



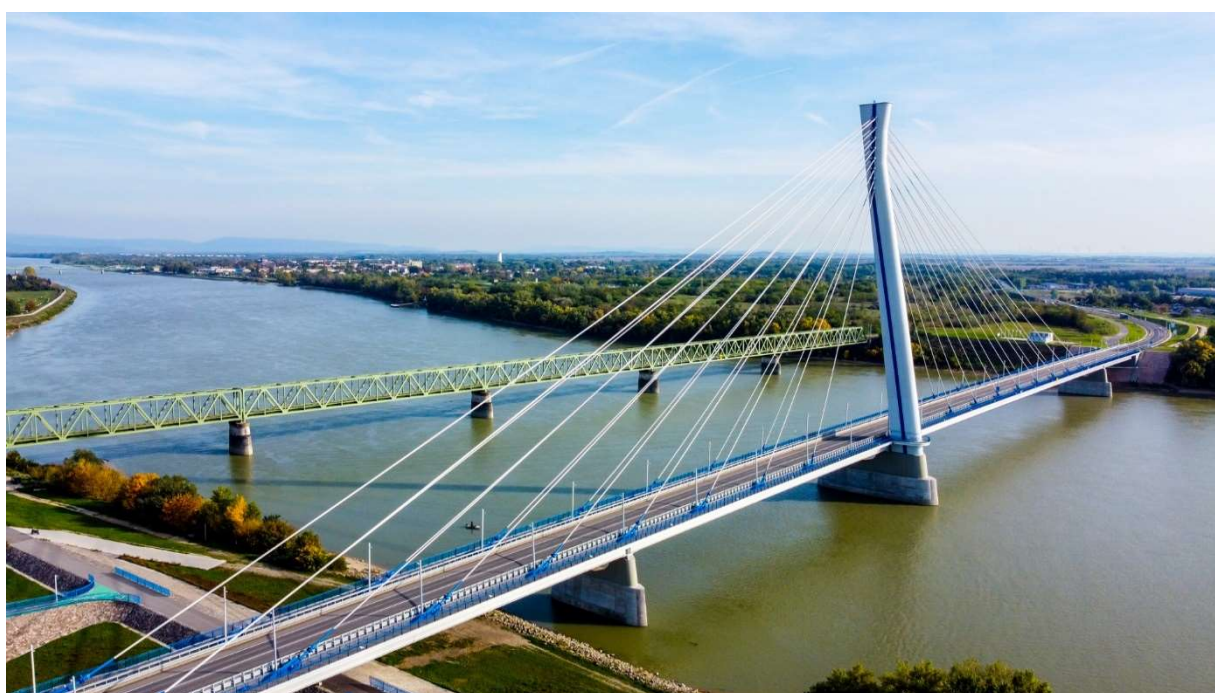
Interreg



EUROPEAN UNION

Danube Transnational Programme

DANURB+



DANURB+ ACTION PLAN – SECTION 2 – PONS DANUBII REGION

Pons Danubii EGTC

30 November 2022

Komárno

EXECUTIVE SUMMARY

The Pons Danubii region, with Komárom-Komárno in its centre, covering further mid-sized cities including Tata, Oroszlány, Kolárovo, Nesvady and Kisdér, is a COHESIVE CROSSBORDER TERRITORY, equally representing both sides of the border.

The border area is rich in endowments favourable for active and/or slow green tourism. It has favourable conditions for water, thermal, health and wellness tourism. There are potential development opportunities in the Danube area, including the development of water tourism. In the case of water tourism development, the development plans of municipalities have to be interconnected and contribute to complex tourism development of the Pons Danubii region. The PD region represents a good basis for tourism developments, which would further increase the connectedness of tourism attractions, improve the tourism infrastructure and the joint information and marketing tools will boost the cross-border tourism.

The overall objective is clearly contributing to SO2.4 Enhancing the role of culture and sustainable tourism in economic development of PA2 of the Interreg VI-A Slovakia-Hungary Cooperation Programme. The planned interventions of the action plan will contribute to overall enhancing of the region's attractiveness and utilization of the hidden potentials of green and sustainable tourism with building on the existing investments into tourism infrastructure and services.

The ambitious process spans over 36 months, totalling 5 million EUR. Partners representing the private, public and NGO sector are balanced over the HU and SK sides.

Outputs and results include:

- Infrastructure investments in 7 settlements of PD region (Komárno, Kolárovo, Nesvady, Komárom, Kisdér, Tata, Oroszlány). The infrastructure investment is related to water tourism development (terrain work, development of small boat port, purchasing equipment related to water tourism, development in spa territories)
- DMOs will develop tourism packages, the project will ensure the staff cost of two employees in DMOs during the implementation phase.

