Tourism services – Varaždin City Museum with permanent and special exhibitions, varied educational programs; Museum has regular working hours, offers guided tours. Accommodation, food and beverage, shopping, etc. available in immediate proximity elsewhere in Varaždin; ▪ On-site visitor information – satisfactory spatial interpretation; ▪ Promotional information – available from own and various third-party websites and printed materials.
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Condition	Compatible with tourism / Very well preserved
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Fully ready (5)

Landmark	2.14.	Old Town Vinica
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Location/Address	Vinica, Varaždin County
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Short info	<p>Old Town Vinica is situated in a hilly area overlooking Vinica, at an elevation of 260 m. It is presumed there was a settlement on this location dating from prehistoric times, but the Old Town itself is first mentioned in 1353. It was built gradually until assuming its final shape in the 16th century consisting of an upper and lower level, the latter surrounded for protection by four circular towers. It had mainly a defence function but was also used for habitation. It was abandoned toward the end of the 17th century, having by then fallen into decay. Some of the owners of the Old Town include: King Sigismund, Counts Celjski, Jan Vitovec, Korvin family, Ivan Gyulayu, Nikola Istvanffy, counts Drašković, Keglević. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible by road; no adaptation for the disabled; ▪ Site maintenance – poorly maintained; ▪ Tourism services – not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Ruins, poorly preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Nor ready (1)

Landmark	2.15.	Old Town Ivanec
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Location/Address	Ivanec, Varaždin County
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Short info	<p>Old Town Ivanec does not exist anymore, having been heavily damaged in WW II and the remains then torn down in late 1950's. It was located in what is today the center of Ivanec, in the town's main park. Its origins are still not fully known, first written records dating to 1558, but archeological excavations showing a much longer continuity of activity on this site. Availability of (in reference to the Old Town original site in today's main park):</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible by road; no adaptation for the disabled; ▪ Site maintenance – well maintained; ▪ Tourism services – not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / No physical remains
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Medium (3)

Landmark	2.16.	Old Town Bisag
Location/Address	Bisag, Varaždin County	
Short info	<p>The remains of the Old Town Bisag are located in a valley along the left bank of river Lonja in the vicinity of Bisag. The exact time of its construction is not known, but there are records of it as a lowland fortified castle in the 14th century. It had a square layout with cylindrical towers on the corners and a rectangular one above the entrance and was surrounded by a moat. There were outbuildings to the north and a park to the south. The Old Town was heavily damaged by fire during WW II and today only a part of its west wing and outbuildings remain. It was owned for the greatest length of time by the Patačić and Drašković families. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible by road; no adaptation for the disabled; ▪ Site maintenance – poorly maintained; ▪ Tourism services – not available on site; food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Ruins, poorly preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	Low (2)	

Castles¹ and manors

Landmark	2.17.	Trakošćan castle
Location/Address	Trakošćan, Varaždin County	
Short info	<p>Trakošćan castle is situated on top of a hill and surrounded by a park forest and a lake, making it a unique and one of the most picturesque historical complexes in Croatia, while Conde Nast Traveler listed it among the 12 most beautiful castles in Europe. The original small medieval fortress from the 14th century became in 1569 property of the mighty feudal Drašković family who enlarged and reconstructed the castle several times during its history, until it took its final shape in the mid 1800's in the spirit of romanticism and the neo-gothic style. Since 1953 the castle is a museum, exhibiting a faithful recreation of castle life and also a valuable collections of baroque furniture and small objects. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; access adapted for the disabled; ▪ Site maintenance – very well maintained; ▪ Tourism services – Trakošćan Castle Museum with permanent and special exhibitions, open to the public during regular working hours; also offers meeting and wedding venues; accommodation, food and beverage available in immediate vicinity; ▪ On-site visitor information – very good spatial interpretation; 	

¹ Excluded from this evaluation are castles which due to their present functions and despite their historical or cultural significance are not compatible with tourism. These are: Klenovnik castle (hospital), Novi Marof castle (hospital), Vidovec castle (social housing), Somogy castle (hospital).

	<ul style="list-style-type: none"> Promotional information – available from own and various third-party websites and printed materials.
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Condition	Compatible with tourism / Very well preserved
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Fully ready (5)

Landmark	2.18.	Križovljangrad castle
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Location/Address	Cestica, Varaždin County
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Short info	<p>Križovljangrad is the northernmost castle in Croatia, very close to Slovenia and only about 100 meters south of the Drava river. It is first mentioned in the 16th century as a wooden structure, replaced in the 17th century by a lowland fortified residential castle, including a still visible moat with a drawing bridge. Unique for these parts is its cross shaped floorplan and renaissance style decorative details. It is surrounded by a very large park (see landmark 1.16.). The castle is privately owned. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – not available; Accessibility – accessible from several directions; no special adaptation for the disabled; Site maintenance – poorly maintained; Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in vicinity; On-site visitor information – no spatial interpretation; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Decayed
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	2.19.	Opeka castle
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Location/Address	Marčan, Varaždin County
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Short info	<p>Opeka castle and the surrounding arboretum (see landmark 1.19.) are one of the most impressive historical heritage complexes in Croatia. The castle was originally built in 1674 in the baroque style but reconstructed in the 19th century in the spirit of historicism. The castle is currently being fully renovated. Historically, the complex is most closely linked to the noble Bombelles family. After renovation, the castle will house the 'Regional center for competency in agriculture'. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibility – accessible from several directions; access will be adapted for the disabled; Site maintenance – after renovation of the complex, the site is expected to be very well maintained; Tourism services – the 'Regional center for competency in agriculture' will include a memorial exhibition area open to the public and tours of the arboretum will be held on prior request; accommodation, food and beverage available in near vicinity; On-site visitor information – after renovation of the complex quality of spatial interpretation is expected to increase; Promotional information – after renovation of the complex quality of promotional information is expected to increase.
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Condition	Compatible with tourism / Very well preserved (after renovation is completed)
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Following completion of ongoing renovation: High (4)

Landmark	2.20.	Bajnski dvori castle
Location/Address		Gornje Ladanje, Varaždin County
Short info	<p>Bajnski dvori castle was originally constructed in the 17th century, but purchased in 1864 by count I. Erdödy, a member of a powerful feudal family, who extended and reconstructed it in the spirit of classicism, equipping it with expensive furniture, carpets and paintings, including Rubens, Rembrandt and Durer. The castle was heavily damaged by fire in 1918 following a rebellion of local farmers and miners, and today only the eastern wing remains. The burial chapel of the Erdödy family is located in the extensive gardens surrounding the castle (see landmark 1.16.). The castle is presently privately owned. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – poorly maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition		Compatible with tourism / Poorly preserved
Attractiveness for tourist visitation		Merits a stop if along the way during a trip
Readiness for tourist visitation		Low (2)

Landmark	2.21.	New Bela (or Bela II) castle
Location/Address		Bela, Varaždin County
Short info	<p>Castle New Bela was built in the 18th century by the Erdödy family and together with the Old Bela castle, located approximately 100 meters away, formed part of one of the largest noble estates in Varaždin County. The castle was built in the baroque style, in form of a rectangle with two cylindrical towers at each end of the northern façade and arcades on the opposite one forming an impressive site. The castle is privately owned and currently under renovation. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – after renovation of the complex, the site is expected to be very well maintained; ▪ Tourism services – the intention of the owner to open the castle to the public is not yet known; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition		Compatible with tourism / Very well preserved (after renovation is completed)
Attractiveness for tourist visitation		Merits a special trip
Readiness for tourist visitation		Following completion of ongoing renovation: Medium (3)

Landmark	2.22.	Old Bela (Bela I) castle
Location/Address		Bela, Varaždin County
Short info	<p>The origins of the Old Bela castle are linked to the Petho de Gerse family at the turn of the 16th century when it had a prominent defensive function, being adapted into a residence in the 18th century. Together with the near-by New Bela castle it used to be a part of one of the largest noble estates in Varaždin County. The castle is privately owned. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; 	

	<ul style="list-style-type: none"> ▪ Site maintenance – poorly maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Poorly preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	2.23.	Maruševec castle
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Location/Address	Maruševec, Varaždin County
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Short info	<p>Maruševec castle is one of the architecturally most interesting and one of the most beautiful castles of north-west Croatia. It dates to mid-16th century, having through its history exchanged several owners and been the subject of different interventions, with its present-day romantic vision of a castle in a picturesque landscape dating from the 19th century. The castle is privately owned. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – relatively well maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Relatively well preserved
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Medium (3)

Landmark	2.24.	Patačić castle
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Location/Address	Krkanec, Varaždin County
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Short info	<p>Patačić castle was built in 1616, being initially a castle surrounded by water, then in the 18th century becoming a residence. It is a single-story structure with a rectangular floor plan and harmonious proportions reflecting Renaissance influences. In 1696 count Baltazar Patačić founded here 'The Society of Wine Doctors', where in order to gain admittance, one had to be capable of drinking 2.75 liters of wine at once, but which was in fact a gathering place for the political and cultural elite of the time. The castle is privately owned. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – relatively well maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Relatively well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	Low (2)

Landmark	2.25.	Šaulovec castle
Location/Address		Črešnjevo, Varaždin County
Short info	<p>Constructed on the site of previous buildings, Šaulovec castle with the surrounding park (see landmark 1.16.) dates to 1791, having been reconstructed in 1902 in a historicist manner. It is renowned for the secessionist curved iron staircase which dominates the interior, as well as preserved furniture and other decorative pieces providing an insight into the life of Varaždin area nobility at the turn of the 20th century. Historically, the castle was most closely related to the noble Kiš family. It is currently owned by Varaždin County, which plans to restore the castle for educational and hospitality purposes. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – relatively well maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Relatively well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	Medium (3)	

Landmark	2.26.	Leitner castle
Location/Address		Jalkovec, Varaždin County
Short info	<p>The castle was constructed by the Leitner family in 1911 and is the newest of the castles in Varaždin county. It is a single story building with a rectangular floor plan built in the spirit of historicism and located within a spacious park (see landmark 1.16.). It is presently owned by Vindija d.d. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – very well maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Very well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	Medium (3)	

Landmark	2.27.	Seketin castle
Location/Address		Seketin, Varaždin County
Short info	<p>Seketin castle is located in an attractive and prominent position in the hilly Varaždinbreg area. Although mentioned in historical documents as existing in the 13th century, the present-day building is a reconstruction in the historicist manner dated to 1888. It is surrounded by a small park. The castle is renowned for its well preserved interior. It is presently privately owned. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – well maintained; 	

