

## ACTION 1.2.1

# THE REGIONAL TOURISM PRODUCT PLAN OF THE HUNGARY-CROATIA IPA CROSS-BORDER CO-OPERATION PROGRAMME 2007-2013

## TECHNICAL SPECIFICATION FOR THE CALL FOR PROPOSALS

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# BACKGROUND

The Hungarian-Croatian IPA Cross-border Cooperation Program 2007 is going to be implemented as an IPA programme during the European Union's budgetary period between 2007-2013. The IPA (Instrument for Pre-accession Assistance), framed by the Council Decree number 1085/2006. and regulated by the Commission Decree number 718/2007. will be carried out through five components one of which is cross-border cooperation. This component aims at facilitating good-neighbor relations, stability in mutual favor of every stakeholder country, increasing security and prosperity as well as fostering the harmonious, balanced and sustainable development of the countries concerned.

The Republic of Hungary and the Republic of Croatia are pulling together on the platform of a joint programme and mutual institutional background in the framework of the above mentioned component. The development priorities were laid down – following a joint strategic planning – in a common programming document whose strategy was passed by the Task Force on the 11th of April in 2007. The programming document gained the approval of the EU Commission on the 13th of March in 2008 with the verdict number C(2008)911..

The strategy of the programming document consists of two priorities:

1. Sustainable Environment and Tourism
2. Co-operative Economy and Intercommunity Human Resources Development

## **The regional product plan**

Within Priority 1. the 1.2 area of intervention (Sustainable tourism on the Mura-Drava-Danube river area) aims to develop different sectors of tourism such as eco-, rural- and active tourism, which are based on the natural and cultural assets of the region. It is necessary to improve the touristic product-development, to upgrade the infrastructural background of tourism and marketing activity of the border region as well as to support such kind of mutual projects on the field of heritage conservation which build their developments upon the common cultural heritage. All activities within this area of intervention must be in consonance with the single common comprehensive product plan.

The Regional Tourism Product Plan is central element of the complex developments of the 1.2 intervention area. It appears in the action 1.2.1 and contains the following chapters: (1) marketing strategy, (2) incentive of private investments, (3) database of touristic attractions and services, (4) comprehensive bicycle route network plan and (5) comprehensive land use plan in connection with water sports, hiking, hunting and angling as well as other recreational activities.

# OBJECTIVE AND THE TERRITORY OF PLANNING

## Objective of planning:

The overall aim of the project is to lay out a clear strategy upon which the touristic and cultural development projects will be able to be based and as long as they intend to be financed in the framework of the Program. To advertise call for proposals and to execute actions concerning the intervention area 1.2 are only possible after the product plan have been worked out. Every project plans should take the product plan into account. Only those developments which are in line with the relevant parts of the product plan are to gain financial support.

The **product plan should specify the content and the location of projects** under priority 1.2. of the Hu-Cro OP.

Thus the plan should provide the calls of the following eligible activities with territorial co- ordination and specification:

- 1.2.1. Development of infrastructure for active and ecotourism in the river border area. Activities: construction of visitor centers; forest schools; ports; walking paths, cycling routes; village museums; information points; maps; other ecotourism specific services. Development, establishment of rentals: bicycle, boats, other relevant equipment of active and ecotourism.
- 1.2.3 Development of thematic routes of cultural heritage Support for networked projects in the field of heritage management, including creation of thematic routes, common marketing activity, as well as related (built and other) heritage reconstruction to ensure growth of tourist capacity in the border area. Minimum three settlements should be involved.
- 1.2.4. Promotion of the river area as single touristic product, plus sectoral, thematic and micro regional attractions. (Website, programmes, facilitation of networking between businesses in the tourism sector).
- 1.2.5 Private investment attraction. Promotion of private capital investment in the river border region, especially in hospitality, rental, etc.

As a general rule, partnership with environmental authorities and associations and participatory approach are preferable. For more details on the project partnership please refer to Chapter 3.1 of the Specific Guidelines for Applicants of Action 1.2.1 (the Specific Guidelines).

## Territory of planning:

The whole eligible area is split into 3 different zones. In each of these zones different kinds of tourism product are to be developed and different types of applications are expected.

- **Zone A)** consists of the whole eligible area. There are such eligible activities (e.g. thematic routes of cultural heritage) for which

applications are expected from the whole eligible territory. An overall concept is expected to be prepared defining the main directions of development.

- **Zone B)** The potential development zone of active [water sports (excluding automotive types), angling, equestrian and eco-] tourism. This zone includes destinations within a 40km-wide belt along the rivers Drava, Mura and Danube. The belts comprise 40-40 km wide sectors on both sides of the rivers. The product plan will designate the development areas (destinations) of different types of tourism within this zone.
- **Zone C)** This thin sector along the three main rivers – Drava, Mura and Danube /to the Drava estuarine/ – of the area concentrates on the aquatic tourism and related elements. The zone extends maximum 5-5 km of the riverbanks along the rivers.

During the elaboration of the product plan results of the “Drava project” implemented under 1.1. priority (*Development of touristic attractions*) of the Regional Operational Programme 2004-2006 is required to take into consideration (first of all in terms of the planned bicycle-, equestrian-, water and hiking routes and the refurbished or newly built attractions) especially in Module 2 (Task 2b) and Module 3 (tasks 3.c and 3.d.) and Module 4-7.

# STRUCTURE OF THE PRODUCT PLAN

The regional tourism product plan has to comprise seven modules including 16 tasks.