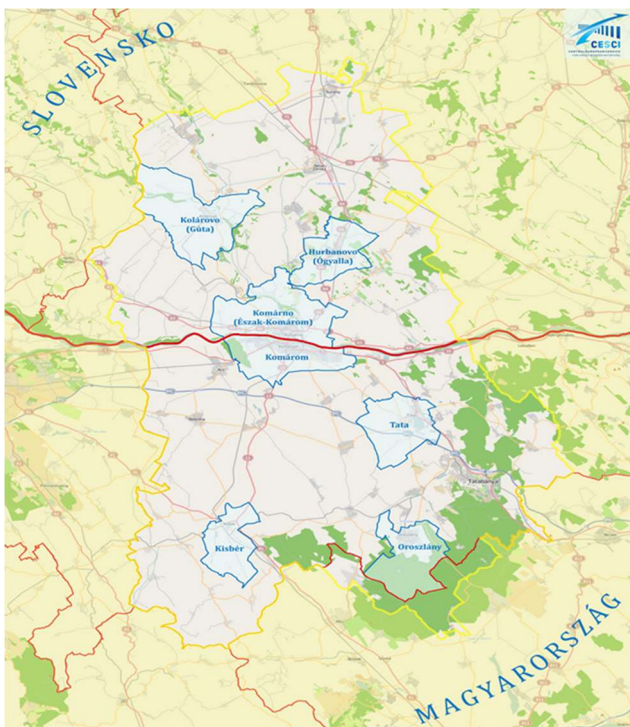
The expected result is to increase the cross-border tourist flow, which has a potential to develop cross-border services, tourist products and marketing tools to boost the tourism activity in the border region. The border area is rich in endowments of favourable for active, slow and green tourism supported by the project activities, which should be better utilized.

ANALYSIS OF THE ACTION AREA

Analysis of the target area

The TARGET AREA is defined by Pons Danubii EGTC, with Komárom-Komárno in its centre, a city divided by the Danube, and also by a border. Komárno (SK) is inhabited by 31 599, while Komárom (HU) has a population of 19 200. It lies in a strategic position: to the south it is within close reach of Budapest, Tatabánya and Győr, while Bratislava, Nové Zámky and Nitra are all easily accessible to the north. Other towns of the Pons Danubii cluster are all mid-sized: Tata (22 643), Oroszlány (19 057), Kolárovo (10 292), Nesvady (4 988) and Kisbér (5 560). The area is thus cohesive, without outliers in population size either between the individual cities or between the HU and SK parts overall. The total population of member municipalities is around 115 000 providing momentum for effective, efficient and sustainable interventions. Regarding GEOGRAPHY, the target area can be considered particularly coherent and compact for the Action plan to be able to reach the whole target audience. The region along the Danube is famously rich in fresh, underground water RESOURCES, with several thermal springs in Patince, Komárno and Tata, supplemented by a huge karstic water base on the HU side of the area. The Váh River (SK) is an important inland waterway which flows along Kolárovo and into the Danube in Komárno. The two rivers also mark an urbanisation axis, together with the River Nitra. A side river of the Danube flows through the Hungarian side, the Által-ér (HU).

Figure 1 Settlements of Pd region



Population and social environment

The MUNICIPAL ORGANISATION STRUCTURE varies slightly on the two sides of the border though by far not to an extent that would hamper effective institutional cooperation. The hierarchy of municipalities and the division of competences is somewhat more balanced in HU, where the network of settlements is horizontally distributed. SK has a more centralised institutional system, with county seats (Komárno, Nové Zámky, Dunajská Streda) holding more autonomy. Considering the range of functions, Komárno (18 city competences) is at the top of the hierarchy, with Kolárovo (11) and Hurbanovo (9) following suit. On the HU side, though smaller in size and population, Oroszlány (14) and Kisdér (12) fulfil more city functions. Tata (17) and Komárom (16) both have considerable degree of autonomy. Despite these differences, the area is characterised by a strong urban concentration. There is a natural and equal decrease of the POPULATION on both sides of the border. In SK a fast outward migration process has been amplifying the population decrease, while on the HU side, a solid inward migration has been observed in the last years. The overall demographic trends are unfavourable, showing a deceleration of population growth and an ever slower reproduction rate.

