

GREENWAYS, A MUST TO SUSTAINABLE TOURISM

OUR WAY: STEPS TAKEN IN HAJDÚ-BIHAR COUNTY

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HAJDÚ-BIHAR COUNTY GOVERNMENT



Photo credit: Attila Gulyás



WHERE DID WE START FROM?

REGIONAL DEVELOPMENT PROGRAMME OF HAJDÚ-BIHAR COUNTY

STRENGTHS

- Several county assets have been named as a key factor for tourism development including natural and cultural assets and heritage
- County initiation was called "Treasures of Hortobágy Greenway,, - former steps were made and some preliminary activities were done in the theme of 'Gentle spatial development based on landscape values'

WEAKNESSES

- PI involved tourism and hospitality in general but the utilization of environmental assets, natural values particularly in rural regions of the county was not specifically covered
- There was only a weak representation of “soft tourism” and “green tourism” as potential economic drivers

TOP 3



WHAT HAVE WE LEARNED?

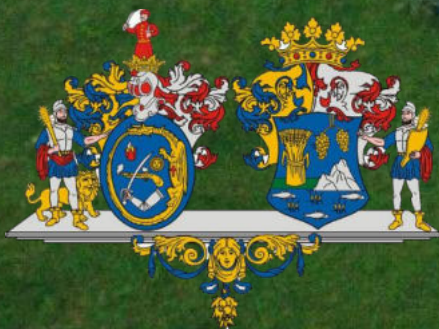


Photo credit: hbmo.hu

Improved representation of natural and cultural values as social and economic asset within the development agenda through creating new forms of soft tourism, linking communities by greenways, strengthening visibility and marketing, improving the structural background by enhanced knowledge and capacity

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Examples learnt on how to utilize our existing hiking trail for better visibility and to encourage both domestic and international visitors/hikers to use it

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Guidance learnt on how to ensure a solid base for the incorporation of greenways potential into tourism



WHAT HAVE WE DONE?



