

## Output Factsheet

**Output title:** Output 3.2: Regional Stakeholder Empowering Workshops of PP6

### Summary of the output (max. 2500 characters)

The Empowerment Regional Stakeholder Workshop was a day long event attended by 22 participants from the Western Region of Zala County and Zalaegerszeg. The workshop was providing basic information on slow, green and healthy tourism, and presented concrete touristic products from Hargita County. Few examples were shown in pictures and discussed how do they contribute to the sustainable tourism, what are the features that could be applied elsewhere as they are not so much connected to the local reality. The results of the assessment on national tourism strategy was introduced focusing on the recommendations that could be also elaborated in the regional sustainable strategy. As part of the sustainable tourism knowledge-sharing the necessity of taking into account all the four aspects of tourism (local community, economic growth, visitors satisfaction, natural and cultural environment protection) in the local tourism was presented and discussed, and highlighted the importance of stories in the regional identity for creation attractive welcoming towards potential visitors. Besides sharing stories connected to local heritages the RSG mapped the important locations, services and events in the region to use them in the mobile application being currently under development. As the last session the RSG visited a local family keeping and practicing unique old tradition, baking Fumu cake, typical for these particular region.

### 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. Zala County as the other 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 INSiGHTS project have reached different levels of sustainable tourism development, therefore the major challenge lies in the improved tourism value chain.

The 3 specific objectives of INSiGHTS are:

Establishing integrated sustainable tourism management schemes

Promoting coordinated and smart tourism products linked to greenways

Stimulating eco-conscious and healthy lifestyle through green tourism

The program and the aims of the blocks of the empowerment workshop were:

- to learn about sustainable products and services through examples,
- to learn about actors of sustainable tourism,
- collect information on local places, events in order to develop coordinated and smart tourism products,
- share stories of the region in order to understand the importance of regional identities,

- present the vision statement of Zala County's Integrated Sustainable Tourism Strategy and collect useful information to be incorporated in to the Strategy,
- provide local cases of slow, green, healthy tourism by visiting a family business.

On the Empowerment Workshop in Zala County participated local actors and local decision makers in the Western part of Zala County, who can contribute to the regions' sustainable tourism.

**Transnational impact (max. 1500 characters)**

Not relevant

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

As part of the the Empowerment Workshop some inputs were gathered for the main project output, the Integrated Sustainable Tourism Strategy.

**Performed testing, if applicable (max. 1000 characters)**

Not relevant

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

The representatives of various regional stakeholders (service providers, municipality representatives) took part at the Empowerment Workshop. The workshop offered direct learning for the stakeholders and realisation how they could be integrated in the Sustainable Tourism development in the future and through presenting some interesting tourism products that can inspire them to do product development in their region.

The participants found it useful to get to know stakeholders being active in the tourism in the region, learn about each other's works and discover possibilities to cooperate. It was useful to learn about good practices visited previously in INSiGHTs Walkshop events and discuss regional examples where some aspects are already implemented, or where it could be introduced and further develop.

**Geographical coverage and transferability (max. 1500 characters)**

The Empowerment Workshop took place in the border region (Hungary-Slovenia), in the Western part of Zala County, where the pilot action is focusing.

**Durability (max. 1500 characters)**

At the workshop the vision statement of the Sustainable Tourism Strategy was presented, so by now more stakeholders are sharing the vision and the feedbacks on current tourism development will be integrated into the strategy causing a long-term effect. Besides that local stakeholders could get to know, networking with each other, which is a very crucial pillar of regional development, and deeper understood the concept of sustainable product and service development. The inspirational good practices can be shared with the stakeholders colleagues.

**Synergies with other projects/ initiatives and / or alignment with current EU policies/**

**directives/ regulations, if applicable (max. 1500 characters)**

It is not really applicable at this event.

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

The output is not directly connected to regulatory frameworks. The most important issues raised will be integrated into the Integrated Sustainable Tourism Strategy of Zala County, such more intensive harmonisation between touristic projects, tourist project shall cover territories those are not yet on the map of sustainable tourism in the county, more events to help local tourism stakeholders to meet and get to know each other, and facilitate cooperation among them.