The SK side of EGTC is more diverse in terms of ETHNIC BREAKDOWN OF THE POPULATION. The HU minority, distinct from the SK majority in culture and language makes up around a third of the overall population in the Komárno sub-region, with smaller villages on the border having an overwhelming HU majority. Besides, the Komárno okres has the largest proportion of Roma in Nitra Region. Given the fact that the Hungarian population is traditional (not resulting from modern migration), there is a well-functioning educational infrastructure to serve their needs: from nurseries to high school. Furthermore, the Selye János University was established in 2003, as an institution that offers tertiary education in a minority language. Nevertheless, the perceived quality of minority-language institutions is not favourable, leading to a brain-drain of university students towards Prague, Budapest and Bratislava.

Status quo report of the wider Pons Danubii region

Specific features of the region. Tourism, recreation and cultural activities

The PD EGTC consists of 4 settlements in Hungary and 3 settlements in Slovakia, divided by the river Danube. The cities of Komárno on Slovak side and Komárom on the Hungarian side of the border play a strategically important role. They both have excellent geographical position – Győr, Tatabánya, Esztergom, Budapest, Nové Zámky and Nitra are easily accessible from these locations. The region is very rich in natural and thermal water. The Danube as a natural state border divides the region. The river crossing is ensured by 2 Danube bridges – the Elizabeth Bridge and the Monostor Bridge. There are many lakes in the region e.g. Old

Lake in Tata, Cseke Lake in Tata, Malom Lake in Oroszlány, lakes in Szőny, Mírtve rameno in Komárno. The area is rich in thermal water. Thermal spas can be found in Komárom (HU), Komárno (SK), Nesvady (SK), Patince (SK). The natural conditions determine the region to utilize the natural resources in a sustainable way and develop active tourism in the region with a focus on water- and cyclotourism. The thermal spas attract not only the locals but foreign visitors to the region. There is a camp in the territory of Brigetio Spa in Komárom, attracting many German tourists keen on camping and active tourism. The mineral water springs of Patince became available for common people in 1958 when the spa industry started to develop. During the socialist era, it was a favourite summer destination of locals and Czech tourists. The Wellness Hotel Patince offering a wide variety of wellness and active tourism services opened in 2016. Thermal Nesvady opened to visitors in 2019. The spa is offering its services to visitors all year. Further developments are planned in the forthcoming years. The increasing interest and the affordable price as well as discounts for the locals make these smaller or mid-sized spas popular, renovation and further development is planned in Komárno (SK), Nesvady (SK) and Komárom (HU). The development of natural waterfronts has started in the past few years, new services related to water tourism appeared. The development of cycling routes on line Eurovelo 6 increased the number of cyclists visiting the region. A new segment of tourists – cyclotourists, with specific needs became dominant in the region. COVID-19 even increased the need for active tourism and development of active tourism related services.

There are several historic sights and destinations in the region popular among the visitors, and many protected buildings part of cultural heritage that need both reconstruction and find a real purpose of utilization.

- Fortification system of Komárno-Komárom – Old and New Fortress in Komárno (SK), Fort Monostor, Fort Igmánd, Fort Csillag – There is constant effort and initiative for development of the fortification system on both sides of the Danube. In 2013 the Hungarian government decided to renovate and revitalize the Fort Csillag and moved the plaster casts of the Museum of Fine Arts in a new exhibition hall in the fort. A 6 billion HUF budget was allocated for the project that finished in September 2019. Renovation of the Fort Csillag received Construction Industry Award in 2020. In order to increase the attractiveness of the border area the project „Joint Development of the Fortress System in Komárno and Komárom (SKHU/1902/1.1/107 KOMFORT) started on 21 June 2021. In the New Fortress of Komárno a new information and ticket office, new exhibition rooms and new restrooms will be developed, some renovation work is also under progress. In Fort Igmánd (HU) a suitable venue for events and exhibitions will be developed.
- Old Castle in Tata (HU)

- Esterházy Palace in Tata (near Old Lake), Esterhazy mansion in Tata (English Garden). The Esterhazy Palace was renovated from state funds between 2018 and 2020.
- Castle in Kisbér
- Royal Stable and Royal Riding School in Kisbér
- Castles in Oroszlány (Gerencsér Castle, Vitány Castle, Gesztesi Castle, Oroszlánykő Castle)
- Europe Place in Komárno
- Boat mill in Kolárovo with the longest wooden bridge in Europe
- Majk Camaldolese Hermitage and Esterházy Mansion

Museums:

- Danube Region Museum, Komárno
- Exhibition of the Museum of Fine Arts in Fort Csillag, Komárom
- Exhibitions in Fort Monostor, Komárom
- Museum of Klapka György, Komárom
- Geological Garden, Tata
- Mini Hungary Miniature Park, Kisbér
- Mining Museum, Oroszlány
- Boat mill museum, Kolárovo