	<ul style="list-style-type: none"> ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	Medium (3)

Landmark	2.28.	Patačić-Rauch castle
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Location/Address	Martijanec, Varaždin County
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Short info	<p>There is no precise information on when Patačić-Rauch castle was exactly built, but it is known the castle built in classicist manner with a prominent portico entry decorated with ionic columns and surrounded by a park (see landmark 1.16.) existed in the 18th century. Since then the castle has exchanged multiple owners. It is presently privately owned, with the owner's expressed interest in restoring the castle for cultural, social and hospitality purposes. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – poorly maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in near vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Poorly preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	2.29.	Varaždinske Toplice castle
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Location/Address	Varaždinske Toplice, Varaždin County
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Short info	<p>The castle dates from the end of the 14th century, having been fortified with towers, ramparts and ditches during the 16th century in defense from Turkish incursions, and losing its fortification character when rebuilt as a baroque castle during the 17th and 18th centuries. Together with the church of St. Martin it forms an enclosed square at the center of Varaždinske Toplice. Today it houses the Varaždinske Toplice Regional Museum. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; access adapted for the disabled; ▪ Site maintenance – well maintained; ▪ Tourism services – Varaždinske Toplice Regional Museum with permanent and special exhibitions; Museum has regular working hours, offers guided tours.; accommodation, food and beverage available in immediate vicinity; ▪ On-site visitor information – basic spatial interpretation; ▪ Promotional information – available from own and third-party websites and printed materials.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	High (4)

Landmark	2.30.	Batthyány castle
Location/Address	Ludbreg, Varaždin County	
Short info	<p>Batthyány castle is one of the most representative castle complexes in Croatia consisting of the main, square floor plan building with an interior courtyard, two outlying buildings and a spacious garden. First historical records of the castle date to 1320, while it owes its present day baroque appearance to a radical reconstruction in mid-18th century. The chapel of the Holy Cross, located inside the castle, is according to traditional belief the site of a religious miracle which occurred in 1411 when wine was converted to blood. Historically, the castle was most closely related to the noble Batthyány family. It presently houses the Restoration department of the Croatian Conservation Institute. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; access adapted for the disabled; ▪ Site maintenance – very well maintained; ▪ Tourism services – art exhibitions and music concerts are occasionally organized in the castle and/or atrium; accommodation, food and beverage available in immediate vicinity; ▪ On-site visitor information – basic spatial interpretation; ▪ Promotional information – available from own and third-party websites and printed materials. 	
Condition	Compatible with tourism / Very well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	High (4)	

Landmark	2.31.	Dražković castle
Location/Address	Veliki Bukovec, Varaždin County	
Short info	<p>The baroque-classicist Drašković castle, located in the center of Veliki Bukovec, along with a large park (see landmark 1.16.) dates from mid-18th century, having been expanded and restored in the 19th century. It is the focal point of large estates in the area owned and managed by this mighty noble family for generations. The castle continues to be owned by the Drašković family. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – well maintained; ▪ Tourism services – the castle is currently not open to the public and tourism services are not available on site; food and beverage available in immediate vicinity and accommodation in relative proximity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	Medium (3)	

Landmark	2.32.	Čalinec manor house
Location/Address	Čalinec, Varaždin County	
Short info	<p>First historical records of Čalinec manor house date from the 16th century while, following several reconstructions through its history, the present building dates from the 19th century. It is renowned for carved wooden elements, including window frames, balcony rims, columns and stairways. The imposing 200 year old yew (see landmark 1.22.) in front of the manor is</p>	

	<p>what remains of a park which used to surround the building. The building is owned by Municipality of Maruševac. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – poorly maintained; ▪ Tourism services – the manor is not open to the public and tourism services are not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Decayed
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	2.33.	Cerje Tužno manor house
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Location/Address	Cerje Tužno, Varaždin County
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Short info	<p>Cerje Tužno manor house is a high, single story building with a square floor plan. It is renowned for the barrel vaults implemented throughout its interior. The building is privately owned. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – poorly maintained; ▪ Tourism services – the manor is currently not open to the public and tourism services are not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Decayed
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

Landmark	2.34.	Batthyány castle
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Location/Address	Nagykanizsa, Nagykanizsa District
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Short info	<p>Batthyány castle was built in 1712 in the baroque style, partially using stone from the older Kanizsa castle. It is a one story, L-shaped structure and the yard side is decorated with arcades on both floors. The castle passed into the ownership of the Batthyány family in mid-1700's. Throughout its history, it has had several functions and since 1968 is the home of the György Thúry Museum. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; access adapted for the disabled; ▪ Site maintenance – very well maintained; ▪ Tourism services – the György Thúry Museum houses a permanent exhibition 'People, Roads and Relations' (The Millennia of Southern Zala), as well as periodical ones; the Museum has regular working hours; accommodation, food and beverage available in immediate vicinity; ▪ On-site visitor information – basic spatial interpretation; ▪ Promotional information – available from own website and printed materials.
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Condition	Compatible with tourism / Very well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	Fully ready (5)

Landmark	2.35.	Botszentgyörgy castle
Location/Address		Nagykanizsa, Nagykanizsa District
Short info	<p>Botszentgyörgy castle was built in late 15th century by the Both de Bajna family mainly for defensive purposes. Having lost its military significance by the late 16th century, it was demolished. After complete excavation, some of the walls were preserved in 1990. It is surrounded by a very large park. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – poorly maintained; ▪ Tourism services – not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – basic spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition		Compatible with tourism / Decayed
Attractiveness for tourist visitation		Merits a stop if along the way during a trip
Readiness for tourist visitation		Not ready (1)

Landmark	2.36.	Inkey castle
Location/Address		Iharosberény, Csongó District
Short info	<p>The castle was the seat of the Iharosberény branch of the Inkey family from 1750, when it was built by imperial general Gaspar Inkey, until 1945. The representative baroque building with a U-shaped floor plan was renowned for its stately hall, double staircases, a library with some 5000 books, fine furniture and works of art, as well as a French garden. The castle was frequented by members of the aristocracy through the 18th and 19th centuries. It was pillaged immediately post WW II but has been since renovated and modernized on several occasions. It is presently the home of the local primary school. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; access adapted for the disabled; ▪ Site maintenance – very well maintained; ▪ Tourism services – the castle is currently not open for tourist visitation and tourism services are not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from own and third-party websites and printed materials. 	
Condition		Compatible with tourism / Well preserved
Attractiveness for tourist visitation		Merits a detour during trip
Readiness for tourist visitation		Medium (3)

Landmark	2.37.	Meller castle
Location/Address		Csongó, Csongó District
Short info	<p>Meller castle was built in 1908 by Henrik Meller, a very progressive and successful farmer and livestock breeder. The style of the castle is eclectic, mainly decorated with Art Nouveau elements on the outer façade, as well as in the interior design and former furniture. Many of the family members perished during the Holocaust and the castle eventually became local government property. The building has housed numerous institutions over the years. It is currently a bed and breakfast. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; 	

	<ul style="list-style-type: none"> Site maintenance – relatively well maintained; Tourism services – the castle is currently not open for tourist visitation and tourism services are not available on site; accommodation, food and beverage available in vicinity; On-site visitor information – no spatial interpretation; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Relatively well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Medium (3)

Landmark	2.38.	Perczel castle
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Location/Address	Somogybükkösd, Csongó District
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Short info	<p>Perczel castle, its surrounding park and ornamental garden are the most prominent sites in the village. The former mansion of the Perczel family has been recently renovated and presently houses municipality offices, a doctor's office, library, youth club premises and also a renovated cellar with cooking facilities which could be suitable as a meetings venue. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibility – accessible from several directions; access adapted for the disabled; Site maintenance – well maintained; Tourism services – the cellar of the castle has been renovated and equipped as a venue for meetings; there are no regular working or visitation hours; accommodation, food and beverage available in vicinity; On-site visitor information – no spatial interpretation; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	Medium (3)

Landmark	2.39.	Zichy castle
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Location/Address	Zákányfalu, Csongó District
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Short info	<p>The Zichy Castle was transformed from a manor house built in 1835 into a castle between 1911-14 by the Zichy family. The eclectic mansion has been operating as a school since 1945, and the castle park is an experience with several rarities and linden trees. Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibility – accessible from several directions; no special adaptation for the disabled; Site maintenance – well maintained; Tourism services – the castle is currently not open for tourist visitation and tourism services are not available on site; accommodation, food and beverage available in vicinity; On-site visitor information – no spatial interpretation; Promotional information – available from third-party websites and printed materials.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Medium (3)

Landmark	2.40.	Berzence castle
Location/Address	Berzence, Csurgó District	
Short info	<p>The castle above the village was first mentioned in a charter by King Sigismund in 1406. The only parts of the castle visible today are remains of a round tower and traces of a former moat. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – relatively well maintained; ▪ Tourism services – not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Ruins, poorly preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	Low (2)	

Landmark	2.41.	Festetich mansion
Location/Address	Berzence, Csurgó District	
Short info	<p>Festetich mansion was built in the 18th century by the Nitzky family in the baroque style and later rebuilt in mid-19th century by György Festetics in classicist style. It is located in the center of the village of Berzence and surrounded by a large park. The building has had several functions over the years, but it is presently empty and closed. Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available; ▪ Accessibility – accessible from several directions; no special adaptation for the disabled; ▪ Site maintenance – relatively well maintained; ▪ Tourism services – the mansion is currently not open for tourist visitation and tourism services are not available on site; accommodation, food and beverage available in vicinity; ▪ On-site visitor information – no spatial interpretation; ▪ Promotional information – available from third-party websites and printed materials. 	
Condition	Compatible with tourism / Relatively well preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	Medium (3)	

Historical towns and villages

Landmark	2.42.	Varaždin
Location/Address	Town of Varaždin, Varaždin County	
Short info	<p>Varaždin is considered one of the most significant historical towns in Croatia, acclaimed for its built, cultural, religious, industrial and horticultural heritage. Located at the crossroads important since the Roman times, it was first mentioned in historical documents in 1181, received the status of a free royal town from Croatia-Hungarian king Andrew II in 1209, became a fortified town crucial in the defense from the Turks in the early 16th century, served as the seat of the Croatian government for a brief period from 1767 until the 'big fire' in 1776 and was one of the centers of Croatian national revival in the 19th century. It has always been known as a craft, trade and agriculture hub. The town's historical center is a protected national heritage site. Points of interest include:</p>	