1 LAUNCHING “HIKE IN HAJDÚ-BIHAR” PROGRAMME

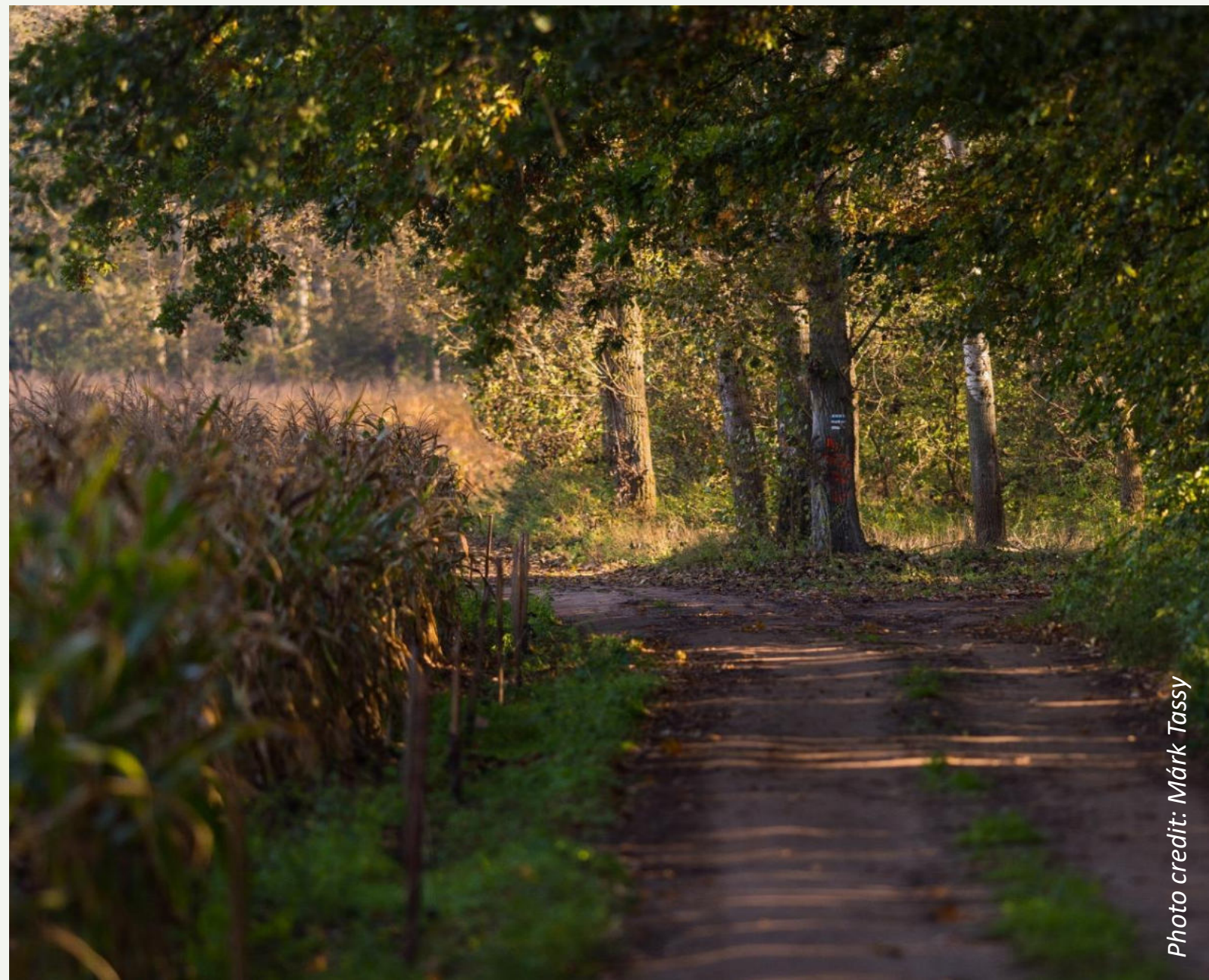


Photo credit: Márk Tassy



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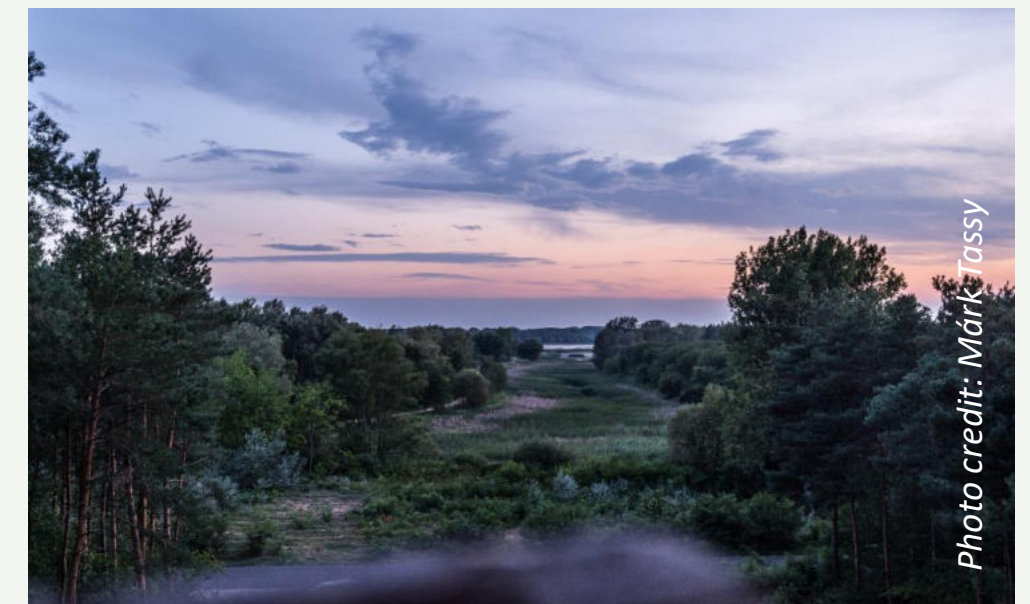


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WHAT HAVE WE DONE?



2 LAUNCHING “TREASURES OF HORTOBÁGY” GREENWAY

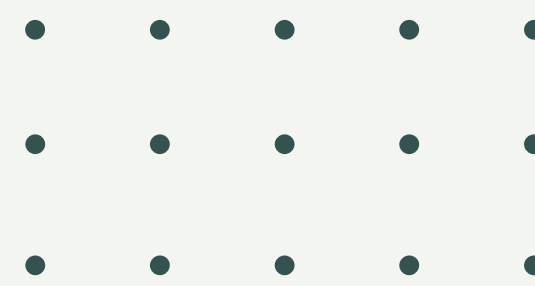




OUR WAY
Interreg Europe



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NEXT STEPS

1

Official launching – Hike in Hajdú-Bihar – Green Pass to be published

2

Signing 3-party agreement of Treasures of Hortobágy Greenway (Nádudvar, Hortobágy, Nagyhegyes)

3

Further development of Hajdú-Bihar Green Pass

4

Linking greenway to slow tourism & slow food initiatives



THANK YOU!

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