

Examples of initiatives that increase the resilience to pandemics for future years

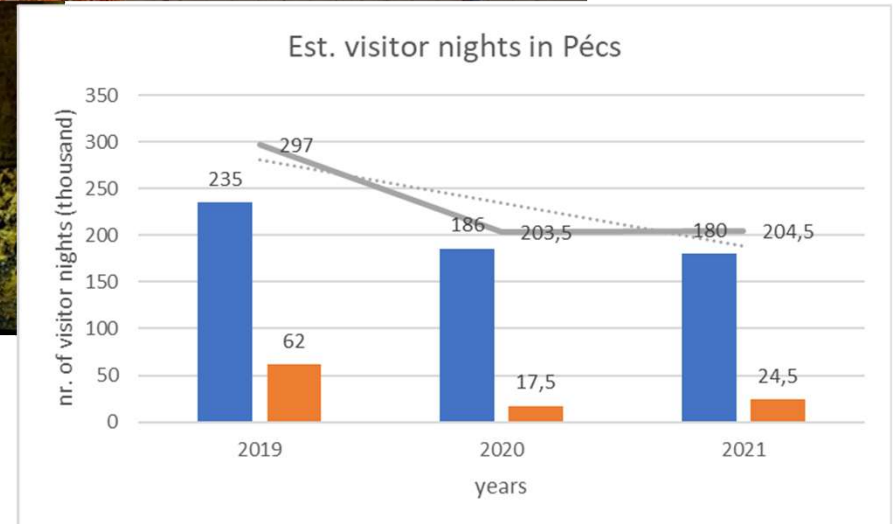
Three selected destinations
in Pécs, Hungary

Greenwich, 15th June 2022



Pécs

UNESCO World Heritage site:
Early Christian Necropolis



European Capital of Culture in 2010

Attractions studied (desk research & staff interviews) /1

Tourist divisions of the Diocese of Pécs

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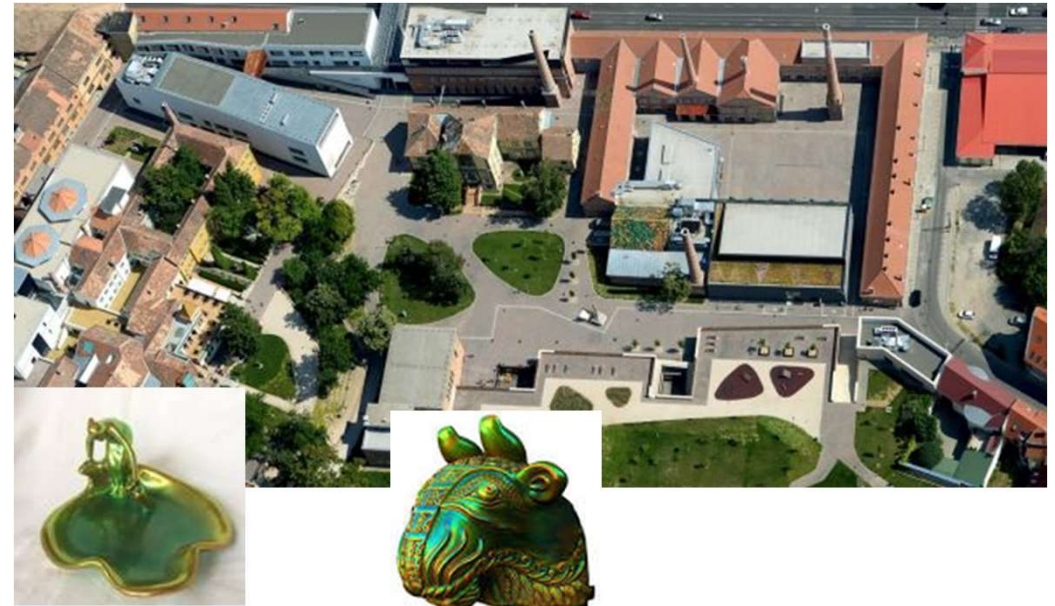
Number of attractions belonging to the supervision of the Catholic Diocese of Pécs, including the Cathedral, & Lapidarium, the Episcopal Palace and Treasury and the Mosque of Pasha Gazi Kassim in Pécs and its surroundings



Attractions studied (desk research & staff interviews) /2

Zsolnay Cultural Quarter

Building complex and institution offering permanent and temporal exhibitions, programmes, events and live manufacturing experiences in the reconverted factory area of the Zsolnay Manufacture, famous for its porcelain products and invention of the innovative eosin techniques