	<ul style="list-style-type: none"> ▪ Varaždin Old Town – fortress, castle and currently Varaždin City Museum (see 2.13.). ▪ Lisak tower – the only remaining gate and part of the walls shielding Varaždin in the Middle ages and demolished in the 19th century. The tower-gate dates from 16th century. ▪ Town Hall – among oldest in Europe, dating from 1523, built in Romanesque-gothic style; ▪ Croatian National Theatre in Varaždin – first theatre design project by Austrian architect H. Helmer, who went on to design 46 other theatres, including in Zagreb, Rijeka, Vienna, Budapest, Prague, etc. The theatre was opened in 1873. ▪ St. Fabian and Sebastian church – built in 1681 as a votive chapel dedicate to the protectors from the plague; ▪ St. Florian church – built in 1733 on site of older church, interior testifies to high quality of craftsmanship available in the town; ▪ St. George church – built in 1884, Orthodox church, built in historicist style; ▪ Church of St. John the Baptist and Franciscan monastery – built in period 1626-1632 in early baroque style on site of previous premises, the complex included a hospital, pharmacy and gardens; ▪ St. Roch church – built in late 17th century as a votive chapel against the plague; ▪ St. Vid church – built in period 1778-1782 on site of older churches, each destroyed in separate fires; ▪ Church of the Assumption of the Blessed Virgin Mary and Pauline monastery – built in period 1642-1656, it was initially a Jesuit (1642-1773), then Pauline (1776-1786) church. Since 1997, it is the cathedral of the new Varaždin diocese. In contrast to the simple exterior, the interior is grandiose, including a renowned organ. Members of the noble Drašković family are buried in the crypt of the Lauretan chapel. The cathedral is one of the most significant early baroque churches in north-west Croatia; ▪ Church of the Holy Trinity and Capuchin monastery - built in period 1701-1705, the church and monastery preserve rich historical and cultural inventory; ▪ Church of the Nativity and Ursuline monastery - built in period 1722-1749 in mature baroque and then rococo styles, renowned for its elegant bell-tower. The Ursuline nuns founded the first school and gymnasium in Varaždin; ▪ St. Nicholas church – built in the middle of the 18th century and incorporating the belltower from the 15th century. It is dedicated to the town's patron saint. ▪ Varaždin synagogue – built during the second half of the 19th century as a combination of elements of historicism and oriental forms, the formative origins of which should be sought in the Budapest synagogue. After decades of neglect, its restoration begun in 2019; ▪ Varaždin cemetery – a unique combination of sculpture, tombstones and horticultural elements, namely the evergreen Thuja occidentalis. The cemetery is protected as a monument of park architecture; ▪ Jewish cemetery – formed at the beginning of the 19th century; ▪ Drašković-Nadasdy palace – built in the second half of the 18th century in the rococo style, a monumental one story corner building on the main town square. It gained significance as the seat of the Croatian Ban Franjo Nadasdy and the seat of the Croatian Senate and government. It also gained fame as the site of Countess Nadasdy's balls and parties; ▪ Erdödy palace – built in the middle of the 18th century in the rococo style. Today it houses the renowned Varaždin Music School; ▪ Erdödy-Oršić palace – built at the beginning of the 19th century as a monumental early classicist building; Today it is gallery; ▪ Herczer palace – built at the end of the 18th century in late baroque-classicist style by the Herczer family who made their wealth in the mail business and bought nobility status. Today it houses the unique Entomological collection, a part of Varaždin City Museum; ▪ Keglević palace – built in the 17th century in the baroque and in the 18th century remodeled in the rococo style. Today it houses the Varaždin branch of the Croatian Academy of Arts and Sciences; ▪ Varaždin County palace – built in the second half of the 18th century in the rococo style for the administrative needs of the County. On the façade is the County emblem designated by Empress Maria Theresa in 1763. It remains the seat of Varaždin County until today;
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	<ul style="list-style-type: none"> ▪ Zagreb kaptol palace - built in the second half of the 18th century. It is considered one of the most harmonious baroque palaces in north-west Croatia, with the original façade and space layout completely preserved; ▪ Patačić palace – built in the second half of the 18th century, it is considered the most valuable rococo palace in Varaždin. During the 18th century, it was the center of social and cultural life of the town; ▪ Patačić-Puttar palace – built in the middle of the 18th century as a late baroque one story corner building; ▪ Petković-Ožegović palace – baroque palace considered one of the town's prominent architectural monuments of the second half of the 18th century with a preserved 17th century interior nucleus; ▪ Prassinsky-Sermage palace – remodeled in mid- 18th century in the rococo style, this is one of the town's most striking palaces. Today it is part of the Varaždin City Museum; ▪ Nitzky palace - built at the end of the 18th century in late baroque style; ▪ Zakmardy palace – built in the second half of the 17th century as a seminary, this massive two-story detached building is an example of the renaissance stylistic expression. ▪ Varteks textile factory buildings – built during first half of the 20th century using innovative construction methods and materials. It is today protected as industrial heritage. ▪ Varaždin promenade – one of the oldest urban parks in Croatia, opened in mid-19th century, designed in English style. Meteorological column is placed on one of the sides. <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – Varaždin is easily accessible by road and highway systems from various directions. Access to most sites is adapted for the disabled and Varaždin has been awarded the label 'Accessible destination'. ▪ Site maintenance – most points of interest and the historical town center as a whole are well maintained. ▪ Tourism services – most points of interest are open to the public during regular working hours (exception: Varteks factory complex). Guided tours are available. Accommodation, food and beverage are available in a number of facilities. ▪ On-site visitor information – spatial interpretation is widely implemented, particularly in relation to individual sites in the historical center. The visitor center offers information and advice on siteseeing during regular working hours throughout the year. ▪ Promotional information – available from Town, Tourism Board and individual sites' websites and printed materials.
Condition	Compatible with tourism / Well or very well preserved
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Fully ready (5)

Landmark	2.43.	Vinica
Location/Address		Vinica Municipality, Varaždin County
Short info	<p>The first documented mention of Vinica dates to 1344 although, considering its location on important crossroads of ancient Roman roads alongside fertile valleys, it is presumed there was a settlement here long before. As the center of an agricultural region, Vinica has also been an important marketplace and crafts center. A number of historical noble families had estates in the area, namely the Keglević, Patačić, Drašković, Erdödy and Bombelles. Vinica led the way in providing organized education, a public library, pharmacy, bank, and firefighters. The central village area is protected as a cultural historical complex. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Pranger 'Pillar of shame' (Vinica) – a stone, obelisk shaped statue located on the main village square which was used as a measure for wheat and at the same time was a pillar for tying and exposing those who tried to cheat on the measure. The obelisk is triangular, 253 cm high with a protruding head of a man on each side and a Latin inscription in the 	

	<p>front saying 'IVSTAM MENSUE(AM) TENETE', i.e. 'measure fairly'. The pillar can be dated to the 17th century, it is unique in the area and testifies to the position of Vinica as an important regional fairground and marketplace.</p> <ul style="list-style-type: none"> ▪ Well with statue of St. John Nepomuk (Vinica) – located in the center of Vinica as part of the old fairground. The ansamble dates from the second half of the 18th century and is executed in baroque style. ▪ Statue of St. Benedict (Vinica) – valuable example of typically baroque stone sculpture, with the figure leaning on its left leg while the right one is slightly bent. ▪ St. Mark church (Marčan) – parish church built in 1808 on the foundations of a medieval church from the 14th century; ▪ Patačić manor (Vinica) – built in the 17th century on site of an older building, this is a large, three story, square floor plan baroque building located on the main square. It is currently under renovation. It will house local government offices and cultural venues. ▪ Koroskeny-Rupčić manor (Vinica) – originally built in the 18th century and rebuilt several times since, it is an important part of Vinica identity. ▪ Matachich-Dolansky manor (Vinica) – originally built in the 18th century and owned by the Paulines, it has been rebuilt several times since. ▪ Opeka castle and arboretum (Marčan) – one of the most impressive historical heritage complexes in Croatia mostly associated with the Bombelles family (see 1.19. and 2.19.). ▪ Bajnski dvori castle with park (Gornje Ladanje) – once impressively appointed castle and large park mostly associated with the Erdödy family (see 1.16. and 2.20.). ▪ Old Town Vinica (Vinica Breg) – a functioning site presumably since prehistoric times, it has according to records served as a defense and housing location from 14th to 17th century. ▪ Vinica cave (Marčan) – remains of animals, ceramics and stone weapons, dated to 50.000 BC. <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – partially in place; ▪ Accessibility – Vinica is easily accessible by road from various directions. Access to most sites is (will be after renovation) adapted for the disabled. ▪ Site maintenance – most points of interest are (will be after renovation) well maintained. Most of the village Vinica and surrounding areas are however relatively poorly maintained. ▪ Tourism services – only some points of interest are (will be after renovation) open to the public for visitation. Limited accommodation, food and beverage are available. ▪ On-site visitor information – satisfactory spatial interpretation on the main village square and not available elsewhere. There is no visitor center or tourism info point. ▪ Promotional information – available from Municipality and third party websites and printed materials.
Condition	Compatible with tourism / Poorly to very well preserved (after renovation)
Attractiveness for tourist visitation	Merits a special trip
Readiness for tourist visitation	Medium (3)

