

Output Factsheet

Output title: Output 3.2: Regional Stakeholder Empowering Workshops of Pons Danubii EGTC (LP)

Summary of the output (max. 2500 characters)

The Regional Stakeholder Empowering Workshop was organized by the Pons Danubii EGTC (LP) on 17 July 2018. The participants were the staff members of the Pons Danubii EGTC, the external expert of Pons Danubii EGTC and the core stakeholders, including the local and regional DMOs from the wider Pons Danubii region (including the member LAU1 regions of the Pons Danubii region and also the local DMOs from Dorog and Esztergom region). The participants were invited to elaborate the slogan and main message of the Pons Danubii region, as well as learn about the development of tourism packages. Only the most important stakeholders were invited, who will actively contribute to realization of the pilot action of the Pons Danubii region. The further aim of the workshop was to improve the theoretical background of the core stakeholders in order to provide the necessary theoretical knowledge and capacity for the pilot implementation.

Michael Meyer (E.T.E), the external expert of Pons Danubii EGTC was invited to facilitate the workshop, help regional stakeholders to formulate the slogan and message of the region and provide ideas about product development. He prepared 2 presentations in line with the main objective of the meeting – to elaborate the slogan and message for the Pons Danubii region.

The first presentation - 9-Step-Procedure on how to define and prepare your „fitting“ sandwich – focused on Touchpoint Management, Expectation Management and Experience Management. The presentation was closely connected to the following issues: what specific content we want to communicate to potential visitors, how can we positively influence the first time visitors, how to influence them to come back and support them to promote our destination.

The presentation was followed by an open discussion, where it was emphasized that the main problem is the missing roof slogan that would represent the Pons Danubii region. The DMOs have previously agreed to emphasize the topic of WATER-SOUND-MOBILITY. Michael Meyer proposed to create a slogan that will provoke the visitors and involve the basic idea STREAM – LISTEN – MOVE. Since there were existing slogans in the region, the participants listed the slogans to provide some kind of orientation how they have addressed the potential visitors of the region. A short introduction of different regions was provided by the representatives of DMOs. This helped to get closer to formulation of the slogan, creating the message of the region and tailor touristic packages based on the current conditions. The participants were asked to formulate 3 slogans in 3 languages (Hungarian, Slovak, English). As a result of an hour brainstorming 3 slogans were formulated:

1. (Ne) Dunatkozzunk együtt – Dunajme sa – Let’s get Danubed together
2. Dunamente határtalan/időtlen élmények – Podunajsko – zážitky cez hraníc – Borderless/timeless adventures

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3. DUNA szezON (DUNA-szezON) - It's DANUBE seasON (It's a DANUBE-seasON) (DANUBE zONe) - DUNAJska sezONa (DUNAJ sezONa) (DUNAJ-sezONa)

The participants voted for „DUNA szezON (DUNA-szezON) - It's DANUBE seasON (It's a DANUBE-seasON) (DANUBE zONe) - DUNAJska sezONa (DUNAJ sezONa) (DUNAJ-sezONa)“ to become the slogan of the region.

The workshop continued with the elaboration of the image of the Pons Danubii region. Part of this activity is to provide a user-friendly website for the visitors. Essential part of the discussion was the elaboration of the website with the help of the external expert. A functioning website, where the potential visitors can find adequate information, easy access to tourism related services is a crucial point in developing an image. The participants also discussed the details that should be the content of the site, visualization, icons appearing on the site and the importance to have access to information on the social networking sites. It enables the possibility of free of cost advertising and content sharing among the members of the target group. The management of website was also an important question. It is advised to refresh the content of the site on daily basis. The easiest way to ensure is applying content management systems (CMS)

To learn about product development was the further major issues of the workshop. Development of cross-border tourism packages is essential part of the pilot action of the Pons Danubii region. To attract more visitors to the region the partners plan to develop cross-border packages with a thematic offer for less than 24 hours and programme packages for a multiple night stay. Michael Meyer proposed a task to provide ideas for a transboundary product for individual visitors. The participants had to plan a multiple night tourism package, identify the theme (e.g. water, culture, chill, mixture of different themes). He emphasized the importance of touchpoints. The major touchpoints are usually those destinations, where the visitors can find accommodation easily. The major touchpoints were identified by the participants (Komárno-Esztergom- Komárom) and further touchpoints were determined on the both sides of the Danube. These touchpoints had to be chosen to offer programme facilities for the target customers and offer a wide variety of programmes for them. Following this methodology, the participants created a programme package with major touchpoints and also matched the touchpoints with different activities. Similarly, to the given example, further programme packages can be created with a focus on different activities and targeting different age group of customers. The only thing we should keep in mind, what we offer is possible to deliver.

At the end of the meeting the participants welcomed the idea of organizing semi-tours to test their ideas.

Contribution to the project and Programme objectives (max. 1500 characters)

The main objective of the project is to foster the sustainable use of natural and cultural heritage and resources. The regions involved in INSiGHTS project have a great potential related to the fast growing recreational trend of slow, green and healthy tourism, to make them more attractive destinations for visitors. The territories in the Danube-region and within the project reached different levels of sustainable tourism development and services offered by these regions are typically fragmented without effective coordination, therefore a major challenge lies in improved collaboration of different stakeholders in the tourism value chain. The main objectives of the project are supported by the main project outputs which are generated with an effective stakeholder contribution overarching the project lifetime. The stakeholders in INSiGHTS project primarily contribute to preparation and validation of the local level outcomes and also channel in valuable inputs for the main project outputs.