## **Module 1. Overall concept for the whole eligible area**

### **Module 2. Database, analysis**

- Task 2.a) Set up GIS basis (for the zones “B” and “C”)
- Task 2.b) Data collection (attractions and services)
- Task 2.c) Landscape and spatial analysis, evaluation

### **Module 3. Marketing strategy**

- Task 3.a) Summary of the overall concept (from point 1.)
- Task 3.b) Market analysis
- Task 3.c) Product strategy
- Task 3.d) Strategies for touristic sub-regions
- Task 3.e) Marketing communication and promotion plan
- Task 3.f) CD manual
- Task 3.g) Actions of investment promotion
- Task 3.h) Tourist information system plan

### **Specific Plans:**

**Module 4. Plan for bicycle networks of the region;**

**Module 5. Plan of water related types of tourism**

**Module 6. Plan of trekking, hiking**

**Module 7. Plan of equestrian tourism**

# SPECIFICATION AND METHODOLOGY

## Module 1. Overall concept for the whole eligible area

### Objective:

The applicant has to elaborate an overall tourism development concept framework for the whole eligible area (**Zone A**) in order to support tourism related developments and the preparation of a tourism product strategy. The concept contributes to the assignment and specification of the potential projects which should be supported. The document has to pay a bit more attention on cultural attractions. The calls on cultural thematic routes should be supported conceptually by this output.

### Details:

The overall concept has to refer to themes for those applications which are invited from the whole eligible area; on the other hand it has to contain the short description of the potential types of tourism to be developed.

Besides the direct water related active and eco tourism the overall concept has to pay special attention to potentials of those kinds of tourism for which (potential) attractions exist in the whole eligible area such as cultural heritage or gastro tourism. In these cases plans of different products (e.g. thematic routes, wine routes etc.) are expected from all the affected NUTS 3 territorial units from both sides of the border.

The document has to be prepared and finished in the first phase of the whole project due to the fact that the later steps will be based on the content of it.

### Methodology required:

The overall concept has to be based on existing tourism-related development documents of the eligible area's NUTS 2 or 3 regions (counties), micro regions or other territorial units including also the affected settlements. The document has to be based on a short situation analysis and assessment of the existing and potential attractions and endowments. Based upon the results of these points the document has to define conceptual, overall aims of tourism development in the eligible area. The methodology is a synthesis of existing tourism development objectives of the relevant regions, counties, main towns. No detailed additional investigation is required.

Expected parts of the document (indicative specification)

- Short situation analysis of the region's tourism (region = eligible area);
  - Indicative demand analysis - estimation
  - Overall (not detailed) analysis of the supply side (attractions, infrastructural background)

- Overview of existing development directions: tourism related documents of the different territorial levels
- Overall evaluation of endowments (e.g. SWOT);
- Objectives, priorities (definition of main aims of tourism development);
- Description of the area's main tourism types to be developed.

## **Module 2. Database, analysis**

### ***Task 2.1. Set up GIS basis***

#### **Objective:**

Establishing geographic information system (GIS) supporting tourism development and eco tourism plans and tourist information system. The system should cover the **zones B and C** of the eligible Region.

An important requirement is that the system has to be expanded to both sides of the border in an equal measure.

#### **Details:**

The system has to be capable to support the delimitation of tourism areas, design of main elements of tourism networks, and support the production of plans.

- System plan
- Covers both side of the border
- Relevant geographical data including spatial and attribute data such as,
  - Administrative boundaries;
  - Waters;
  - Land use;
  - Relief;
  - Transport networks;
  - Basic social-economic statistics;
  - Tourism infrastructure.

#### **Methodology required:**

- GIS software can be self developed or available standard
- Procedures of GIS analysis for basic spatial analysis (e.g. overlapping, buffer)
- Hardware can be existing or
- The system has to be capable to receive inputs from data collection (see next task)

## **Task 2.2. Data collection (attractions and services)**

### **Objective:**

Under this task eco- and active tourism specific primary data for **zones B and C** should be collected in order to analyse the potentials of tourism and establish information of further evaluation and planning steps and also for tourist information system, different marketing communication tools.

An important requirement is that the data collection process has to be expanded to both sides of the border in an equal measure.

### **Details:**

The following data should be collected from the zones B) and C):

- **Attractions** (not only point but also area (landscape image) attractions as well);
- Possible **routes, tracks** of cycling and hiking, and horse-riding;
- Information on the **rivers and their bank zones** from the point of water sports and water related eco tourism (e.g. bird watching);
- Cadastre of **limitations** (e.g. core areas of nature protection, dangers);
- Tourism infrastructure (accommodation and catering facilities, rentals, etc.);
- **Other** relevant information supporting territorially ideal location of the developments of the OP.

### **Methodology required:**

- Some parts of the data can be gathered from **existing data sources**, however majority of them can be collected by **field work**. The methodology of field works should be elaborated according to a standard protocol using templates introduced in the inception report.
- The following information must be covered in the standard templates in case of **attractions and services**:
  - Type of attraction/service
  - Short description
  - Importance (standard scoring)
  - Target group
  - Accessibility by community transport, on foot, by bicycle, car
  - Owner – responsibility of maintenance
  - State of condition
  - Other relevant dimensions
- The staff implementing the field work should be **trained** in order to have common understanding.

### **Task 2.3. Landscape and spatial analysis, evaluation**

#### **Objective:**

The analysis of the territory of **zones B and C** should be carry out in order to asses the tourism potentials of the different areas (landscapes, settlements) in aimed sectors of eco and active tourism, such as water sports, nature tourism (e.g. bird watching), bicycle tourism, trekking-hiking tourism, horse riding. The results of these evaluations can be the main qualitative basis of the specific product plans of Modules 4-7.