There are destination management organizations (DMOs) responsible for tourism development in the region. The operation of these organizations and their structure is constantly changing. An initiative started in 2018 on both sides of the border of the PD region in the field of cross-border tourism cooperation. Regular workshops were held by DMO organizations on both sides of the Danube about a possible cooperation, determining the direction of development and development of tourism services. This resulted in establishment of Dunamente Consortium on 24th April 2019. In 2019 progress had been made in developing the image of the Pons Danubii region as a part of joint cross-border collaboration. The Dunamente-Podunajsko Tourist Card as a cross-border product was introduced on 24th April 2019 and launched 1 May 2019. The cross-border product is initiating the cross-border movement, offering discount for those using the card. The tourist card is freely accessible for those visitors who spend min. 2 nights in the region. They can obtain the card at the accommodation facility, which ensures free access to some of the museums in the region, free use of public transport, some of the services e.g. spas, exhibitions, restaurants can be used with 10-20% or 50% discount. When the card was launched, 31 accommodation providers and 149 service providers joined the programme. The card gave possibility to monitor the movement of tourists in the region and provide data about the services and accommodation facilities they use. Unfortunately, the pandemic COVID-19 had negative impact for the tourism activity, the closure of borders and the government restrictions to prevent the spread of

pandemic had negative impact on the cross-border tourism activity. As the region has continuously made investments into the development of cycling routes, the benefits became visible during the pandemic, when interest in outdoor activities had increased, bike sales accelerated. The development of bike tourism in the region has not finished with development of bike roads, the implementation of project KOMBI - Cross-border Integrated Bike Sharing System started on 1 January 2018. The project was financed by the Interreg V-A Slovakia-Hungary Cooperation Programme. The system was launched on 17 May 2021. The project aimed to initiate and promote green transport and promote an environmentally friendly transport culture in the region by developing the cycling infrastructure. KOMBibike provides an efficient and sustainable transport service that can be used 24 hours a day. The system offers a cross-border cycling experience connecting 9 towns – Nové Zámky (SK), Hurbanovo (SK), Nesvady (SK), Kolárovo (SK), Komárno (SK), Komárom (HU), Kisbér (HU), Oroszlány (HU), Tata (HU) – 13 KOMBIbike stations and 130 bicycles (95 traditional, 35 e-bikes). The target group addressed can be defined as the residents living in the cross-border area, commuting regularly from the neighbouring regions or tourists from Hungary, Slovakia or other countries.

The region is rich in cultural events, attracting not only local, but foreign tourists. A comprehensive program for those interested in military history or history, but may be of interest at any age group is organized in Tata. „**Tatai Patara**“, the **Turkish Festival** is held usually in June held in an authentic historical environment, the festival offers the opportunity to organize a large-scale series of events. It is one of the most prestigious festivals of the Turkish era, not only in Hungary, but also in Europe. The aim of the historical festival is to present the livelihood and everyday life of the 16th century, the way of life and struggle of Christians and Ottoman occupiers, and the after-effects of forced coexistence. All this in an interactive way, involving visitors not only as spectators but also as active participants. **The Water, Music, Flower Festival in Tata** is the largest festival for families in Hungary attracting close to 100,000 visitors annually. The festival offers concerts, wine garden, art programs, flower exhibitions and playhouse for children. The festival is organized within the historical city of Tata on the shores of the beautiful Old Lake. The **Wild Goose Festival** at Tata is organized usually in November, where live broadcasting with two cameras available. There are thousands of people lining the shore waiting for the morning spectacle as tens of thousands of geese start to move about. Komárom is proud for festivals held in Fort Monostor. Mediawave International Film and Music Festival is a regular event. It is a free spirit artistic and community oriented festival. Besides screenings, there are jazz, improvised, ethnic, folk concerts and workshops, exhibitions, theatre, and smaller actions. Party is all day long on, spiced with gastronomy and open-air cooking. **The Hungarian Equestrian Theatre** in Komárom offers large scale performances that can be viewed in a 100 year-old covered riding hall. Unique in Europe the plays are presented on horseback. Komárno as the most dominant from tourism perspective in the PD region. The most visited event of the town is **Komárno-Komárom Days** at the end of April and the beginning of May. A multiple-day event is attracting

not only locals but foreigners as well with a wide variety of cultural programmes, gastronomy, local products and the historical sight of the town the New Fortress is also open to visitors. The **Wine Corso** organized in autumn (September) is a further programme popular and became tradition for the locals, which is well-known not only for wine from the region, but foreign wine producers also offer their products for sale. The event is accompanied by concerts and programmes. Beside the most dominant cultural programmes mentioned, there are several programmes offered during the year for visitors and locals as well. Attractive is considered to be also the wider region, closer villages offering a wide variety of programmes.

