



**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

***ThreeT***  
***Thematic Trail Trigger***

***FINAL CONFERENCE***  
***MALTA***  
***14<sup>th</sup> Sept 2022***

***PP8\_VMÖH, Hungary***

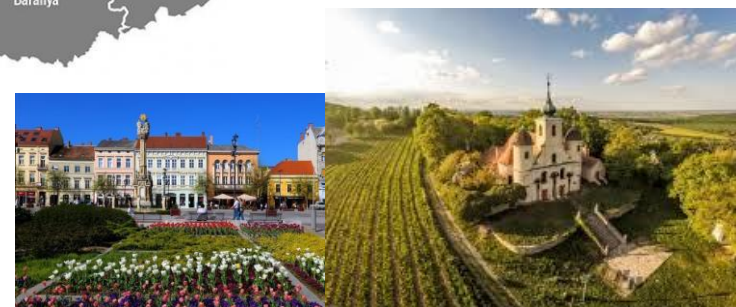


## Vas County as a geographical unit

- **Location:** Western Hungary, at the foot of the Alps and the big Hungarian plain
- **Border with:** Austria & Slovenia



- **Total area:** 3.336 km<sup>2</sup>
- **Population:** 253.429
- **Population density:** 76 people/km<sup>2</sup>
- **Settlement system:** 203 villages and 13 cities
- **Capital city:** Szombathely - built upon the ruins of Savaria, the ancient seat of the Roman Pannonia Superior province.



## Vas County as a business gate

### Hungary's western gate to Europe

→ Decisive role in development of local economy and society focusing on R&D

### Business fields:

- Automotive industry
- Machine industry and engineering
- Textile industry
- Wood and furniture industry
- Food industry
- Agriculture
- Tourism and culture (!)

**Strong presence of multinational companies!**



# Vas County Government Office as ThreeT project partner

*Economic organization of the Vas County Government  
Largest project developer in the region in terms of domestic and international grants, too*

## Competences:

- Organizing of **county level regional development and mezo-level spatial planning**
- Boosting **economic & infrastructural development**
- Managing and developing of **international relations**
- Participating in preparation, coordination and realization of **development initiatives in and around Vas County**
- Mobilizing **partnerships of professional organizations** in business, cultural and civic spheres of life





**ACTION PLAN - ORIGINAL POLICY INSTRUMENT ADDRESSED:**

***Territorial and Settlement Development Operational Programme 2014-2020  
(TSDOP 2014-2020)***

***Priority 1B “Using endogenous territorial potentials of tourism to  
increase employment”***

***Investment Priority 6 “Preserving and protecting the environment  
and promoting resource efficiency”***



**„To foster socially inclusive and environmentally **sustainable tourism development** through supporting **infrastructure and service** development activities of territorially **integrated, thematic tourism packages**”**