An important requirement is that the analyses and evaluations have to be expanded to both sides of the border in an equal measure.

#### **Details:**

The plans will build upon the quantitative results of this task. The quality of environment and the landscape character are the most important factors, because in case of active tourism and eco tourism they are the main attractions (and conditions). The task is a GIS supported geographic analysis (GIS based assessment). The analysis will use the secondary data received in task 2.1. (GIS basis) and primary specific data from task 2.2. (Data collection).

Thus the main dimensions of analysis would be:

- landscape conditions (from the point of attractiveness, natural values, and limitations: landscape as attractiveness, and as environment of tourism)
- attractions relevant to eco and active tourism
- public and forestry roads (from the point of bicycling and heavy transport)

The total area B) and C) must be evaluated according to preferences and special needs of the different target groups defined under Task 3b, tourism branches defined in Module 4-7.

#### **Methodology required:**

The evaluation should apply approach of landscape ecology (landscape geography) combined with tourism analysis using GIS applications.

Recommended steps:

- establishing rules of analysis on the basis of the results of task 3b (market analysis), which quantitatively define the preferences of different target groups towards attractions and landscape conditions;
- analysis with GIS;
- map outputs.

## Module 3. Marketing Strategy

### ***Task 3a: Summary of the overall concept***

Short summary of the concept mentioned in Module 1 for **Zone A**.

### ***Task 3b: Market analysis***

#### **Objective:**

To build up an appropriate basis for the marketing strategy it is essential to analyze the characteristics of the related tourism markets in **zones B and C**. This analysis has to concentrate on the examination of the demand side of the destination's tourism (on both sides of the border!). According to these results the target groups have to be defined as well.

#### **Details:**

The market analysis should include the examination of both the potential consumers (tourists) and the competitors of the place product so it would contain the following parts:

##### General demand analysis:

Characteristics and trends of the water related active and ecotourism: behavior and special needs of tourists

- in (Central-) Europe
- in Hungary.

##### Competitor analysis

Analysis of existing and potential competitors in the field of water-related active and ecotourism.

##### Segmentation-targeting-positioning

- Segmentation of the analyzed market
- Definition of target groups
- Definition of special preferences by target groups (necessary landscape endowments, preferred attractions, required accommodation and other services etc.)
- Positioning of the product (definition of a Unique Selling Proposition or a market niche)

#### **Methodology required:**

A demand-side market analysis has to be conducted. The analysis can be based on both primary and secondary information. Primary data collection can be both qualitative (focal group or personnel interviews); and quantitative (observation, surveys, etc.). Secondary data collection leans primarily on "desk researches":

examination of existing tourism-related development and research documents, studies and reports of research institutes, universities, Internet-based data collection, etc.).

Segmentation can be according to different features of the segments (size, age, profession, etc.) – the method depends on the choice of the planners. Targeting can be based on different aspects like reactions of the segments, the segment's change in time, flexibility of the segments, etc.

During the process of positioning those characteristics of the product have to be defined that help to gain the consumer's attention over and that is different from the product of the competitors.

### ***Task 3.c Product strategy***

#### **Objective:**

The main objective is a preparation of a strategy and definition of development zones and network elements as a basis of development of a unique tourism place product based on the special endowments of the Danube-Drava-Mura area and its particular subregions. The strategy serves as basis of future development. The strategy contributes to the assignment and specification of the potential projects which should be supported.

Implicitly the strategy has to refer to the Hungarian and Croatian parts of **zones B and C** in an equal measure.

#### **Details:**

The product strategy has to comprise of the following elements:

- analysis & evaluation of the supply side on the basis of 2.c task.:
  - evaluation of existing attractions and other natural/cultural endowments of the affected region;
  - evaluation of the existing tourism infrastructure (accommodation facilities, transport infrastructure, background services);
  - SWOT analysis of zones B) + C).
- Definition of objectives of regional product development;
- Definition of touristic subregions (see Task 3.d);

#### **Methodology required:**

The product strategy has to be based on the demand analyses and examination of (potential) competitors (as parts of the market analysis – see task 3a)). The product strategy should be prepared in consonance with the marketing strategy (see task 3e).

During the planning process principle of partnership has to be proven. Local stakeholders like civic organizations, local entrepreneurs in the field of water-related active and ecotourism (accommodation and catering facilities, rental firms and other related services), National Parks and other organizations of nature protection, organizations responsible for water quality management have to be involved in the planning process through workshops, meetings, reconciliations.

### **Task 3.d Strategies for tourism sub-regions**

#### **Objective:**

The task aims at defining sub strategies for those minor regions (preferably landscape units in geographical meaning) of **zones B and C** of the border region, which can be different in each destination regions, according to their specific micro-regional character. Thus the first step is to identify and impound the tourism sub-regions – of course from both sides of the border.

Principles of definition of sub-regions:

- The space of area B+C do not have to be covered fully;
- The boundaries can be zones instead of exact frontiers;
- The main dimension of division must be the geographic or cultural landscape units, existence of attractions;
- Each sub-region has to represent one dominant character (e.g. Villány: Wine district).

Sub regions can be for instance: *Villányi hills, Mecsek, South-Zala forest land, Gőcsej, Drava-side, Bilo, Papuk, and Duna, Drava and Mura lines* as horizontal elements

#### **Details:**

The result must include:

- SWOT, product logic, profiles etc. of sub-regions
- Comparison, synthesis of sub-regions
- Proposed specific development needs of the sub-regions

#### **Methodology required:**

- field work – survey of the area
- workshop with local stakeholders
- strategy building
- synthesis, definition of messages for product plans and marketing

### **Task 3.e Marketing communication and promotion plan**

#### **Objective:**

Elaboration of a medium- and short term plan which refers to the use of those measures and instruments that helps to promote the developed place product making it well-known and popular destination for domestic and foreign tourists. The plan is prepared in order to elaborate the message of the destination area and its subregions. Marketing communication program has to be prepared for **zones B and C**.