Identification of territorial needs

In the period January 2017 – June 2019 PD EGTC was a lead partner of INSIGHTS project (Interreg Danube Transnational Programme) with an overall objective to foster sustainable utilisation of natural and cultural heritage of the involved areas in the Danube region in order to preserve and upgrade the intact local resources providing an outstanding potential to make these areas attractive destinations for healthy and slow tourism. In the framework of the project the territorial needs of the region had been identified and a regional vision, and the tourism strategy of the PD region was elaborated. Each steps of tourism planning from elaboration of Status Quo Report, determining the vision of the PD region and elaboration of the strategy were involved the local stakeholders – destination management organizations and tourinform offices, as well as an external expert helped their work in form of regional stakeholder workshops.

Figure 2 Steps to identify regional needs



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

Figure 2 shows the different steps to approach in identification of the needs in the region and development. In cooperation with stakeholders and municipalities of the PD region the Status Quo Analysis, SWOT analysis, the vision of the PD region was elaborated, which was a basis of elaboration of the regional strategy of the region. In terms of determining the regional strategy, the strengths and the opportunities are crucial.

Figure 3 Strengths and Opportunities of the PD region

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> • The active DMO-s (both on the Hungarian and Slovak sides) cover the whole wider Pons Danubii region • The Hungarian and Slovak stakeholders willing to work together and develop new cross-border products • Active tourism information offices both on Hungarian and Slovak sides where tourists can get updated information • Increase in the number of local producers, who are producing high quality local products • Lots of cultural events with long traditions (e.g.: Komárom days, Wild goose festival of Tata, „Patara” of Tata, Water, music, flower festival, Wine festivals and music festivals in several towns and villages etc.) 	<ul style="list-style-type: none"> • The wider Pons Danubii is a cross-border region (Hungarian and Slovak parts) • Very favourable geographical location (the region is near to the Budapest-Vienna-Bratislava triangle) • A location by the Danube (transport and tourism by the Danube) • Favourable climate • The region is rich in the geothermic energy and thermal water (favourable for health tourism) • The region is rich in cultural and natural heritage (favourable for the green, slow, and heritage tourism) • Common historical and cultural heritage on the Hungarian and Slovak part
<ul style="list-style-type: none"> • Increasing number of newly built cycling paths, the basic infrastructure for cycling is existing • Well-functioning, tourist-friendly services on the Hungarian side of the region (e.g. Intelligent tourism card system, modern website with a list of actual events and updated information etc.) • Lots of sources from which tourist can get information on the different places (e.g.: attractions, museums, festivals, hiking trails, cycling paths, etc.) • Coordinated operation of nature parks, national park and forestry • Developing town and village centres (renovated buildings, green parks, etc.) • The region contributes to energy saving, offers environment-friendly transport options. 	<ul style="list-style-type: none"> • Possibilities for EU-co-funded international projects (e.g. Interreg V-a Slovakia-Hungary Cooperation Programme, Visegrád Fund etc.) due to the location of the region • Financial support for culture and tourism on the Hungarian part of the region • The Danube Bend (part of the Pons Danubii region in Hungary) became a special tourism development area, thus it is supported by the Hungarian government • Lots of developments in cycling tourism financed by the government is expected on the Hungarian part of the region (Eurovelo from Rajka to Budapest (with a connection to the Lake Balaton, Oroszlány-Tata cycling path etc.) • Stable DMO-s on the Slovak part, financed by the Slovak government (from the tax on tourism) • New landscape reclamation programmes • Municipalities willing to develop the tourism sector • The solvent demand is increasing • The public welfare activities of nature parks, national parks and the forestry are increasing

Source: Own research based on Table 6 of the Visions of the Pons Danubii region

When identification of needs of the region, those opportunities have to be considered, which contribute to its development. The opportunities for the PD region were clearly defined and most of the activities of PD EGTC oriented to utilize these opportunities. Since elaboration of the PD sustainable tourism strategy CULTPLAY-Innovative use of Cultural Heritage in forms of thematic parks or KOMBIBike – Cross-border community bike sharing system were implemented in the framework of EU co-funded Interreg V-A Slovakia-Hungary Cooperation Programme. Both of the developments are in line with the strategic objectives of the region. Cyclin tourism has developed as further bike paths were developed on both sides of the border with excellent interconnectedness. The community bike sharing system is connecting the municipalities of the PD region, as well as offers opportunity for commuters to use this mean of transport as a green transport solution to get to work. Since the region is characterized by small and medium-sized settlements, which have rich built cultural heritage sites it is determined to be attractive for those interested in slow tourism. Despite of this fact Tata is dominantly the most visited by all the settlements of the region, while some important cultural events or festivals are also attractive for the locals and foreign visitors. PD EGTC established a good cooperation with the municipalities and DMO organizations, who are regularly involved as partners in implementation of Interreg V-A Slovakia-Hungary Cooperation Programme, Interreg Europe or Interreg Danube Transnational Programme.