Landmark	2.44.	Bednja
Location/Address		Bednja Municipality, Varaždin County
Short info	<p>Surrounded by mountains Maceljska gora, Strahinjščica, Ravna gora and Ivanščica, the Bednja area, first mentioned in 1244 as 'terra Bugna', has historically remained quite isolated resulting in well preserved authentic architecture, music and dialect. The village is protected as a cultural historical complex. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Trakošćan castle, forest and lake (Trakošćan) – a unique and one of the most picturesque historical complexes in Croatia (see 2.17., 1.15., 1.7.). ▪ Church of the Assumption of the Blessed Virgin Mary (Bednja) – originally built in the 16th century and significantly remodeled at the beginning of the 19th century, the parish church and the imposing parish curia next to it form a monumental backbone of the historic center of Bednja. The church is the final resting place of prominent members of the Drašković family from Trakošćan who had patronage rights over the church and village. ▪ Chapel of Three Kings (Meljan) – located in an isolated position in the forests of Ravna Gora mountain. Originally in the medieval tradition and modernized in the baroque style. ▪ Chapel of St. Augustine and St. Magdalene (Jamno) – located on a hill above Jamno. ▪ Church of St. Peter and Paul the Apostle (Cvetlin) – built in 1910 in the baroque-classicist style on the site of an older church. ▪ Church of the Blessed Sacred Heart of Jesus (Vrbno) – parish church built in 1934 on the site of an older one, located on a hill above the village. ▪ Chapel of Holy Cross (Trakošćan) – located in the park below the Trakošćan castle. It was built in the middle of the 18th century in the spirit of baroque classicism. ▪ Stone monument of the Madonna (Bednja) – the pillar of the Madonna with Jesus, dated from 1672, is located near the parish church. It is a valuable monument of public sculpture, accentuating the historic center of Bednja. ▪ Several ethnological collections (e.g. Mravlinčić, in Šinkovica Šaška, Podsečki in Rinkovec) – showcase traditional historic houses and numerous everyday household utensils, agricultural tools, folk garments, etc. ▪ A group of linden trees (Bednja) – 200-300 years old trees by the parish house (see 1.22.). <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – partially in place; ▪ Accessibility – Bednja is easily accessible by road from various directions. Access to most sites is adapted for the disabled. ▪ Site maintenance – most points of interest are either well or very well maintained. The village of Bednja and its surroundings as a whole are relatively well maintained. ▪ Tourism services – all points of interest are open to the public for visitation. Trakošćan castle is available as a meeting and wedding venue. Accommodation, food and beverage are available on various locations in the Bednja area.. ▪ On-site visitor information – basic to satisfactory spatial interpretation available at points of interest. Tourist info-point is available only on Trakošćan castle grounds. ▪ Promotional information – available from Municipality and third party websites and printed materials. 	
Condition	Compatible with tourism / Well to very well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	High (4)	

Landmark	2.45.	Lepoglava
Location/Address	Town of Lepoglava, Varaždin County	
Short info	<p>Lepoglava was first mentioned in written documents in 1399 and in 1400 the Pauline monks settled here. Under their influence the town flourished as an education, art and culture center. They founded a seminary here in 1503, which became in 1582 the first public gymnasium in Croatia, and later in 1674 also founded Croatia's first university with studies in theology and philosophy. After the Pauline order was abolished in 1786 by Emperor Joseph II, the Pauline monastery was converted into a prison in 1854 where some of Croatia's most prominent political prisoners served sentences, namely Josip Broz Tito, Cardinal Stepinac and Franjo Tuđman. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Church of the Immaculate Conception of the Blessed Virgin Mary and Pauline monastery (Lepoglava) – the parish church was built around 1400 and in the renovation during the 17th century it was equipped with high quality baroque inventory and frescoes by Ivan Ranger, a Pauline monk and one of the most famous baroque painters in Croatia. The remains of the Croatian Ban Ivaniš Corvinus and his family are buried under the main altar. ▪ Church of St. John the Baptist (Lepoglava) – a modest looking chapel on a hill above Lepoglava built at the beginning of the 17th century with a rich baroque inventory and paintings by I. Ranger added in a thorough renovation a century later. ▪ St. George church (Lepoglava-Purga) – built in 1749 in a nearby village Purga and best known for the paintings by Ivan Ranger, in which, adding to the sacral theme of St. George's death, he also painted secular figures and nature elements. ▪ St. Bartol church (Kamenica) – prominently located in center of the old village, the church was built in the 17th century in late baroque style houses valuable monumental inventory. ▪ Church of Our Lady of the Snows (Žarovnica-Kamenica) – prominently located on the hill Jelenac, in the forest, built in the middle of the 18th century in the baroque style, with the sanctuary and the side altars being the work of Pauline painting workshop. ▪ Lepoglava lace (Lepoglava) – it is believed the art of making lace was introduced in the area by Pauline monks. Passed down through generations, lace making flowered in the 19th century with organized schools, exhibitions and sales and it is a strongly present tradition to this day championed by the Lepoglava Lace Cooperative. The lace is made with cushion and tappers, most commonly including geometric designs, floral and animal motifs. Lepoglava lace is included on the UNESCO List of Intangible Cultural Heritage. ▪ Several ethnological collections (e.g. Jamnič) – showcase traditional houses and have demonstrations of traditional crafts such as lacemaking and basket weaving. ▪ Gaveznica-Kameni vrh (Gaveznica) - the only preserved fossilized volcano and known find of semi-precious stones in Croatia. The site is protected as a nature monument (see 1.10.). <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – Lepoglava is easily accessible by road from various directions. Access to sites is partially adapted for the disabled. ▪ Site maintenance – most points of interest are either well or very well maintained. Lepoglava as a whole is relatively well maintained. ▪ Tourism services – all points of interest are open to the public for visitation either during regular working hours or by appointment (for groups). Accommodation, food and beverage are available. ▪ On-site visitor information – satisfactory spatial interpretation available at points of interest. Lepoglava Tourist and Cultural Information Center is also available. ▪ Promotional information – available from Town and third party websites and printed materials. 	
Condition	Compatible with tourism / Well to very well preserved	
Attractiveness for tourist visitation	Merits a special trip	
Readiness for tourist visitation	High (4)	

Landmark	2.46.	Ivanec
Location/Address		Town of Ivanec, Varaždin County
Short info	<p>The origins of Ivanec are linked to the order of St. John of Jerusalem, better known as knights Hospitaller or Johannites, founded during the Crusades to care of pilgrims and the sick (predecessors of today's Maltese knights) and who owned large estates in the area already in the 12th century. The town got its name from the chapel of St. John the Baptist that the Knights erected in vicinity. In historical periods that followed, the town became part of the estates owned by several noble families, including the Hungarian families Petheo de Gerse and Erdödy, as well as by Šarlay and Kukuljević-Sakcinski families. Tapping the resources of the nearby Ivanščica mountain, the town eventually turned to mining and milling. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Old Town Ivanec (Ivanec) – the Old Town no longer exists, having been heavily damaged in WW II and then eventually torn down. It was in what is today the center of Ivanec, in the town's main park (see 2.15.). ▪ Church of St. Mary Magdalene (Ivanec) – the parish church, located in the center of Ivanec, on the edge of the town's large park, was originally built in the 17th century and expanded in the 19th century. Inside there are several valuable sculptures, paintings and baroque utensils. A beautifully painted ceiling by someone close to the famous baroque painter I. Ranger, or maybe even by him, were discovered upon renovation under thick layer of plaster. ▪ Church of the Holy Spirit (Prigorec) – built on a wooded hill below mountain Ivanščica, the church determines the physiognomy of the whole landscape. It originates from the turn of the 15th century with the sacristy and the belltower added later. ▪ Church of St. Margaret (Margečan) – the parish church complex together with the primary school make up the historical center of the village. The church was built in baroque style with classicist elements in the second half of the 18th century. ▪ Church of the Blessed Virgin Mary (Radovan) – large baroque chapel erected during the 18th century and, following the discovery of a miraculous statue of the Mother of God, rededicated to become a Marian shrine. ▪ Frišćić water mill (Ivanec) – showing the process of traditional grinding of wheat. <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – Ivanec is easily accessible by road from various directions. Access to sites is partially adapted for the disabled. ▪ Site maintenance – most points of interest are either well or very well maintained. Ivanec as a whole is well maintained. ▪ Tourism services – all points of interest are open to the public for visitation by prior appointment (for groups). Accommodation, food and beverage are available. ▪ On-site visitor information – basic spatial interpretation available at points of interest. There is no tourist info-point. ▪ Promotional information – available from Town and Tourism Board websites and printed materials. 	
Condition	Compatible with tourism / Well preserved	
Attractiveness for tourist visitation	Merits a stop if along the way during a trip	
Readiness for tourist visitation	Medium (3)	

Landmark	2.47.	Novi Marof
Location/Address		Town of Novi Marof, Varaždin County
Short info	<p>Earliest mention of Novi Marof dates from 1209 in documents on fortress Grebengrad as property of the ancient Grdun de Gereben family. Through centuries other noble families left their mark here, namely Batthyány, Patačić and Erdödy. Today's location of the town on the</p>	

	<p>highway connecting Zagreb and Varaždin has stimulated lively entrepreneurial activity in the area. Points of interest include:</p> <ul style="list-style-type: none"> Archeological site Lonja (Gradišće I and Gradišće II) – archaeological layers from 4000 BC to 400 AD (see 2.4.). Fortress Grebengrad (Donje Makojišće) – one of the oldest and largest fortresses in north-west Croatia, part of a broader defense system against Turkish invasions (see 2.10.). Fortress Pusta Bela (Bela) – medieval fortress where, according to legend, the Templar knights hid king Richard the Lionheart on his return from one of the Crusades (see 2.9.). Fortress Paka (Paka) – part of a broader defense system against the Turks (see 2.11.). Bela castles (Bela) – formed part of one of the largest noble estates in Varaždin County (see 2.21., 2.22.). Chapel of St. Fabian and Sebastian (Oštrice) – baroque chapel from the first part of the 17th century. It was built by villagers in gratitude for being spared from the plague. Church of the Blessed Virgin Mary (Remetinec) – the parish church is a single-nave building dating from the 15th century. The former monastery was probably linked to nearby Grebengrad fortress. Church of the Blessed Virgin Mary (Bela) – a small and simple baroque chapel, significant as burial chapel of the Ožegović family. Church of St. Vitus and St. George (Madžarevo) – the parish of Madžarevo is mentioned as early as 1334 as part of the Zagreb diocese. The original church was replaced in the early 19th century with aid from the Erdödy family. Ethnological collection Gradišće (Madžarevo) – showcasing a traditional rural household. Novi Marof (Erdödy) castle park – still visible romantic park characteristics (see 1.16.).² <p>Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – partially in place; Accessibility – Novi Marof is easily accessible by road and highway systems from various directions. Access to sites is partially adapted for the disabled. Site maintenance – varies for different sites, from poorly to well maintained. Center of Novi Marof itself is well maintained. Tourism services – all points of interest are open to the public for visitation, sporadically guided tours are organized (for groups). Accommodation, food and beverage are available. On-site visitor information – varies for different sites, from none and basic to satisfactory spatial interpretation. There is a tourist info-point in Novi Marof. Promotional information – available from Tourism Board website and printed materials.
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Condition	Compatible with tourism / Relatively well to well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Medium (3)

Landmark	2.48.	Varaždinske Toplice
Location/Address	Town of Varaždinske Toplice, Varaždin County	
Short info	<p>The area of today's town of Varaždinske Toplice has been inhabited since prehistoric times, its development significantly linked to the abundance of thermal waters. It is known the Illyric tribe Jasi used the waters for ritual and health reasons and the area flourished in antiquity as Aquae Iasae. In the Middle Ages the town was fortified in protection from Turkish incursions, the fort being later turned into a baroque castle which eventually became the first health hotel in the region. The thermal spa as it is known today opened in 1820 and Varaždinske Toplice is the oldest thermal spa in Croatia. This is a unique town encompassing archeological, spa, urban and rural characteristics. The town central area is protected as a cultural historical complex. Points of interest include:</p>	

² The Erdody castle itself is excluded from this analysis due to its present function as a hospital.