#### **Details:**

However, later in the planning process special details should be specified for each delimited subregions. These promotional instruments/tools have to include the following main parts:

→Internal promotion (target groups: inhabitants, local stakeholders)

- Definition of main objectives, target groups, instruments
- Description of the instruments (media campaign, educational and awareness raising programs, events)

→External promotion (target groups: (potential) tourists and perchance investors)

- Definition of main objectives, target groups, instruments
- Description of the instruments (function, target group, promoted part of the whole product, potential mistakes): advertisement; sales promotion; public relations; product placement, other instruments.

→Branding policy for the whole Zone C and B's identified subregions

#### **Methodology required:**

It is recommended to separate internal and external promotion from each other in order to make the communication plan more transparent. It is suggested to go through the particular instruments of marketing communication and describe the special functions of these, the targeted market segment or local stakeholders, optionally the potential mistakes of the use of the given instrument. Use of tables, figures can make the plan more expressive. For example in the closure part of the plan summary tables could be set up about the medium term promotional tasks of subregions (instruments, task, costs/resources, timing, etc.). To define the formal, design and structural requirements of the promotional instruments a corporate design manual is recommended to be prepared. It has to be prepared in close consonance with the branding policy. For more detailed description of it see the "CD manual" point.

### **Task 3.f CD manual plan**

#### **Objective:**

The meaning of corporate design (CD) in place marketing is the totality of those formal marks which mirrors the essence, characteristics and “personality” of a place product in a visual way. The manual to be prepared serves as a guide whose function is to elaborate the corporate design and other elements of the image strategy for **zones B and C**. Elements of the CD can strengthen the desired image of the product - as a matter of fact the area’s image. Other elements of CI like corporate behavior or corporate communication get less emphasis in place marketing than in the traditional commercial kind of it.

#### **Details:**

Originally the importance of corporate identity and corporate design was in the field of commercial marketing of great significance but it has gained ground in the place marketing as well as in the tourism marketing in the recent decades. Among the elements of CI, CD has the primary role. Requirements declared in it can be starting point of quality control at the same time. The main steps of the compilation of this manual are the followings:

- ◆ Definition of self, mirror and desired image
- ◆ Description of the basic requirements in connection with applicable measures and instruments one by one in order to form the desired image:
  - Logo, slogan
  - Typography, graphics, colors, font types
  - Paper products, items in contact with the consumers (business cards, stationeries, notepapers)
  - Marketing tools (leaflets, brochures, prospectus, posters, molinos, press releases, information panels etc.)
- ◆ Description of the basic principles in connection with the relation between elements of different communication channels
  - harmonization between web design and traditional communication channels
  - mutual links between the channels

#### **Methodology required:**

During the preparation of the CD manual requirements and basic principles in connection with the elements mentioned above have to be declared. It is very important that the manual has to be based on the marketing strategy (and in particular the branding policy. Nevertheless, elaboration of the manual can start in line with the preparation of the marketing strategy.

### ***Task 3.g Actions of investment promotion***

#### **Objective:**

It is important that the product plan concentrates only the **potential tools**. Although the whole development's final objective is to promote internal as well as external investments, in the product plan itself it is enough to **specify frameworks and potential instruments, tools** for investment promotion for **zones B and C**.

The indirect objective is to motivate local actors in the field of tourism and the related sectors to improve the quality and - if it is necessary - the quantitative parameters of their products (attractions, services etc.). The product plan has to serve as an appropriate guideline for future developments in the field of tourism: developers are able to base their plans upon the content of the product plan.

#### **Details:**

The given chapter of the document has to contain the description of potential investment promotion types (e.g. fiscal tools in relation with tax reduction, financial tools – credit, supports; etc.) and the related tasks in connection with them.

#### **Methodology required:**

It is recommended to define the framework of the investment promotion and describe one by one the potential fiscal, financial or other tools/instruments. The assignment of these tools should lean on local characteristics and intentions so the principle of partnership has to be proven (through workshops, meetings and regular informative events).

### ***Task 3.h Tourist information system plan***

#### **Objective:**

The aim is to elaborate a plan about the establishment of a tourist information system. This system comprises on the one hand outdoor informational tools for tourists on the other hand elements of electronic visitor management system that serves as an information service instrument. The system extends **Zones B and C** and its subsystems.

#### **Details:**

The plan describes the set up of the information service and visitor management system and the main projects (demo program, panel system, touch info points, mobile, location based elements, call centers) including in it. It comprises the establishment of an on-line reservation and information system as well.

**Methodology required:**

The preparation of the plan includes the description of system of both the outdoor tools and the e-reservation and information system. The different elements of the system should be described one by one and it is recommended to assign their location. To define the formal, design and structural requirements of the instruments mentioned above a corporate design manual is recommended to be prepared. For more detailed description of it see the "CD manual plan" point.

## Specialized product plans

### *General requirements for product plans:*

The basic **function** of the product plans is to optimise the tourism system (developed by the OP) in spatial and functional dimension, giving answers for the following **questions:**

- Where to develop a certain function (e.g. visitor centre, port of boats, hiking trail)?
- How to increase synergy amongst tourism attractions, services, infrastructure and potentials of the landscape (e.g. bicycle route should go close to rural accommodation opportunities and attractive landscape)?
- Which most attractive areas should be linked to each other?
- How can land use be developed in order to increase attractiveness of the area?
- Where are the areas with lack of importance (attractiveness) of tourism?
- Define specifications of tourism development for different areas of the region.