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The Empowering workshop is an interactive capacity building seminar aiming at capacity building of the local actors linked to the pilot action of the region. They should result in an extensive knowledge increase and building stronger bonds with the public, private and civil actors linked to the local pilot action. Since an external expert is invited to provide theoretical background and practical hints the local actors get an independent view on the issues to be dealt with.

The Empowering workshop of Pons Danubii EGTC aimed at elaboration of the slogan and message of the Pons Danubii region, as well as providing help in development of local tourism packages. Theoretical background presented by the external expert helped the participants in identifying the target group, how to approach them and motivate to visit the region again, as well as promote the region to other visitors. The short theoretical overview was closely linked to generate the practical outcome of the workshop. The participants were able to think in a single region, they identified the necessity to create a roof slogan to promote the whole Pons Danubii region and understood the importance of close cooperation of DMOs. They received valuable ideas in development of transnational product packages, which is an essential part of the pilot action plan. The workshop was productive, since the formulation of the slogan and message was achieved by the participants, they learned about the methodology and were provided practical hints in developing transnational tourism products as one of the main objectives of the project.

Transnational impact (max. 1500 characters)

Green and sustainable tourism can offer a break out opportunity for several less developed rural areas in a Danube region with unique heritage assets but with considerably low innovative capacity on behalf of the public and private sector. Therefore, transnational cooperation, the exchange of expertise between the partners, good practices and creative ideas can build such a knowledge pool that otherwise would not be available for the partners. The project partners can share their capacities and test different solutions that might be ideal for laying the ground of a new green tourism policy framework. Since the Danube macro regions are in different stages of development, particularly in terms of environmentally consciousness and sustainable tourism. Thus there is a good potential to transfer the good practices and innovative approaches from more developed regions to less developed ones.

The Empowering workshop requires the involvement of local stakeholders and the representatives resp. entrepreneurs of the tourism sector. The involvement of professional support in form of external expert also strengthens the transnational character of the workshop. The Empowering workshops organized by the PPs are directly or indirectly related to their piloting activity. The knowledge gained in Empowering workshop will be transferred to regional stakeholders, who can incorporate the gained knowledge into strategy building of the region. The PPs will also be informed about the outcome of Empowering workshops realized by all PPs in the fourth period of the project. The documentation, summary and results can be read on the google drive of the project. This provides a possibility to utilize the knowledge gained indirectly and incorporate it in realization of pilot activities.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

The concept of INSiGHTS project significantly contributes to the achievement of the 4th target of PA3 on „Developing green tourist products along the Danube Region “by offering a set of new tools and methods for expanding and improving the green, slow and healthy tourism and testing a range of them through pilot actions. The INSiGHTS pilots will perfectly match with the following PA3 actions: „promoting sustainable tourism“ cycle options combined with tourist

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attractions and natural sites; „developing and intensifying Activity Tourism“ e.g. biking or hiking with tourist itinerary offers and „improving and planning infrastructure for tourism“, including walking paths, cyclist routes, info centres in protected areas and natural heritage sites.

Empowering workshop organized by each PP is directly linked to the pilot activity of the partners. The aim of the empowering workshop is to improve the theoretical background of the core stakeholders in order to provide the necessary theoretical knowledge and capacity for the pilot implementation. The involvement of external expert brings a fresh perspective to the table and can provide an objective recommendation how to approach the issue.

Performed testing, if applicable (max. 1000 characters)

Not relevant

Integration and use of the output by the target group (max. 2000 characters)

The Empowering workshop was attended by the major stakeholders - representatives of DMOs at local and regional level from the wider Pons Danubii region (including the member LAU1 regions of the Pons Danubii region and also the local DMOs from Dorog and Esztergom region). The event provided them a direct learning possibility since the core stakeholders participate at implementation of the pilot activity. The representatives of DMOs, both from the Hungarian and Slovak side of the Pons Danubii region could cooperate in elaboration of the roof slogan of the region. A possibility was provided to strengthen the cooperation, think in one region and tackle the obstacles of tourism development together. Development of cross-border tourism packages is part of the pilot activity of PD. The workshop facilitated by external expert highlighted the steps that should be considered while developing tourism packages. The joint knowledge and experience of participants was utilized.

Geographical coverage and transferability (max. 1500 characters)

The pilot action of PD is focusing on a cross-border region (Slovakia – Hungary) with approximately 270.000 inhabitants. The pilot activity aims at making the destination more visible thanks to the new products and integrated management schemes established within the INSiGHTS. The planned activity requires strong cooperation of the local and regional stakeholders, players in tourism industry and entrepreneurs. The unique situation of being a region in the territory of two countries requires joint effort, sharing know-how and experience, as well as strong cooperation on joint marketing activities to promote the region.

The model of cooperation, development of cross-border tourism products, joint marketing activity of „two countries one region“ can serve as a good practice to other Danube regions planning to introduce sustainable tourism practices or promoting slow, green and healthy tourism.

Durability (max. 1500 characters)

The Empowering workshop of PD will be a direct benefit of the participating members, mainly the core stakeholders of the PD region (individual learning). The knowledge gained will be utilized for development of cross-border tourism packages as a part of the pilot activity to be realized in the Pons Danubii region.

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The cooperation of DMOs as crucial players in sustainable tourism development, will have a long-lasting effect both on the Slovak and Hungarian side of the Danube. This cooperation can result not only in extension of existing practices, but joint development possibilities and marketing can have positive long term impacts on the tourism development in the region.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

Not relevant

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

The output cannot be directly integrated in the current political/ economic/ social/technological/ environmental/ legal/ regulatory framework, but there are ways for its indirect integration. The stakeholders participating in the Empowering Workshop relate to local, regional and national and decision-makers of Hungary and Slovakia. They can implement the ideas and knowledge gained during the Empowering workshop into the new strategies developed for the PD region.