	<ul style="list-style-type: none"> Archeological site Aquae Iasae (Varaždinske Toplice)- the site encompasses public areas of the Roman settlement Aquae Iasae, dated to 100 – 400 AD (see 2.5.). Archeological site Gradišće-Tuhovec – located between ancient Roman towns Aquae Iasae (Varaždinske Toplice) and Iovia (Ludbreg), the site encompasses a Roman villa rustica dated to 100 – 400 AD (see 2.6.). Varaždinske Toplice castle - today houses the Varaždinske Toplice Regional Museum (see 2.29.). St. Martin church (Varaždinske Toplice) – today's parish church is one of the oldest buildings in Varaždinske Toplice, having been built around the turn of the 14th century with elements of the gothic style still visible today in elegant outside buttresses. The church was enlarged and redesigned in the baroque style during the 18th century when the bell tower, sacristy and the southern chapel were added. Two of the altars are by F. Robba, best known baroque sculptor working in Croatia and Slovenia, the interior has been painted in entirety by M. Antonini and the church houses a famed Romer organ. Being dedicated to St. Martin, the church is a reminder of a longstanding tradition in northwest Croatia of honoring this early Christian healer and benefactor, also associated with vineyard celebrations, between November 8th and 11th. St. Martin was born in Hungary and especially responsible for spreading the cult of St. Martin were king Stephen I of Hungary, as well as the Templar and Johannite knights. Church of the Holy Spirit (Varaždinske Toplice) – built on a travertine rock in the central part of today's Varaždinske Toplice, the church represents an attractive accent. It was built in baroque style during the 18th century on the site of a medieval church. St. Mary church (Rukljevina) – parish church since 1334, with the oldest building layer from the late gothic period. Church of the Holy Three Kings (Svibovec) – built on the site of a medieval church in the second half of the 18th century as a narrow, single-nave building with barrel vaults. Stone monument of St. Fabian and Sebastian (Varaždinske Toplice) – the votive pillar from 1772 commemorates when Varaždinske Toplice were endangered by the plague. Ethnological collection (Varaždinske Toplice) – traditional house with preserved architectural features and inventory provides a picture of life in the countryside during the 19th century. It is run by the Regional Museum of Varaždinske Toplice. Varaždinske Toplice park – home to numerous exotic tree types and surrounding the remnants of Roman spa complex (see 1.16.). Group of linden trees – some ten, over 200 years old trees (<i>Tilia platyphyllos</i>) make up an ensemble in front of the parish church of St. Martin (see 1.22.). <p>Availability of:</p> <ul style="list-style-type: none"> Directional brown signs – in place; Accessibility – Varaždinske Toplice is easily accessible by roads from various directions. Access to sites is partially adapted for the disabled. Site maintenance – most points of interest are either well or very well maintained. Varaždinske Toplice as a whole is relatively well maintained. Tourism services – most points of interest are open to the public for visitation, sporadically guided tours are organized (for groups). Accommodation, food and beverage are available. On-site visitor information – varies for different sites, from none and basic to satisfactory spatial interpretation. Promotional information – available from Regional Museum of Varaždinske Toplice and third party website and printed materials.
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Condition	Compatible with tourism / Relatively well to very well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	High (4)

Landmark	2.49.	Ludbreg
Location/Address	Town of Ludbreg, Varaždin County	
Short info	<p>Ludbreg area has been inhabited since prehistoric times, developing as the Roman Iovia from 1st to 5th century, exchanging several owners during the Middle Ages, including the Čuz, Turoczy and later Erdödy and Batthyány families, to become a significant agricultural, craft and transit center. Today, in addition to crafts and processing industries, the area is renowned for its vineyard, floriculture and beekeeping. Ludbreg is also a place of extraordinary stories, most notably the one about this being the 'center of the world' and about 'the miracle of Christ's blood' which has made the town a pilgrimage site. The town central area is protected as a cultural historical complex. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Archeological site Iovia (Ludbreg) – remains of the Roman town Iovia encompassing a Roman bathing complex and a section of a monumental public building (see 2.7.). ▪ Batthyány castle (Ludbreg) – one of the most representative castles in Croatia, presently housing the Restoration department of the Croatian Conservation Institute (see 2.30.). ▪ Holy Trinity Church (Ludbreg) – today's baroque parish church, built in the 17th century on the site of an older medieval church, is a three-nave building with a belltower on the front façade. A representative circular and arcaded pilgrimage porch in the baroque style was added in the second half of the 18th century. The church is decorated with frescos by the renowned Croatian 20th century painter Mirko Rački. Since 1513 the relic with Most Precious Blood of Jesus, appearing miraculously during holy mass in 1411, is kept in a monstrance in the church. ▪ Chapel of the Holy Cross (Ludbreg) – located within the Batthyány castle, it is the site of the miraculous appearance of the Most Precious Blood of Jesus during holy mass in 1411 as the result of which Pope Leon X proclaimed Ludbreg a pilgrimage site in 1513. The chapel is decorated with paintings by Michael Peck from Nagykanizsa. ▪ St. Anthony church (Selnik) – a longitudinal, single-nave church, originally built in 1680, restored and enhanced with new architectural elements in the 18th and 19th centuries. ▪ Church of the Heart of Jesus (Apatija) – a simple neo-gothic chapel built in 1908. ▪ Church of the Holy Father Nikolai (Čukovec) – Orthodox church surrounded by cemetery, built in the second half of the 18th century. Although rustic and simple, it stylistically belongs among the best preserved traditional churches of the baroque period. ▪ Stone monument of the Holy Trinity (Ludbreg) – the monument with three gilded statues representing the Holy Trinity was removed from its position in the center of the town's main square, to be returned there in 2000. ▪ Monument to the Homeland War (Ludbreg) – monument commemorating the fallen defenders during Croatia's Homeland War (1991-1995) was designed by local painter Goran Petrač and erected in 2006. The form symbolizes a portal to the other world. <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – in place; ▪ Accessibility – Ludbreg is easily accessible by roads from various directions. Access to sites is partially adapted for the disabled. ▪ Site maintenance – most points of interest are either well or very well maintained. Ludbreg as a whole is well maintained. ▪ Tourism services – most points of interest are open to the public for visitation. They are also periodically sites of cultural events and pilgrimages. Guided tours are organized sporadically (for groups). Accommodation, food and beverage are available. ▪ On-site visitor information – varies for different sites, from none and basic to satisfactory spatial interpretation. ▪ Promotional information – available from Town, Tourism Board and third party website and printed materials. 	
Condition	Compatible with tourism / Relatively well to very well preserved	
Attractiveness for tourist visitation	Merits a detour during trip	
Readiness for tourist visitation	High (4)	

Landmark	2.50.	Nagykanizsa
Location/Address	Nagykanizsa, Nagykanizsa District	
Short info	<p>There is evidence of Roman presence in what is today Nagykanizsa, although first written record of Kanyzsa dates from 1245. The town was one of the most important strongholds of the Hungarian kingdom against Turkish invasions succumbing, however, to Turkish rule from 1600 to 1690. Throughout its history Nagykanizsa has been known as a trade and commerce town, whether as a 16th century center of trade with Italy and Styria, a lively craft town in the 18th century, a busy post in the 19th century on the railway line between Austro-Hungarian main port in Rijeka and the empire's two largest cities Vienna and Budapest, the center of Hungary's oil industry in the 20th century or a dental tourism center in the present. The town's historical center around and between the Erzsébet, Deák and Eötvös squares reflects its entrepreneurial character. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Batthyány castle – the castle passed into the ownership of the Batthyány family in mid-1700's, having had throughout its history several functions and since 1968 is the home of the György Thúry Museum (see 2.34.). ▪ Botszentgyörgy castle – badly ruined remains of a 15th century defensive castle (see 2.35.). ▪ Town Hall – a large three story building on Erzsébet square, built in early 20th century as a courthouse and decorated only with the municipal coat of arms on the front façade. ▪ Small mansion and Granary – two adjoining buildings presently housing the House of Fine Arts and the Hungarian Poster Museum respectively. The small mansion is a neo-classical building built in the 1940's by a grain trader L. Lazar. The granary dates from the 18th century as a plain building with a tympanum and small stone-framed windows slightly disrupting the evenness of the frontal façade. ▪ Ironman house – built in baroque style in mid-19th century, its name coming from the figure of an armoured soldier fixed to the façade which used to be a symbol of hardware stores. The figure has since become a symbol of Nagykanizsa. ▪ Financial palace – an eclectic style building completed in early 20th century as the regional office of the Austro-Hungarian Savings Bank and, although housing different banks through its history, continuing to serve as a banking institution until the present. ▪ South Zala Savings Bank palace and Bazaar courtyard – an eclectic style, three story building with an ornamental façade completed in late 19th century as the Savings Bank of South Zala which specialized in agricultural credit operations. The inner courtyard contained several shops, thus it was coined the Bazaar. In the present, the courtyard is also a venue for summer music concerts. ▪ Palace of the First Hungarian General Insurance Company – the insurance company was established in mid-19th century and their headquarters were built at the beginning of the 20th in a mixture of secession and eclectic styles. This remains one of the nicest buildings of the town until today. ▪ Bogenrieder palace – once owned by a wealthy pharmacist, this richly decorated secessionist style building is remarkable for its lively ornaments and variety of forms. ▪ Honvéd Casino – an eclectic style building built at the end of the 19th century to house the local cultural association which was open for membership to all Kanizsa residents. It encompassed the Ceremonial Hall where theatrical performances and other social gatherings were held, as well as a reading room, lounge, bowling alley and two card-playing rooms. During World War I, it was used as a hospital. Later it became an exclusive club for the Nagykanizsa Jewish community. Today it is called 'The Soldier Casino'. ▪ Church of the Heart of Jesus – Roman Catholic church originally built in the second half of the 18th century in honour of St. John of Napomuk for the Piarist Fathers. It was rebuilt in 1942 with a very simple and light interior. ▪ St. Joseph church and Franciscan monastery – Roman Catholic church built in early and rebuilt in late 18th century as a single nave church with the bell tower in a corner. The Franciscan monks living in the monastery were deported to a gulag following WW II, with the building being given several other functions. It has since been returned to the church. ▪ Assumption Roman Catholic church – this is a free-standing, four-winged-shaped church built in the second half of the 18th century. In the central axis of West wing there is a richly 	