With this answers (addressed in the plans) the further calls of the 1.2 priority of the OP will be specified.

Thus the main outputs will be territorial map-based plans:

- designating the zones of developments (e.g. preferred and less preferred zones)
- designation of forbidden areas
- main structure of networks
- designation of areas of locations of different projects' implementation granted under priority 1.2.
- Each territorial product plan should regard the others and must be based on the results of task 2.c).

These documents will be **strategic and detailed** territorial plans including text part and map (or maps):

- **Text part** should contain descriptions of priorities, special requirements of certain areas, thematic preferences and localisation of wished development
- **Maps of the plans** can designate:
  - Exact locations (points) e.g. a settlement in zone B. or a real estate property in case of water sport plan.)
  - Preferred areas zones (polygon), with different classes (e.g. areas, which are appropriate for a certain type of sports e.g. areas of hiking-trekking)
  - Main lines of networks, preferred connections (lines) (e.g. lines of bicycle routes)

These designations of map plans will be based on the specification of preferences and requirements of the target groups defined in task 3b) and have to use directly the territorial evaluations of task 2.c).

Beyond the evidence based planning method introduced above, the participatory **approach and realisation of partnership** is also required. During the plan elaboration process the relevant stakeholders have to be involved. Organisations/bodies that should be contacted and conciliate with are the following:

- National Park directorate and other authorities of protected areas;

- Authorities of public roads and public forests;
- Regional Development Agencies from both sides of the border;
- NUTS III regions belonging to the zones identified;
- Relevant NGO-s;
- Workshops for local authorities, which would be addressed by the plans.

The primary function of the plans is to designate in some cases the exact location and in other cases the preferred areas of tourism infrastructure to be set-improved. However each product plan must include messages for developing attractions, services (e.g. rental, accommodation), role of local actors, and other strategic messages for different areas, settlements relevant to the content of the given plan, and also to different marketing actions.

An important requirement is that in all plans (both the text and map parts) both sides of the border have to be represented in an equal measure.

## **Module 4. Plan for bicycle networks of the region**

### **Objective:**

Prepare a territorial plan for bicycle tourism development

- Designate the main regional network: existing bicycle routes, which cross (link) the **zones B and C** of the region, the main tourism centres (alternatives are allowed)
- Delimit those areas, settlements, which are appropriate for other local bicycle roads, cycling tracks due to their attractiveness. Bicycle tourism development will be supported only in the delimited areas.
- Define other elements of bicycle tourism

### **Details:**

The existing routes, which are appropriate for cycling are preferred to construction of completely new roads. Thus the public roads with low traffic, forestry roads should be considered first when defining main regional bicycle network.

For other details according to the OP (e.g. indicators).

### **Methodology required:**

- Mapping
- Participatory planning techniques (e.g. workshop)
- Consultation of relevant stakeholders

During the planning process specialized principles must be adapted. For the details see Annex No1. (text by G. Salamin).

## **Module 5. Plan of water related types of tourism**

### **Objective:**

The aim is to elaborate a plan for **zones B and C** connecting to the product development strategy according to a special theme focusing on a given type of tourism. The plan has to deal with such issues as special infrastructural and service requirements of a given tourism type. The plan specifies the content of the application and contributes to the assignment and specification of the potential projects which should be supported.

It is very important that only environment-friendly types of water-related tourism are supported; development projects based on automotive water sports (e.g. motorboat, water ski and jet-ski, etc.) are excluded.

### **Details:**

Parts of the plan would be:

- specification of special demands, preferences of that type of tourism;
- evaluation of the region's attractions, endowments in terms of the given tourism type;
- introduction of related destinations within the eligible area: waterways, areas of nature protection;
- graduation of river sections according to water quality;
- recommended thematic place products (e.g. routes);
- suggested promotional methods and tools.

### **Methodology required:**

It is recommended to use thematic maps about existing attractions, endowment potentials besides the mere descriptions of the market of the region (subregions) and their attractions. Maps can be about:

- preferred areas
- waterway networks, water quality
- location of crawls, fishponds
- territories of nature conservation (National parks, naturparks, other areas of nature conservation)
- related services (rental firms and repair shops, etc.)
- related infrastructure [ports, (rural) accommodation facilities, observation points, related elements of informational system –information panels and points]

During the planning process principle of partnership has to be proven (adaptation of participatory planning techniques and consultation with relevant stakeholders). Local stakeholders like civic organizations, local entrepreneurs in the field of aquatic and ecotourism, National Parks and other organizations of nature protection, organizations responsible for water quality management have to be involved in the planning process through workshops, meetings, reconciliations.

## Module 6: Plan of trekking, hiking

### Objective:

Prepare a territorial plan for hiking tourism development for **zones B and C**:

- Designate the main regional network: hiking trails linking the whole B+C zones of the region, the main tourism centres (alternatives are allowed)
- Delimit those areas, which are favourable for hiking. Development of hiking/trekking tourism will be supported only in the delimited areas under the Hu- Cro OP.
- Define different elements of this type of tourism and special development needs of the area.

### Details:

Steps:

1. Evaluating the results of task 2.c and choosing potential areas
2. Field trips for survey of potential territories with systematic registration of results
3. Consultation of relevant stakeholders
4. Production of plan (incl. map(s))
5. Definition of special requirements of hiking tracks (trails, paths)

The traces, tracks must ensure continuous experiences for tourists. Thus this plan must define the criteria and rules of such traces. (e.g. defining those land use forms that must be avoided; specify requirement of linking as much micro attractions (e.g. old tree, creek) as possible instead of following existing roads.)

