

Output Factsheet

Output title: Output 3.2: Regional Stakeholder Empowering Workshops of PP5 – Harghita County Council

Summary of the output (max. 2500 characters)

On 12 December 2018, the Empowering workshop within INSiGHTS project was organized by PP5 – Harghita County Council in Odorheiu Secuiesc, Harghita county. In the first part of the meeting was presented the smartphone application elaborated within the WP5 Pilot actions. The smartphone application entitled Visit Harghita is the first application, which contains all the offers from Harghita county in one platform, and it is remarkable also because this is the first application in country, which has also an audio guide in 3 languages (RO, HU, EN). The elaboration of the smartphone application will help tourists arriving in Harghita county to access easily the services, to plan their journey and to contact the services providers and tourism attractions. This application together with the web platform presents those treasures, which are unique and exists only here in Harghita county.

Following the theoretical presentation of the smartphone application and web platform, Mrs. Takács Gyöngyvér – on behalf of the Eventya company sustained a detailed presentation about the structure and management of the application for the local stakeholder group members and the representatives of all tourism information centers from Harghita county. She made also practical demonstrations and offered useful assistance on how to actualize the existing data, how to add new content to the application, and presented several good examples as well. The participants of the Empowering workshop were actively involved in the activities and addressed interesting questions related to the proper utilization of the application.

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

The Empowering workshop organized in Harghita county contributed to the Programme objectives - to the Environment and Culture Responsible Danube Region, because the elaboration and utilization of the smartphone application will foster sustainable use of natural and cultural heritage and resources in the area, will join the service providers in the region and will assure a joint platform with all attractions and services to the visitors. The main theme of the workshop was the presentation of the application elaborated within the Pilot action. The main topic is the slow, green and healthy tourism which contributes to the sustainable development of the natural and cultural heritage. The application contains all these aspects and connects all the existing services and programmes in a joint platform accessible for all.

Transnational impact (max. 1500 characters)

The aim of the empowering workshop is to present the proper utilization of the application to a large number of stakeholders, thus were invited all the representatives of the tourism information centres. Through their activity the information is promoted abroad as well, and

will help the information of the foreigner tourists, thus is assured the transnational impact.

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

The output 3.2: Regional Stakeholder Empowering workshop of the PP5 will contribute to the actions of the EU Strategy for the Danube Region, through the rich cultural heritage and tourism potential sustainable development. The empowering workshop was addressed to the local stakeholder group members, who are dealing with tourism activities. The activity was implemented within the pilot actions and the main purpose was joining together all the existing information related the tourism of Harghita county, helping in this way the tourists and service providers. The elaboration of the application within the pilot action will contribute to the growth of the period spent by tourists in the region and to the employment in the region.

Performed testing, if applicable (max. 1000 characters)

The aim of the workshop was to present to the wider public the application and the working process of the application. The testing phase will last until May, thus there will be possible to make improvements until the end of the project implementation.

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

During the regional stakeholder empowering workshop, the target group members, the participants of the meeting learned about the proper utilization and handling of the platform, therefore they will have the opportunity to work on it in the future.

Geographical coverage and transferability (max. 1500 characters)

Through the empowering workshop we reached the stakeholder group members, who are representing the target area of the pilot activity is Harghita county, composed of 3 well bounded regions (Ciuc, Odorhei, Gheorgheni), with a total number of inhabitants is 336.674 people. Taking into consideration the above data the geographical coverage and transferability will reach the population of the whole county, besides also the regional, national and international level through the domestic and foreigner tourists.

Durability (max. 1500 characters)

The main purpose of the empowering workshop is to offer the training of the participants for the proper utilization of the platform. The long term objective is that all the participants to manage its own profile, to add new information, content and events assuring in this way the interactivity of this and contributing to the durability of the action.

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

The elaborated smartphone application and the web page contribute to the tourism development; this constitutes the aim of the tourism strategy as well.

Output integration in the current political/ economic/ social/ technological/

environmental/ legal/ regulatory framework (max. 2000 characters)

The elaboration of the smartphone application and the web page represents a notable technological development.

The output contributes to the development of the above mentioned networks.