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

Figure 4 Strategic goals and objectives in PD region



Source: *The integrated sustainable tourism strategy of the wider Pons Danubii region (2019)*

Several objectives set in the document has been achieved. The cross-border cooperation of tourism experts has strengthened despite of the COVID-19 negative impact on cross-border regional tourism. COVID-19 has changed the consumer habits and behaviour, and the recovery as well as the future developments have to be in line with the development plans of the region. Cycling tourism gained an increased importance in the region – cycling tourists became a new segment of tourists, a new type of consumer of tourism services during the pandemic. Local tourism has intensified, and it has become necessary to develop the appropriate infrastructure (tourism-related services), provide short-term accommodation services for visitors, thus increasing the number of guest nights in the region. There are potential development opportunities in the Danube area, including the development of water tourism. In the case of water tourism development, the development plans of municipalities have to be interconnected and contribute to complex tourism development of the Pons Danubii region. The border area is rich in endowments favourable for active and/or slow green tourism. It has favourable conditions for thermal, health and wellness tourism. MICE tourism (Meetings, incentives, conferencing, exhibitions) is an emerging subsector of tourism with a special significance in the two capital regions.

Strategy

Mission (Overall objectives)

The mission of the action plan is the complex touristic development of the PD region. The action is expected to enhance the overall sustainability and competitiveness of the region's tourism by providing integrated and interlinked touristic offer by investment into the infrastructure (tourist trail, boat rental with pontoon, revitalization of green areas, development of spa infrastructure). The improvement of infrastructural background of tourism destinations will make the individual destinations easier accessible. The joint development ideas will benefit those destinations in PD region, which were less popular despite of offering tourist attractions or the number of their tourist attractions did not motivate the visitor to spend there more than a half day.

The overall objective is clearly contributing to SO2.4 Enhancing the role of culture and sustainable tourism in economic development of PA2 of the Interreg VI-A Slovakia-Hungary Cooperation Programme. The planned interventions of the action plan will contribute to overall enhancing of the region's attractiveness and utilization of the hidden potentials of green and sustainable tourism with building on the existing investments into tourism infrastructure and services.

Cross-border aspect of the action plan

A wide-spread cross-border cooperation of 10 beneficiaries is established for preparation and implementation of the action plan. The partnership provides a balanced representation of partners on the HU and SK parts of the target area. The target area is rich in natural and cultural heritage, some sights with bad condition for tourism utilization or simply underutilized. The target area is connected with high quality bike routes, the destinations are easily accessible and interconnected, which was the first step in the region towards development of sustainable tourism. Inland waters acquire increasing importance for leisure tourism. The relationship between water and tourism is characterized by a double understanding of this element: as a precious resource and as an attraction. Water and the associated water tourism development in the cross-border area is in line with the Action 2.4.2 on Complex development of tourism destinations of the newly published programme of Interreg VI-A Slovakia-Hungary.

ACTION PLAN DATA SHEET

DESCRIPTION OF THE PROPOSAL: Cross-border tourism is a key phenomenon of the border area. Cross-border tourist flow underlines the potential in creating joint bilingual tourist products, services, information and marketing tools to better boost tourism across the border. Since PD is targeting territorial needs of the PD area, destination level of cooperation gives a good basis for tourism developments which would further increase the valorisation of heritage, the connectedness of such tourist attractions.	
Project acronym and title:	Complex Water Tourism Development in the PD region
TYPE OF THE PROJECT (within DANURB+ goals)	action plan
Location	Slovakia County/ city or cities Municipalities of PD region (see list of partners)
Duration (if you can specify)	36 months
Planned budget	5 million EUR
KEY STAKEHOLDER	
Organisation name	Pons Danubii EGTC
Contact person (Phone number/ Email)	Monika Simon, insights@ponsdanubii.eu
Other stakeholders	
Partner I	Municipality of Komárno
Partner II	Municipality of Nesvady
Partner III	Municipality of Kolárovo
Partner IV	Municipality of Komárom
Partner VI	Municipality of Tata
Partner VII	Municipality of Kislőr
Partner VIII	Municipality of Oroszlány
Partner IX	OOCR Podunajsko-Dunamente (DMO)
Partner X	Tata és Környéke Turisztikai Egyesület
PROJECT OBJECTIVE (max 200 characters) The main objective of the action plan is the complex touristic development of the PD region, which is in line with the approved programme of Interreg VI-A Slovakia Hungary 2021-2027. The PD region represents a good basis for tourism developments, which would further increase the connectedness of tourism attractions, improve the tourism infrastructure and the joint information and marketing tools will boost the cross-border tourism. 7 settlements of PD (Komárno, Nesvady, Kolárovo, Komárom, Kislőr, Tata, Oroszlány) will make investment into tourism infrastructure (Komárno - recreational area of Mírtvé Rameno Váh - lookout point, arrangement of the beach area, Kolárovo - floating pontoon for small boats, Kislőr - lightning of the lake area, small scale investments, Tata - Fényes spa investments, Oroszlány - development of tourist trail, Nesvady - development in the territory of Nesvady spa, Komárom - development in the territory of Brigetio spa). The infrastructural developments will increase the	