### Methodology required:

- Mapping
  - Maps can be about:
    - preferred areas (hilly and mountainous areas, woody territories)
    - network elements: e.g. walking/trekking paths
    - location of landmarks, natural attractions
    - territories of nature conservation (National parks, naturparks, areas of nature conservation)
    - related services and infrastructure
- Participatory planning techniques (e.g. workshop)
- Consultation of relevant stakeholders

## Module 7. Plan of equestrian tourism

### Objective:

The aim is to elaborate a plan connecting to the product development strategy according to a special theme focusing on a given type of tourism for **zones B and C**. The plan has to deal with such issues as special infrastructural and service requirements of a given tourism type. The plan specifies the content of the application and contributes to the assignment and specification of the potential projects which should be supported.

### Details:

- specification of special demands, preferences of that type of tourism;
- evaluation of the region's attractions, endowments in terms of the given tourism type;
- introduction of related destinations within the eligible area;
- recommended thematic place products (e.g. routes);
- suggested promotional methods and tools.

### Methodology required:

It is recommended to use thematic maps about existing attractions, endowment potentials besides the mere descriptions of the market the region (subregion) and attractions. Maps would contain information about:

- preferred areas
- network elements (e.g. existing and potential equestrian routes)
- proper territories for horse riding
- background infrastructure and related services (accommodation facilities, equestrian recreational centers, related elements of informational system – information panels and points)

During the planning process principle of partnership has to be proven (adaptation of participatory planning techniques and consultation with relevant stakeholders). Local stakeholders like civic organizations, local entrepreneurs in the field of equestrian tourism (equestrian centers, accommodation facilities, related services), National Parks and other organizations of nature protection have to be involved in the planning process through workshops, meetings, reconciliations.

Table 1 summarizes the main tasks, outputs costs and related methodologies of the given steps (modules and tasks) of planning.

**Table 1: Tasks, recommended methodologies and main outputs of the activities**

Activity		Tasks	Methodology	Output
<b>Module 1: Overall concept for the whole eligible area</b>		preparation of the concept: short analysis of the region's tourism; overall evaluation of endowments, short definition of main aims of tourism development; short description of the area's main tourism types; definition	based on existing tourism-related development documents of the eligible area; based on a comprehensive situation analysis and assessment of the existing and potential attractions and endowments; defines conceptual, overall aims of tourism development	overall tourism development concept
<b>Module 2: Database, analysis</b>	Set up GIS basis	To set up a system plan with relevant geographical data including spatial and attribute data	<ul style="list-style-type: none"> <li>• GIS software</li> <li>• Procedures of GIS analysis for basic spatial analysis (e.g. overlapping, buffer)</li> <li>• Hardware</li> <li>• The system must be capable to receive inputs from data collection (see next task)</li> </ul>	GIS (self developed or available standard)
	Data collection (attractions and services)	Data collection; cadastre of limitations; other relevant information supporting territorially ideal location of the development	<ul style="list-style-type: none"> <li>• field works</li> <li>• information covered in the standard templates</li> </ul>	Database
	Landscape analysis, evaluation	GIS supported geographic analysis	evaluation: landscape ecology (landscape geography) combined with tourism analysis using GIS applications.	maps, tables, studies
<b>Module 3: marketing strategy</b>	Summary of overall concept	summarize the content of Module 1	see module 1	a chapter within the marketing strategy
	Market analysis	<ul style="list-style-type: none"> <li>- Demand analysis</li> <li>- Competitor analysis</li> <li>- Segmentation</li> <li>- Definition of potential target groups</li> <li>- Positioning of the product</li> <li>- Definition of special preferences by target groups</li> </ul>	<ul style="list-style-type: none"> <li>- A demand-side market analysis has to be conducted based on both primary and secondary information.</li> <li>- Segmentation can be according to different features of the segments</li> <li>- Targeting can be based on different aspects</li> </ul>	market analysis chapter within the marketing strategy

Activity		Tasks	Methodology	Output
	Product strategy	<ul style="list-style-type: none"> <li>• analysis &amp; evaluation of the supply side</li> <li>• Definition of objectives of regional product development</li> <li>• Definition of tourism subregions</li> </ul>	<ul style="list-style-type: none"> <li>- based on the demand analyses and examination of (potential) competitors (as parts of the market analysis).</li> <li>- should be prepared in consonance with the marketing strategy. During the planning process principle of partnership has to be proven.</li> </ul>	product strategy chapter within the marketing strategy
	Strategies for touristic subregions	description of strategies for tourism subregions	analysis, evaluation, strategy making on a participative way	subregional strategies within the marketing strategy
	Marketing communication and promotion plan	<p>special promotional instruments/tools should be specified for each delimited subregions</p> <p>→Internal promotion →External promotion</p> <ul style="list-style-type: none"> <li>• Definition of main objectives, target groups, instruments</li> <li>• Advertisement</li> <li>• Sales promotion</li> <li>• Product placement</li> <li>• Other instruments</li> </ul> <p>→Branding policy for the whole area</p>	<ul style="list-style-type: none"> <li>- to separate internal and external promotion from each other in order to make the communication plan more transparent</li> <li>- to go through the particular instruments of marketing communication and describe the special functions of these</li> <li>- use of tables, figures</li> </ul>	communication and promotion plan within the marketing strategy
	CD manual	<ul style="list-style-type: none"> <li>◆ Definition of self, mirror and desired image</li> <li>◆ Description of the basic requirements in connection with applicable measures and instruments one by one</li> <li>◆ Description of the basic principles of the relation between different communication channels</li> </ul>	<ul style="list-style-type: none"> <li>- the manual has to be based on the marketing strategy (and in particular the branding).</li> <li>- elaboration of the manual can start in line with the preparation of the marketing strategy</li> </ul>	manual
	Actions of investment promotion	definition of potential types of investment promotion and the frameworks of them	Short description of potential fiscal, financial or other tools/instruments of investment promotion one by one; participatory planning techniques	investment promotion strategy within the marketing strategy