	<p>carved, gabled gate with the Festetics family coat of arms. Much of the interior is from the 19th and 20th centuries, including the choir, murals, altar table and baptismal font.</p> <ul style="list-style-type: none"> ▪ Inkey chapel – Roman Catholic chapel built in baroque style in the second half of the 18th century as the final resting place of the Inkey family. ▪ Reformed church – built in Roman school style in 1934, the church is a long simple buildings with narrow, semi-circular windows and a 19 meters high rectangular tower attached on the left side of facade. ▪ Synagogue and Jewish house – classicist style, simple building erected at the beginning of the 19th century. According to regulation of that time, it could not have been built on the street-front, and thus it is located in an inner courtyard. There is a memorial for Jews who died in the concentration camps of World War II. The one-story classicist building facing the street, originally one of the oldest pharmacies in Hungary, is the Jewish house. ▪ Jewish cemetery and mortuary – burials at the Jewish cemetery began in 1786, while the Jewish mortuary was built almost a century later. The cemetery, with its fine monuments and horticulture, testifies to the wealth of the Jewish community. Some of the oldest tombs from the late 18th century remain to this day. ▪ Monument to the Holy Trinity – baroque monument from the second half of the 18th century showing a group of figures, with the Holy Trinity raising from the middle and Virgin Mary surrounded by several saints placed at the bottom. Originally located in the town's main Erzsebet square, then removed after WW II, it was returned there in 2012. ▪ Turul statue – this statue of the turul, which was the totem bird of the ancient Arpad dynasty, was erected in 1933 on one of the town's main squares. ▪ Castle Gate monument - this is a memorial of the Kanizsa Castle, which was demolished in 1702 when the Turkish invaders were no longer a threat and the castle lost its defensive function. The monument was erected in 1996 to commemorate the 300th anniversary of Kanizsa's liberation from Turkish domination. ▪ Irredenta monument – Greater Hungary monument - erected in 1934, the monument symbolizes the unity of Greater Hungary as it was prior to the Treaty of Trianon signed after WW I. The monument was taken down and buried underground in 1952, but restored to its original place in the early 2000's. It shows 63 crests of territories making up former Hungary on top of four symbolic statues. ▪ Monument to the 48th Infantry Regiment – erected in 1934, the monument commemorates soldiers from Kanizsa who fought in World War I. ▪ Monument to the 17th meridian – set up in 1997, the monument marks the point of 17° east of the Greenwich Meridian. The monument also lists the names of all places across the world situated on the same meridian. ▪ Miklósfai Arboretum – collection of large and old trees (see 1.20.). ▪ Tripammer Gyula u. Walking garden – largest park in Nagykanizsa (see 1.21.). ▪ Inkey castle park – collection of rare size tree specimens (see 1.16.). ▪ Palini Inkey Boldizsar Primary School – large primeval park (see 1.17.). <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – partially available. ▪ Accessibility – Nagykanizsa is easily accessible by roads from various directions. Access to sites is partially adapted for the disabled. ▪ Site maintenance – most points of interest are either well or very well maintained. Nagykanizsa as a whole is relatively to well maintained. ▪ Tourism services – most points of interest are open to the public for visitation. Some are also periodically sites of cultural events. There is a tourism information center in the town. Accommodation, food and beverage are available. ▪ On-site visitor information – varies for different sites, from none and basic to satisfactory spatial interpretation. ▪ Promotional information – available from third party websites and printed materials.
Condition	Compatible with tourism / Mostly well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	High (4)

Landmark	2.51.	Csurgó
Location/Address		Csurgó, Csurgó District
Short info		<p>Csurgó is the seat of the predominantly agricultural Csurgó District. The area was inhabited in prehistoric times and it was on the Roman road connecting Pannonia province with the Adriatic Sea. The first written mention of Csurgó as a settlement with privilege to hold fairs dates from 1019 in a charter by king St. Stephen of Hungary donating it to the Benedictine monks. The town and its heritage have since then been shaped by the Templar and Johannite knights, the Zrinyi and Torok families who owned it at different times through the Middle Ages, by a century of Turkish rule and significantly by the Festetics family who revived it in the 18th and 19th century. Today it is mostly oriented toward agriculture and wood processing. It is also a part of the Balatonboglár wine region. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Meller castle (Csurgó) – eclectic style castle from 1908, mainly decorated with Art Nouveau elements on the outer façade, presently a bed and breakfast (see 2.37.). ▪ Inkey castle (Iharosberény) – representative baroque building, presently the home of the local primary school (see 2.36.). ▪ Perczel castle (Somogybükkösd) - former castle has been recently renovated and presently houses various municipal services (see 2.38.). ▪ Zichy castle (Zákányfalu) - eclectic mansion, presently a school (see 2.39.). ▪ Historical Park (Csurgó) – a presentation of Hungarian history in a 2.5 hectare park with a 700 meter educational trail, along which there are 10 stations illustrating historical events since the settlement of the Magyars in Hungary to the Turkish era, namely kings Stephen I and Matthias Corvinus, Johannite knights, Tatar and Turkish invasions, feudal Middle Ages. The main attractions are the yurt, the plank castle and the interactive sculpture park. ▪ Csurgó Community House – completed in 1998 and distinguished by its wooden roof structure, the Community House is the venue for most of Csurgó’s cultural events. ▪ Town Museum - ‘First school’ (Csurgó) – the grammar school built in 1795 by count G. Festetics was the first grammar school in Somogy County and also where famous poet Mihály Csokonai Vitéz taught and wrote. Today it houses the Csurgó Local History Collection with permanent ethnographic collections. ▪ Csokonai Reformed Grammar School (Csurgó) – when the premises of the ‘first grammar school’ were outgrown, the school was moved to a new, larger building inaugurated in 1897 and enlarged in mid-20th century gaining its present form. The school’s library contains valuable books and collections important to Hungary’s cultural history. The school and the library are considered the most important town landmarks today. ▪ Csokonai Vitéz Mihály Memorial and Cultural Center (Csurgó) – unique exhibition center devoted to the literary heritage of famous Hungarian poet Mihály Csokonai Vitéz who lived and worked in Csurgó briefly in late 1700’s. ▪ Basa well (Csurgó) – built in the 16th century by Damat Ibrahim Pasha. ▪ Church of the Holy Spirit (Csurgó) – Roman Catholic church originally built in the 13th century with the Romanesque tower being its only remaining original feature while the rest of the church was rebuilt on several occasions featuring gothic and baroque elements. ▪ Church of the Heart of Jesus (Csurgó) – Roman Catholic church. ▪ St. Joseph church (Gyékényes) – Roman Catholic church built in 1835 in classicist style. ▪ St. Ladislaus church (Ortilos) – Roman Catholic church built in 1740 in the baroque style and renovated in the early 19th century when the bell tower was added. ▪ St. Wendelin church (Somogyicsicsó) – Roman Catholic church built in the second half of the 19th century in romantic style. ▪ Church of the Blessed Virgin Mary (Iharos) – Roman Catholic church built in the first half of the 19th century in classicist style. ▪ Church of the Lutheran parish (Csurgó) – the history of the Lutheran congregation dates to the Middle Ages and the ruling families of Zrinyi and Torok who were Lutheran. The Lutheran church was however constructed much later, in 1936. It is an example of simplified forms of modern international architecture. ▪ Church of the Reformed parish (Csurgó) – the original Reformed church was destroyed at the end of WW II and the present day church was inaugurated in 2000. ▪ Reformed church (Csurgó-Alsoki) – built in the second half of the 18th century.

	<ul style="list-style-type: none"> ▪ Lutheran church (Iharosberény) – built in 1834 in classicist style. ▪ Lutheran church (Gyékényes) – built in 1887 in gothic style. ▪ Reformed Grammar School Park (Csurgó) – large park with monuments and promenades among ancient trees (see 1.18.). ▪ Lake Zis (Csurgó) – popular recreation area (see 1.9.). <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – partially available. ▪ Accessibility – Csurgó is easily accessible by roads from various directions. Access to sites is partially adapted for the disabled. ▪ Site maintenance – most points of interest are well maintained. Csurgó is well maintained. ▪ Tourism services – most points of interest are open to the public for visitation. Some offer guided visits. Accommodation, food and beverage are available. ▪ On-site visitor information – varies for different sites, from none and basic to satisfactory spatial interpretation. ▪ Promotional information – available from Town and third party website and printed materials. In some instances difficult to find and poorly translated to foreign languages.
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Condition	Compatible with tourism / Well preserved
Attractiveness for tourist visitation	Merits a detour during trip
Readiness for tourist visitation	Medium (3)

Landmark	2.52.	Berzence
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Location/Address	Berzence, Csurgó District
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Short info	<p>First written record of Berzence dates from 1337 when it was mentioned in a papal tithe as being a parish. Through its history the settlement exchanged hands between several landowning families, most notably Forster, Szalay, Niczky and Festetics, having also been under Turkish rule from mid-15th to mid-16th century. Along with Hungarians, Croats and Slovenes always figured prominently in the population. Points of interest include:</p> <ul style="list-style-type: none"> ▪ Berzence castle – only ruins of the castle remain above the village (see 2.40.). ▪ Festetics mansion – dominating the center of the village surrounded by a large park, it is currently empty and without a function (see 2.41.). ▪ Post office building – former post office building, built in the 18th century. ▪ Roman Catholic church with Holy Trinity column – built in the second half of the 18th century in baroque style with rococo elements in the interior. ▪ St. Anthony chapel – Roman Catholic church, built in late 18th century in baroque style. <p>Availability of:</p> <ul style="list-style-type: none"> ▪ Directional brown signs – not available. ▪ Accessibility – Berzence is accessible by road from various directions. Access to sites is not especially adapted for the disabled. ▪ Site maintenance – most points of interest and village are relatively well maintained. ▪ Tourism services – most points of interest are not prepared for tourist visitation. Accommodation, food and beverage are available. ▪ On-site visitor information – there is no spatial interpretation. ▪ Promotional information – available from third party website and printed materials. In some instances difficult to find and poorly translated to foreign languages.
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Condition	Compatible with tourism / Relatively well preserved
Attractiveness for tourist visitation	Merits a stop if along the way during a trip
Readiness for tourist visitation	Low (2)

5. Analysis of Project area resource potential

The Project area encompassing Varaždin County (Croatia), Nagykanizsa and Csurgó Districts (Hungary) is undoubtedly a region of rich natural and cultural heritage. Its diversity of natural sites, ranging from mountains and caves to rivers, lakes and gardens or of cultural ones, whether prehistoric burial grounds, Roman pleasure places, feudal castles or churches and religious orders testifying to millennia of sometimes turbulent historical change, represent valuable tourism resources. Based on detail landmark evaluation presented in Section 4, resource potential for meeting the needs of tourists is analyzed and discussed in the remainder of this Section.