attractiveness of the region, strengthen green and sustainable tourism, increase the number of visitors. DMOs (OOCR Podunajsko, Tata és Környéke Turisztika Egyesület) will ensure the joint promotion of the region. The role of PD EGTC is the coordination and communication of the action plan. The concept of the action plan is in line with PA2, SO2.4 Enhancing the role of culture and sustainable tourism in economic development.

MAIN Project elements (max 150 characters / project elements)

Activity 1: Coordination and communication - the creation of action plan, submission is done by the LP CCP. The LP will ensure the sound implementation of the territorial action plan through the CCP project, will determine the internal structure of communication, prepare the communication plan of the project.

Activity 2: Infrastructure investments in 7 settlements of PD region (Komárno, Kolárovo, Nesvady, Komárom, Kisbér, Tata, Oroszlány). The infrastructure investment is related to water tourism development (terrain work, development of small boat port, purchasing equipment related to water tourism, development in spaterritories)

Activity 3: participation of DMOs (OOCR Podunajsko-Dunamente and Tata és Környéke Turisztikai Egyesület) will ensure the promotion of cross-border tourism services offered, prepare tourism packages, the project will ensure the staff cost of two employees in the organizations during the implementation phase.

EXPECTED RESULTS (max 200 characters)

The expected result is to increase the cross-border tourist flow, which has a potential to develop cross-border services, tourist products and marketing tools to boost the tourism activity in the border region. The border area is rich in endowments of favourable for active, slow and green tourism supported by the project activities, which should be better utilized.

RELATED DANURB ACTIVITIES

Site visits

Involvement of STU students in preparing visual design for infrastructural developments in Kolárovo and Komárno

Stakeholders' meetings

Regional Conference

APPENDIX 1 – List of partner organizations/institutions/SMEs involved

Deliverable T2.3.1: PROPOSAL FOR EFFECTIVE LOCAL STAKEHOLDER NETWORKS IN A WIDER PONS DANUBII REGION – CROSS BORDER AREA SKHU (CAPABLE TO INITIATE HERITAGE VALORISATION PROJECTS)

1. THE EXPLANATION OF THE DELIVERABLE

The DANURB Action Plans are based on cooperative action for heritage valorisation projects, and the first step to achieve that is to find and involve the capable stakeholders, who are willing to cooperate, willing to take action, and understand the benefits of DANURB principles. This D will prove that such stakeholder cooperatives are involved, ready to have capacity building and ready to work on the action plans. The section clusters of PPs in all three sections of the Danube will propose at least 5 stakeholder networks each capable to initiate projects based on the DANURB Action Plans. Effective local cooperation between stakeholders is needed to fulfil the DANURB Strategy and to aim maximum benefit from heritage valorisation. Only such networks will make a difference in local cultural economies that have a chance to upgrade peripheral towns to be part of a Danube Cultural Promenade. At a regional level there will be proposals to initiate projects between different localities or stakeholders on the themes of heritage valorisation, environmental and cultural protection, sustainability. The key is to propose stakeholders that can cooperate, and to have active participation of these stakeholders in the DANURB Platform and all activities. At the local level the creation of local communities well integrated in the local realities and involved on heritage valorisation initiatives is the goal. Local communities of stakeholders should consist of different actors coming from different fields of culture and entrepreneurship. Municipality ASPs and ASPs at a regional level should also be involved in such networks. These proposals should be reported in a document with a swot analysis of the capabilities of such networks. The proposals should be initiated in the DANURB Platform as well.