Activity		Tasks	Methodology	Output
	Tourist information system plan	<ul style="list-style-type: none"> <li>- establishment of an on-line reservation and information system as well</li> <li>- description of the set up of the information service and visitor management system</li> </ul>	different elements of the system should be described one by one and it is recommended to assign their location	plan of the tourist information system
Specialized product plans	Module 4: Plan for bicycle network	<ul style="list-style-type: none"> <li>- short market analysis of the given type of tourism</li> <li>- evaluation of attractions, endowments</li> <li>- description of recommended network elements,</li> <li>- suggested promotional methods and tools</li> </ul>	<ul style="list-style-type: none"> <li>- thematic maps about existing attractions, endowment potentials besides the mere descriptions of the region</li> <li>- application of participatory planning techniques</li> </ul>	thematic plan of cycling
	Module 5: Plan of water related tourism	<ul style="list-style-type: none"> <li>- short market analysis of the given type of tourism</li> <li>- evaluation of attractions, endowments</li> <li>- introduction of related destinations</li> <li>- graduation of river sections</li> <li>- recommended thematic place products,</li> <li>- suggested promotional methods and tools</li> </ul>	<p>thematic maps about existing attractions, endowment potentials besides the mere descriptions of the region. Maps can be about:</p> <ul style="list-style-type: none"> <li>- waterway networks, water quality</li> <li>- location of crawls, fishponds</li> <li>- territories of nature conservation</li> <li>- rental firms and repair shops, ports, rural accommodation facilities, observation points, related elements of informational system</li> <li>- application of participatory planning techniques</li> </ul>	thematic plan of water-related (aquatic) tourism
	Module 6: plan of trekking and hiking	<ul style="list-style-type: none"> <li>- short market analysis of the given type of tourism</li> <li>- evaluation of attractions, endowments</li> <li>- suggested promotional methods and tools</li> </ul>	thematic maps about existing attractions, endowment potentials besides the mere descriptions of the region	thematic plan of trekking and hiking

Activity		Tasks	Methodology	Output
	<p><b>Module 7: plan of equestrian tourism</b></p>	<ul style="list-style-type: none"> <li>- short market analysis of the given type of tourism</li> <li>- evaluation of attractions, endowments</li> <li>- introduction of related destinations;</li> <li>- recommended thematic place products,</li> <li>- suggested promotional methods and tools.</li> </ul>	<p>thematic maps about existing attractions, endowment potentials besides the mere descriptions of the market the region. Maps contain information about:</p> <ul style="list-style-type: none"> <li>- equestrian routes</li> <li>- proper territories for horse riding</li> <li>- accommodation facilities, equestrian recreational centers, related elements of informational system</li> <li>- application of participatory planning techniques</li> </ul>	<p>thematic plan of equestrian tourism</p>



# TIMING OF CALLS

The following table shows the timing of calls in relation with each particular activity included in the OP's 1.2 filed of intervention. The call of the product plan's elaboration can start already in the beginning of the period; the other themes start in line with the advancement of the preparation of the product plan's elements.

*Table 4: Timing of possible announcements of calls based on the product plans*

Themes for calls	Months																							
	1	2	3	4	5	6	7	8	9	10	11	12												
1.2.1. Elaboration of a regional tourism product plan																								
1.2.2. Dev. of infrastructure for active and ecotourism																								
1.2.3. Development of thematic routes of cultural heritage																								
1.2.4. Promotion of the river area as single touristic product, plus sectoral, thematic and micro regional attractions. (Website, programmes, facilitation of networking between businesses in the tourism sector).																								
1.2.5. Private investment attraction.																								

# PROFESSIONAL COMPETENCES AND REFERENCES REQUIRED

The dominant selection criteria should be the competences, references and professional capacities available.

## Organisational rules, preferences:

- no private company can be beneficiary
- organisations with research capacity are preferred
- consortiums are preferred
- research institutes, public authorities, NGOs are preferred
- Indicate in the project proposal external experts
- The required references can be covered by external experts
- The project partners will be limited in applying for calls under Area of intervention 1.2 of the Programme.

## References and or capacities required:

- Capacities and references in landscape planning and evaluation
- Experiences in territorial(regional) and spatial researches
- References in tourism related planning and development (particularly in the field of active tourism relate territorial planning and development)
- GIS capacity, skills and references
- Experiences and references in the field of marketing communication
- Landscape evaluation, landscape planning, capacities of physical geographic analysis

## Key planners:

The fields of experiences, references above can be covered by the Project Participants (Lead Beneficiary, Project Partners, Associate Partners) or by external experts who are nominated as leading planner experts.

The project proposal has to define the following leading planner experts (from the applicant organisation or external experts):

- **(1) Key planner(s) for active tourism planning:** minimum one person who has minimum 2 projects experience in development planning in the field, preferably with plans territorial details. It is preferred if the expert has experience in organising active and or eco tourism.
- **(2) Key planner(s) for geographic analysis:** minimum one person with relevant GIS experience; geographic analysis (GIS based); preferably experiences in landscape research.
- **(3) Key planner(s) for tourism and regional development:** minimum one person having wide experiences in strategic planning of tourism and regional development.