Natural heritage sites

The market potential of evaluated natural heritage in the Project area is determined by site attractiveness-readiness for visitation relationship and the ensuing opportunities and/or challenges for product development, positioning and promotion.

Figure 1: Summary of natural heritage landmark evaluation

Attractiveness for tourist visitation	Merits a special trip	- Cave Vindija	- Mt. Ravna gora - Mt. Kalnik - Opeka arboretum	- Mt. Ivanščica - Mura-Drava Regional Park - Miklósfai arboretum	- Lake Trakošćan
	Merits a detour during trip		- Castle parks - Palini Inkey Primary sch. park - Reformed Grammar school park	- Gaveznic-Kamenj vrh - Trakošćan park forest	
	Merits a stop if along the way	- Cave Vinica	- River Bednja - River Plitvica - Mačkova (Large) cave	- Man-made Drava lakes - Lake Zis	- Drava park forest - Tripammer Gyula u. walking garden - Tree specimens
<p>Not ready (1) Low (2) Medium (3) High (4) Fully ready (5)</p> <p>Readiness for tourist visitation</p>					

Main findings

- Lake Trakošćan and, by association, the surrounding Trakošćan park forest stand out as the Project area natural heritage site with presently highest market potential.
- Also standing out are Mt. Ivanščica, the Mura-Drava Regional Park, shared by Croatia and Hungary, as well as the Miklósfai arboretum.
- High attractiveness of unique sites such as Opeka arboretum and particularly cave Vindija, but also of Ravna Gora and Kalnik mountain chains is currently diminished by their lacking readiness for visitation.
- Parks and gardens are, despite their relative high number, currently positioned as supportive sites.
- Arboretums, parks and gardens currently represent the strongest shared nature theme in the Project area.

Opportunities

- Initially, focus communication about the Project area natural heritage on Trakošćan lake and forest complex, on Mura-Drava Regional Park spanning both Hungarian and Croatian sides of the rivers, and on Mt. Ivanščica as the most relevant and market ready sites.

- Develop and increase Ravna gora and Kalnik mountain readiness for visitation, allowing for a stronger positioning on the active outdoor market.
- Develop and increase Opeka arboretum readiness for visitation (as part of currently ongoing restoration of Opeka castle and arboretum), creating jointly with Miklósfai arboretum, unique 'must see' sites meriting a special journey especially for special interest tourists. This is feasible in the short-term.
- Develop and increase cave Vindija readiness for visitation, taking into account the cave's sensitivity, creating a unique 'must see' site meriting a special journey especially for special interest tourists.
- Develop and increase readiness for visitation of parks, and especially of all castle parks, and create in conjunction with Opeka and Miklósfai arboreturns a new tourism product meriting a special journey especially for special interest tourists. This is feasible in the short-term.
- Develop and increase the attractiveness of Gaveznic-Kamen vrh site through storytelling and image making. This is feasible in the short-term.
- Work on developing special interest markets interested in outdoor, active outdoor, horticulture and natural history motivated trips.

Challenges

- Know-how in tourism product development, in target marketing and in digital marketing.
- Local community and political understanding and support for tourism development.
- Financial resources disposable for tourism product development.
- Competitive environment in neighboring destinations in Slovenia and Austria.

Cultural heritage sites

The market potential of Project area cultural heritage, as in the case of its natural assets, is determined by site attractiveness-readiness for visitation relationship and the ensuing opportunities and/or challenges for product development, positioning and promotion. The analysis of cultural sites is subdivided into three parts:

Archeological sites

Figure 2: Summary of cultural heritage landmark evaluation - Archeological sites

Attractiveness for tourist visitation	Readiness for tourist visitation				
	Not ready (1)	Low (2)	Medium (3)	High (4)	Fully ready (5)
	Merits a special trip	- Cave Vindija			- Aquae Iasae, Varaždinske Toplice
	Merits a detour during trip	- Bistričak - 'Pri Gomili'			- Iovia (Somođi garden), Ludbreg
Merits a stop if along the way	- Lonja (Gradišće I and Gradišće II) - Tuhovec - Cave Vinica	- Vrbanovec - Mačkova (Large) cave			

Main findings

- The Roman remains of Aquae Iasae in Varaždinske Toplice and Iovia in Ludbreg presently stand out as sites with highest market potential.

	<ul style="list-style-type: none"> Other archeological sites comprised of prehistoric finds of human and other remains (e.g. animals, tools, pottery, jewels, etc.) in caves and in burial grounds, whether due to lack of archeological research contributing to understanding site importance and/or due to total lack of tourism facilities and services, presently do not represent tourist points of interest. There is no shared theme pertaining to archeological sites, as these have been identified only on the Croatian side of the Project area.
Opportunities	<ul style="list-style-type: none"> Continue including Roman heritage sites in general communication about Varaždin County cultural tourism. Increase interest for Varaždin County Roman heritage attractions by putting them in a broader context (e.g. roads of the Roman empire, Roman limes, healing and health Roman times/across Roman empire, etc.) and marketing them as part of an international themed product especially to special interest tourists. Develop and increase cave Vindija readiness for visitation, taking into account the cave's sensitivity, creating a unique 'must see' site meriting a special journey especially for special interest tourists. Develop and increase readiness for visitation of other archeological prehistoric sites, particularly of site at Bistričak, which is currently under exploration with significant finds already unearthed (e.g. gold jewelry), and of closely located to each other Bistričak-Pri Gomili-Vrbanovec as a cluster, allowing for their market positioning especially to special interest tourists. This is feasible in the short-term. Work on developing special interest markets interested in cultural history motivated trips.
Challenges	<ul style="list-style-type: none"> Know-how in tourism product development, in target marketing and in digital marketing. Local community and political understanding and support for tourism development. Financial resources disposable for tourism product development. Availability of existing tourism attractions/products featuring prehistoric and/or Roman era remains in broader regional and/or international context and possibility for joint marketing.

Fortresses, old towns (burgs), castles and manors

Figure 3: Summary of cultural heritage landmark evaluation - Fortresses, Old Towns (burgs), castles and manors

Attractiveness for tourist visitation	Merits a special trip			<ul style="list-style-type: none"> - Maruševec castle - Šaulovec castle - Leitner castle - New Bela castle 	<ul style="list-style-type: none"> - Opeka castle - Batthyány castle (VC) 	<ul style="list-style-type: none"> - Old Town Varaždin - Trakošćan castle - Batthyány castle (ND)
	Merits a detour during trip		<ul style="list-style-type: none"> - Patačić castle - Fort. Pusta Bela 	<ul style="list-style-type: none"> - Fortress Grebengrad - Fortress Čanjevo - Seketin castle - Drašković castle - Inkey castle - Perczel castle 	<ul style="list-style-type: none"> - Fortress Paka - Varaždinske Toplice castle 	
	Merits a stop if along the way	<ul style="list-style-type: none"> - Old Town Vinica - Botszentgyörgy castle 	<ul style="list-style-type: none"> - Old Town Bisag - Križovljangrad cst. - Bajnski dvori cst. - Old Bela castle - Patačić-Rauch cst. - Čalinec manor - Cerje Tužno man. - Berzenca castle 	<ul style="list-style-type: none"> - Kehne tower - Old Town Ivanec - Meller castle - Zichy castle - Festetics manor 		
		Not ready (1)	Low (2)	Medium (3)	High (4)	Fully ready (5)
Readiness for tourist visitation						

Main findings	<ul style="list-style-type: none"> The sheer number of fortresses, old towns, castles and manors present in the Project area makes them potentially a very important tourism asset and image maker for the Area. It should be noted here that there is a number of additional castles which due to their present function (e.g. hospitals, social housing) have
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	<p>been deemed incompatible with tourism and have been excluded from this analysis, although their parks can be open for tourist visitation and which thus also contribute to the strength of the potential 'burgs and castles' image and experience of the area.</p> <ul style="list-style-type: none"> ▪ Varaždin Old Town, Trakošćan castle, a Batthyány castle on either side of the border and Opeka castle (after the ongoing reconstruction is completed) presently stand out as sites with highest market potential. ▪ Tourism potential of most sites is, however, diminished by their lack of readiness for tourist visitation, thus also diminishing the potential for the 'burgs and castles' destination image and visitor experience. ▪ Shared historical events and figures, as exemplified by burgs and castles, is a strong common theme linking the Project area.
Opportunities	<ul style="list-style-type: none"> ▪ Continue building the Project area's image as a 'burgs and castles' destination based on experiences delivered by the currently market ready sites, as this is one of the most appealing destination portrayals and effective means of 'capturing the imagination' of potential tourists. ▪ Develop and increase readiness for visitation of other 'burgs and castle' sites, focusing first and foremost on those that merit a special trip (i.e. Šaulovec. Leitner, Maruševec and Nova Bela castles) or are highly ready for tourist visitation (i.e. Varaždinske Toplice castle and Fortress Paka), and then proceeding to include all other identified sites. ▪ Increase interest for the Project area by linking the 'burgs and castles' experiences offered here with those in adjoining regions allowing for a uniquely themed positioning of the broader area and a 'must see' destination for both general and special interest tourists. ▪ Work on developing special interest markets interested in cultural history motivated trips.
Challenges	<ul style="list-style-type: none"> ▪ Know-how in tourism product development, in target marketing and in digital marketing. ▪ Cooperation with owners and institutions occupying different castles as to the possibilities of tourists visiting their premises. ▪ Local community and political understanding and support for tourism development. ▪ Financial resources disposable for tourism product development. ▪ Achieving a shared product and image development mission required in joint marketing efforts.