Attractions studied (desk research & staff interviews) /3 „Escargo Ship” Room Theatre

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Small-scale room- theatre with focus on drama pedagogy and education and the involvement of young people, including student actors and attracting mostly young visitors

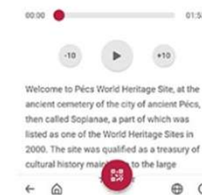


Measures seem to be continued post-COVID /1

museums, exhibitions

improved / more efficient management / control of visitors through the

1. no (or reduced intensity) of individual visits, group tours instead
2. acceleration of the introduction of the online booking system,
 - to avoid lengthy waiting times and crowding
 - for a more predictable distribution of the workload on staff (tour guides, first of a
3. introduction and marketing of digital visual for individual visitors



Measures seem to be continued post-COVID/2

museums, exhibitions

reorganising staff and training provided to increase capacities to make guided tours
opening up and furnishing unexploited open spaces and provide combined indoor – outdoor tours, more focus in marketing on outdoor attractions



events, performances

online streaming may be kept (however, considered as an „*emergency solution*“)



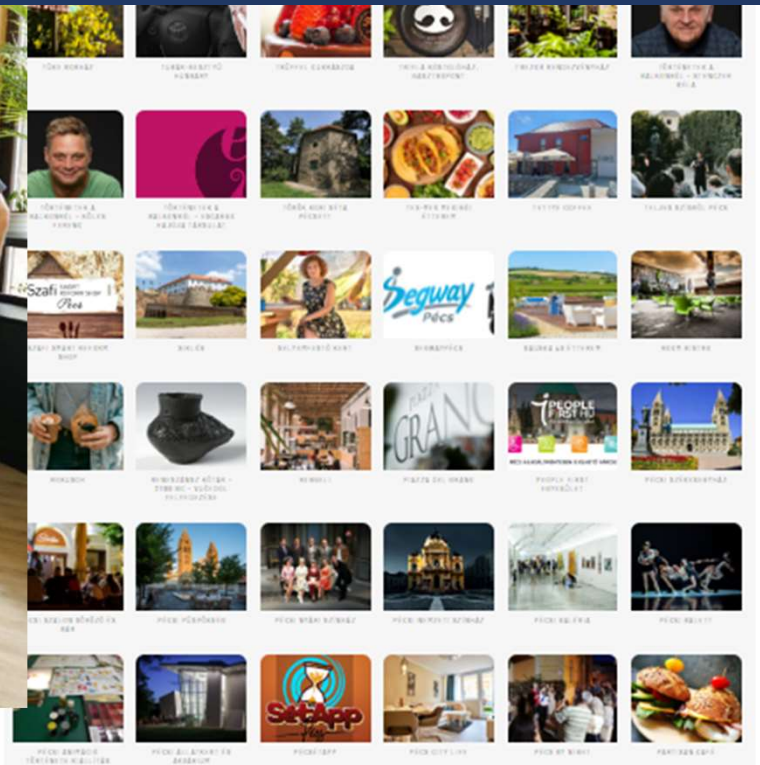
(„side?“) effects of the COVID

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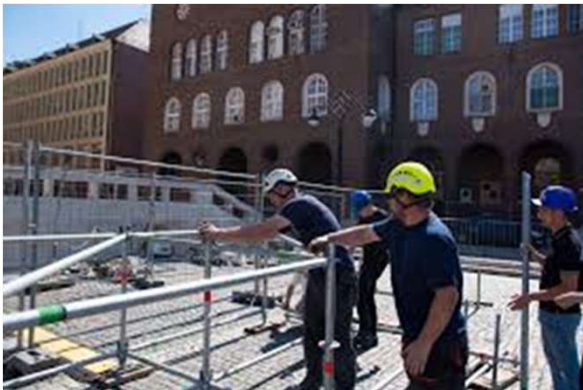
- ✓ more focus of marketing efforts on local residents
- ✓ acknowledged need for cooperation of service providers, managements of the attractions and local authorities

Pécs NYITVA! (PÉCS OPEN!) 1.0, 2.0., 3.0 (2020, 2021, 2022)
<https://pecsnyitva.hu>



Challenges post-COVID

do the good people come back?



SMEs, employees, skilled people in general lacking from the support and preparation/implementation of events (like technicians, decorators, service staff...)

online streaming does not (yet) substitute for live



mixed/controversial acceptance – will not substitute or become an alternative to live experiences...(maybe VR?)

Thank you for your attention!

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