Each of the senior experts must have dominant role in the implementation of the project .

- **(3+1)** In addition to the lead planners a **project manager** must be nominated, which has experience with management of EU funded projects, preferably also with PRAG.

## **REQUIREMENTS OF QUALITY ENSURANCE**

This activity will examine during the implementation:

- Achievement of the goals defined in the ToR
- Quality of methodology and tools applied
- The expected outputs

During the 12 month-long project four reports are expected from the applicants to inform the quality controllers about the development of the project. These required reports –as levels of quality control- are as follows:

1. Inception report;
2. 1. progress report;
3. 2. progress report (Final draft);
4. Final report.

Contents of these reports are shown in the table of the next page:

The following types of outputs will be controlled:

- Methodologies of different phases and tasks;
- Progress reports of different tasks and modules;
- Draft final reports.

**Table 5: Contents of reports during the project**

Activity		Inception report	Report 1	Report 2 (Final draft)	Final report
<b>Module 1. Overall concept for the whole eligible area</b>		table of content	full report		
<b>Module 2. Database, analysis</b>	<i>Task 2.a</i> Set up GIS basis	detailed methodology	full report		
	<i>Task 2.b</i> Data collection (attractions and services)	detailed methodology	full report		
	<i>Task 2.c</i> Landscape analysis, evaluation		full report		
<b>Module 3. Marketing strategy</b>	<i>Task 3.a</i> Summary of overall concept		full report		
	<i>Task 3.b</i> Market analysis	Progress report	full report		
	<i>Task 3.c</i> Product strategy		full report		
	<i>Task 3.d</i> Strategies for touristic sub-regions		progress report	full report	
	<i>Task 3.e</i> Marketing communication and promotion plan			progress report	full report
	<i>Task 3.f</i> CD manual			progress report	full report
	<i>Task 3.g</i> Actions of investment promotion			progress report	full report
	<i>Task 3.h</i> Tourist information system plan			progress report	full report
<b>Specialized product plans</b>	<b>Module 4. Plan for bicycle networks of the region</b>		progress report	full report	full report
	<b>Module 5. Plan of water related types of tourism</b>		progress report	full report	full report
	<b>Module 6. Plan of trekking, hiking</b>		progress report	full report	full report
	<b>Module 7. Plan of equestrian tourism</b>		progress report	full report	full report

# APPENDICES

## Appendix 1: Principles to be adapted during the planning process of the bicycle network of the region

(by Géza Salamin)

Cycling outside a settlement, in a given area is basically a recreational activity - which has a **touristic** character because of the locomotion - and is not a form of transport in the first place. Its development should be planned in accordance with a demand-oriented touristic approach. During the formation of the supply the fundamental goal is to provide as much pleasure for the **cyclists** as possible.

The effective cycle way network planning is custom-tailored. Certain part of the need is generic (cycle ways, services, etc.) but other parts differ according to the target groups.

The basic logic of cycle way planning:

- Primarily: linking the different experiences according to a (target group-tailored) concept – first of all: landscape values, pleasant and diverse surroundings; secondary points of interests (attractions);
- Secondary: to provide cycle-network (different micro regions, landscape units scenes' cycle ways should meet and they should form a rational and uniform system on regional level) along sites which are spared from significant traffic;
- Thirdly: to implement the ideas and concrete initiatives of local actors;
- Fourthly: to interconnect and link the already existing cycle way-sections to each other.

During the assignment of cycle way tracks the following ones cannot be goals:

- to interconnect two destinations through the shortest way – endeavoring to mould short cycle ways (long distance cycling is not an alternative automotive ways of transport);
- to follow significant traffic axes or rivers from a big distance (not along the riverbanks).

Instead of pointwisely located or scattered attractions cyclists need such kind of surrounding which is a source of permanent experiences.

The strategy called „Everybody is welcome” is uncompetitive and leads to the waste of the resources. The attractions and services linked to the routes should be carefully sorted out according to the chosen image and target groups.

During the assignment of the cycle way tracks the following recommendations have to be taken into account:

**Tracks should avoid:**

- adjacent sections of busy public roads;
- monotonous straight sections;
- built-up (industrial, economic) areas;
- areas without landmarks providing shadow, e.g.: plough lands.

**To follow:**

- parks, woods;
- alleys, rivers, watercourses, vineyards, etc.;
- ancient buildings;
- sculptures, crosses, churches alongside the route;
- river banks, lakesides;
- diverse land use;
- nearby services (accommodation, catering, other services);
- forestry routes, serpents;
- good lookout, hills, mountains.

Complex planning is needed which covers the tourism product’s every ingredient (attractions, services, infrastructure, information, image, promotion, etc.).

In the framework of inclusion and partnership it is not enough to analyze the needs of the actors of the area, and integrate their intentions into the plan but the process of the planning should include the activation of the prospective beneficiaries, contractors and owners of the future cycle ways.

During the planning of the regional spinal-network - in the phase of the product planning – the assignment of the cycle way - tracks should be in accordance with the given micro-region’s particular image and strategy, in order to the harmonization of the different attractions, services and landscapes.

The interconnection of the already existing ways and paths as potential cycle ways and the other elements of infrastructure will significantly raise the cost-efficiency of the developments. If a given area has public roads with such environmental and traffic characteristics (see in point 6) which enable them to provide appropriate conditions for cyclists the assignment of cycle tracks should follow these roads as official cycle ways.