Historical towns and villages

Figure 4: Summary of cultural heritage landmark evaluation - Historical towns and villages

Attractiveness for tourist visitation	Merits a special trip			- Vinica	- Bednja - Lepoglava	- Varaždin
	Merits a detour during trip			- Csurgó	- Nagykanizsa - Varaždinske Toplice - Ludbreg	
	Merits a stop if along the way		- Berzence	- Ivanec - Novi Marof		
		Not ready (1)	Low (2)	Medium (3)	High (4)	Fully ready (5)
Readiness for tourist visitation						

Main findings	<ul style="list-style-type: none"> ▪ The Town of Varaždin and the more rural settings making up the Bednja and Lepoglava areas stand out as sites with highest market potential at this time. ▪ Tourism potential of a number of sites essentially highly or very attractive for visitation is diminished by their lack of readiness for tourists. With the exception of predominantly urban Nagykanizsa, these include mostly rural Vinica, Varaždinske Toplice, Ludbreg and Csurgó areas. ▪ A somewhat lesser level of attractiveness for visitation along with least developed tourist facilities and services determine the presently trailing position of relatively large rural segments of the Project area surrounding Berzence, Ivanec and Novi Marof. ▪ Shared traditional beliefs and lifestyles shaped by common history, as exemplified by cultural heritage of main historical towns and villages, is a strong common theme linking the Project area.
Opportunities	<ul style="list-style-type: none"> ▪ In the short-term focus communication with the tourism market on the cultural assets of the Town of Varaždin and the more rural Bednja and Lepoglava areas as the current beacons of the Project area in tourism. ▪ Develop and increase readiness for visitation of very and highly attractive sites, including Nagykanizsa and the more rural Vinica, Varaždinske Toplice, Ludbreg and Csurgó areas, moving them into the highest market readiness position thus significantly increasing tourism potential of the Project area. ▪ Rethink tourism positioning of the Berzence, Ivanec and Novi Marof areas so as to increase their attractiveness and also increase their readiness for visitation by developing tourist facilities and services.
Challenges	<ul style="list-style-type: none"> ▪ Know-how in tourism product development, in target marketing and in digital marketing. ▪ Local community and political understanding and support for tourism development. ▪ Financial resources disposable for tourism product development. ▪ Competitive environment in neighboring destinations in Slovenia and Austria.

The analysis of a large number of natural and cultural landmarks in the Project area encompassing Varaždin County (Croatia), Nagykanizsa and Csurgó Districts (Hungary) has identified tourism sites with the currently highest market potential, at the same time showing the attractiveness/readiness for visitation position of all sites thus providing insights into opportunities and challenges for future product development, positioning and promotion. Furthermore, the analysis has also yielded strong common themes linking the Project area supported by the available tourism resources.

6. Recommendations of Project area points of interest for new visitor guide application

The analysis of natural and cultural heritage sites in the Varaždin County (Croatia), Nagykanizsa and Csurgó Districts (Hungary) Project area provides a good understanding of the Area's resource potential for generating tourist visitation and it is a key input for selecting points of interest to be included in future market communication or, specifically, to comprise the visitor guide application being developed as part of this AT@AT.CB project. In order for the visitor guide to be relevant and meaningful for future users and to both facilitate enjoyment and understanding of destinations being visited, it is desirable its content be organized thematically thus, in fact, communicating stories about visited sites. Possible different themes and respective points of interest are suggested below:

Theme	Primary POI	Supporting POI
Theme A: 'Must see sites' Content: Sites with highest market potential in Project area Target market segments: Short stay visitors and/or touring visitors	<ul style="list-style-type: none"> ▪ Nagykanizsa historical center and Batthyány castle, Miklósfai arboretum ▪ Csurgó Historical Park ▪ Mura-Drava Regional Park (UNESCO) ▪ Ludbreg historical center and Roman heritage site Iovia, Batthyány castle ▪ Varaždinske Toplice historical center and Roman heritage site Aquae Iasae ▪ Varaždin historical center and Old Town Varaždin ▪ Lepoglava historical center and Lepoglava lace (UNESCO) ▪ Opeka castle and arboretum ▪ Trakošćan castle, lake and park forest complex 	<ul style="list-style-type: none"> ▪
Theme B: 'Shared history' Content: Sites related to historical events and figures shared by VC, ND and CD Target market segments: 50+; Secondary school and university student groups; Special interest - History and culture enthusiasts	<ul style="list-style-type: none"> ▪ Csurgó Historical Park (main exhibits: Hungarian royals, Arpad dynasty, Johannite knights, Tatar and Turkish invasions, feudal Middle ages) ▪ St. Martin parish church, Varaždinske Toplice (reference to king Stephen I of Hungary and Arpad dynasty, Johannite knights) ▪ Parish church of the Immaculate Conception of the Blessed Virgin Mary, Lepoglava (reference to Croatian-Hungarian royal and noble Corvinus family) ▪ Fortress Pusta Bela (reference to Templar and Johannite knights) ▪ Kehne Tower (reference to Croatian-Hungarian king Andrew II and Arpad dynasty) ▪ Fortresses Grebengrad, Paka, Čanjevo and Old Town Varaždin (reference to defense systems against Turkish invasions) 	<ul style="list-style-type: none"> ▪ Nagykanizsa historical center (reference to historical entrepreneurial town, trade link between Rijeka, Budapest and Vienna) ▪ Csurgó historical center (reference to agricultural fairs and traditions) ▪ Ludbreg historical center (reference to historical entrepreneurial town) ▪ Varaždin historical center (reference to historical crafts and culture town) ▪ Varaždinske Toplice historical center ▪ Ivanec historical center (reference to Johannite knights) ▪ Lepoglava historical center and Lepoglava lace - UNESCO

	<ul style="list-style-type: none"> ▪ Castles Batthyány (ND), Inkey, Batthyány (VC), Maruševac, Šaulovec, Leitner, Nova and Old Bela, Opeka with arboretum and Trakošćan with lake and park forest (reference to feudal age, several Croatian-Hungarian landowning, noble families) ▪ Pranger 'Pillar of shame', Vinica (reference to market towns) 	
<p>Theme C: 'Burgs and castles'</p> <p>Content: Sites of representative and historically significant burgs and castles</p> <p>Target market segments: 50+; Secondary school and university student groups; Special interest - History and culture enthusiasts; Castle enthusiasts</p>	<ul style="list-style-type: none"> ▪ Batthyány castle (ND) ▪ Inkey castle ▪ Meller castle ▪ Perczel castle ▪ Zichy castle ▪ Batthyány castle (VC) ▪ Drašković castle ▪ Varaždinske Toplice castle ▪ Old Town Varaždin ▪ Šaulovec castle ▪ Leitner castle ▪ Maruševac castle ▪ Nova Bela castle ▪ Fortress Pusta Bela ▪ Opeka castle and arboretum ▪ Trakošćan castle, lake and park forest 	
<p>Theme D: 'Religious heritage'</p> <p>Content: Unique religious heritage sites</p> <p>Target market segments: 50+; Church groups; Seminary students; Special interest – Pilgrims;</p>	<ul style="list-style-type: none"> ▪ Reformed church, Nagykanizsa ▪ Synagogue and Jewish house, Nagykanizsa ▪ Church of the Holy Spirit, Csurgó ▪ Church of the Lutheran parish, Csurgó ▪ Church of the Reformed parish, Csurgó ▪ Parish church of the Holy Trinity, Ludbreg ▪ Chapel of the Holy Cross, Ludbreg ▪ St. Martin church, Varaždinske Toplice ▪ Church of the Assumption of the Blessed Virgin Mary and Varaždin cathedral ▪ Varaždin cemetery ▪ Varaždin synagogue ▪ Parish church of Immaculate Conception of the Blessed Virgin Mary, Lepoglava ▪ Church of St. John the Baptist, Lepoglava ▪ St. George church, Lepoglava-Purga 	<ul style="list-style-type: none"> ▪ Nagykanizsa historical center ▪ Csurgó historical center ▪ Csurgó Historical Park ▪ Ludbreg historical center ▪ Varaždinske Toplice historical center ▪ Varaždin churches and monasteries, town historical center ▪ Lepoglava historical center and Lepoglava lace - UNESCO
<p>Theme E: 'Naturalist experiences'</p> <p>Content: Unique and interesting natural heritage sites</p> <p>Target market segments: Families with children; 50+; Primary/secondary school and university student groups; Special interest – Outdoor / Natural history / Horticulture enthusiasts;</p>	<ul style="list-style-type: none"> ▪ Mura-Drava Regional Park (UNESCO) ▪ Miklósfai arboretum ▪ Opeka arboretum ▪ Cave Vindija ▪ Gaveznic-Kameni vrh ▪ Castle parks and gardens 	<ul style="list-style-type: none"> ▪ Ludbreg area flower growers ▪ Csurgó area vineyards ▪ Ludbreg area vineyards

It is recommended project partners select among the above suggested themes and pertaining points of interest those that will be included in the new visitor guide application for the AT@AT.BC Project area.

7. Concluding remarks

This Analysis Document on Natural and Cultural Heritage in the Project Area is one of the parts of a larger Interreg project between Hungary and Croatia entitled **Active Tourism meets Advanced Technology in Cross-border area (AT@AT.CB)** seeking to contribute to joint tourism development in Varaždin County (Croatia), Nagykanizsa and Csurgó Districts (Hungary) and being carried out by Varaždin County, Varaždin County Tourism Board, Csurgó Municipality and University of Pannonia-Nagykanizsa Campus. The Analysis Document itself, building on and slightly amending the previously completed *Data Base of Owners/Managers of Cultural and Natural Heritage*, aims to evaluate and analyze the potential of identified landmark/heritage sites in the Project area in order to inform the project partners' decision as to the points of interest to be included in the new visitor guide application being developed.

Following a context providing overview of current market trends in tourism and having defined the heritage evaluation and analysis methodology, the Analysis Document provides three main mutually linked results. It first gives a systemic evaluation of a significant number of selected natural and cultural landmark/heritage sites in the Project area in respect to their condition, attractiveness and readiness for tourist visitation. Second, it provides an analysis of these sites determined by their attractiveness-readiness for visitation relationship thus identifying the current market potential of particular sites, as well as the opportunities and challenges in increasing this potential. Finally, it recommends selected and thematically grouped points of interest which can be included in a relevant and meaningful visitor guide application. The suggested themes for the Project partners to choose from include: 'Must see sites', 'Shared history', 'Burgs and castles', 'Religious heritage' and 'Naturalist experiences'.

The Analysis Document on Natural and Cultural Heritage in the Project Area offers a logical, funnel-like approach from an inventory of heritage sites to selected points of interest to be presented to various publics or market segment through storytelling via technologically innovative mobile device application. Although the approach is to be implemented in the Varaždin County (Croatia), Nagykanizsa and Csurgó Districts (Hungary) Project area, it can be applicable to other tourism destinations as well.

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