2. CRITERIA FOR PARTNER SELECTION

The involved entities for the action plan for a wider Pons Danubii region are local partner and stakeholder organisations selected by the following criteria:

- 1) Organisations directly or indirectly involved in the revitalisation and promotion of local heritage (cultural tangible, cultural intangible, natural, urban);
- 2) Organisations with agenda to improve the local socio-economic conditions (quality of life, local cooperation initiatives, etc.);
- 3) Organizations, SMEs, micro-businesses expressing the interest to join the initiative of DANURB Quality Label
- 4) Organisations from the fields thematically close to the main goals of the action plan: culture, heritage and tradition presentation and promotion, cultural tourism, urban development, hospitality and gastronomy, active leisure;
- 5) Organisations willing to cooperate, initiate and/or participate in the projects that are above local importance – international, cross-border or regional level; and
- 6) Organisation which had active collaboration with DANURB+ Project during its duration – especially during the process of the action-plan creation (2021-2022).

3. List of partner organizations/institutions/SMEs

NO	ORGANIZATION NAME	CONTACT PERSON	TYPE OF ORGANIZATION	SECTOR OF ORG.
1.	OOCR Podunajsko-Dunamente TDM – Dunamente DMO	Béla Keszegh, legal representative/director	NGO	tourism & hospitality
2.	Duna-Gerecse Nonprofit Kft.	Renáta Ortner, director Gábor Magyarics, internal expert	NGO	tourism & hospitality
3.	Csallóköz Területi Idegenforgalmi Szövetség / Csallóköz Regional Tourism Association	Éva Kiss Bartalos, director	NGO	tourism & hospitality
4.	Štúrovo-Parkan Területi Idegenforgalmi Szervezet / Štúrovo-Parkan Territorial Tourism Organization	Lívia Németh, director	NGO	tourism & hospitality
5.	Komárom Tourinform	Tamás Proczeller, director	NGO	tourism & hospitality
6.	Szigetköz Turizmusáért Egyesület / Szigetköz Tourism Association	Zoltán Horváth, office manager	NGO	tourism & hospitality

7.	ARRABONA EGTC	Zoltán Németh Tamás, director Dr Zoltán Herke, project manager	NGO	<ul style="list-style-type: none"> • Running cross-border transport or health services • Managing cross-border or inter-regional sustainable development projects (innovation and technology, environmental protection, etc.) • Strengthening economic and social cohesion across borders
8.	RDV EGTC	Ema Vasi, director	NGO	<ul style="list-style-type: none"> • Running cross-border transport or health services • Managing cross-border or inter-regional sustainable development projects (innovation and technology, environmental protection, etc.) • Strengthening economic and social cohesion across borders
9.	ISTER GRANUM EGTC	Péter Nagy, director András Eck, project manager	NGO	<ul style="list-style-type: none"> • Running cross-border transport or health services • Managing cross-border or inter-regional sustainable development projects (innovation and technology, environmental protection, etc.) • Strengthening economic and social cohesion across borders
10.	Municipality of Komárno (SK)	Béla Keszezh, mayor	public	government & administration
11.	Municipality of Kolárovo (SK)	Béla Halász, mayor	public	government & administration
12.	Municipality of Nesvady (SK)	Zoltán Molnár, mayor	public	government & administration
13.	Municipality of Komárom (HU)	Dr. Attila Molnár, mayor	public	government & administration
14.	Municipality of Tata	József Michl, mayor	public	government & administration
15.	Municipality of Kisbér	Zoltán Sinkovicz, mayor	public	government & administration
16.	Municipality of Oroszlány	Zoltán Lazók, mayor	public	government & administration
17.	COMORRA SERVIS	Ing. Gabriel Kollár, director	contributory organization	contributory organization of Komárno – operating the small boat rental service

18.	Asbóth Bee Farm	Mgr. Alexandra Asbóth, owner	private (SME)	organic beekeeping
19.	Petőfi Sándor Kulturális Szabadidőközpont és Könyvtár (Azaum Roman Camp)	Melinda Békéné Magyar, legal representative	public authority	public cultural institution
20.	Ethnographic Museum Celemantia, Iža	Ing. István Domin, mayor of Iža	public	public cultural institution
21.	Georgina Farma	Mgr. Veronika Nagy, owner	private (SME)	food production (organic wine, cheese)
22.	„Kemence“ Gastro-Cultural and Community Development Association	Schmelcz Géza Imréné, director	social enterprise	agritourism, employment of disadvantaged groups
23.	Dunamente Tourist Non-profit Ltd.	Takácsné Dudás Dóra, manager	NGO	tourist information centre, education programmes
24.	Csárda túra – Bike Tour Association	Zoltán Bujna, founder of the association	local business	active leisure, tourism