***OP is national, but its implementation is based on county strategies!***

***OUR AIM:*** Improving OP governance and quality of supported thematic trail projects!

## **ACTION PLAN – REVISED POLICY INSTRUMENTS ADDRESSED:**

### **Why the change?**

1. Programme timing → TSDOP 2014-2020 *out of funds*
2. Lots of ThreeT GPs → Inspires *lot of projects*

### **Revised PI list:**

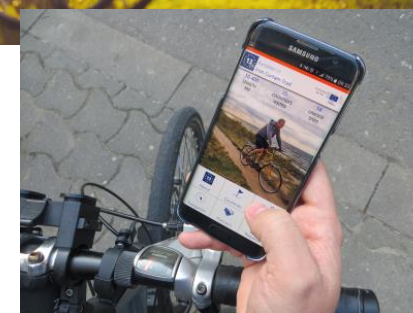
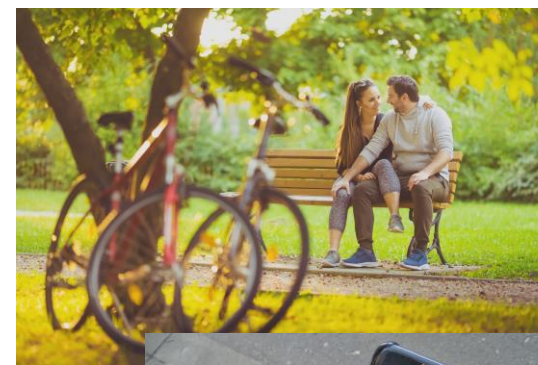
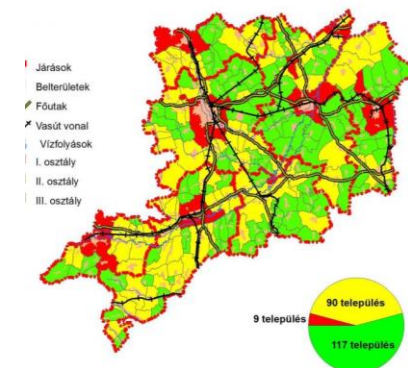
1. **TSDOP 2014-2020 IP6 / Original** → project level intervention (Action 2)
2. **TSDOP PLUS 2021-2027** → policy level intervention (Action 1)
3. **INTERREG AT-HU & INTERREG SI-HU** → project level intervention (Action 2 and 3)

## Integrated Territorial Programme of Vas County (ITP)

Defining the strategic aspects of tourism development in the region!

Its tourism-relevant concepts:

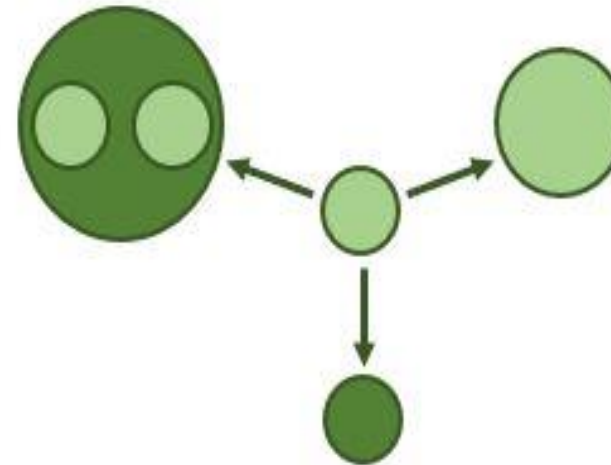
- a.) Any tourism development initiative needs to be *based on and extend from the existing network of microregional centres*
- b.) Thematic offers for *well-defined user segments* (cycling, angling, canoeing, etc.) and *county level coordination*
- c.) *Active tourism offers* in nature parks
- d.) *Network based products* with good quality infrastructures and services





## The model for Action Plan of PP8 – approved by PP8 Stakeholder Group members

- Focusing on the regional big picture – strengthening the network
- Building on existing competences
- Funneling visitors to other experiences through a wider service portfolio
- **3 approaches:**
  - ✓ Coordination
  - ✓ Expansion
  - ✓ Development



# Action 1 - COORDINATION

	<b>Establishing Vas County Trails brand</b>
<i>Main content</i>	Regional Branding Integration with Production of Thematic Trail Development Manual
<i>GP adopted</i>	GP3 Kujawsko-Pomorskie Tourist Passport (Poland, PP5)
<i>PI relevance</i>	The action serves as a blueprint for regionally coordinated trail visibility around the country.
<i>Stakeholders involved</i>	<ul style="list-style-type: none"> <li>✓ Vas County Government Office</li> <li>✓ Vas County Government</li> <li>✓ Ministry of Finance, MA for Regional Development Operational Programmes</li> <li>✓ ThreeT Stakeholder Group Members</li> <li>✓ Municipalities and local tourism coordination bodies in Vas County</li> <li>✓ Vas County Tourism Association</li> <li>✓ VELOREGIO project consortium (ATHU)</li> <li>✓ HINGE Stakeholder Group Members (EUKI Call)</li> </ul>
<i>Activities executed</i>	<ul style="list-style-type: none"> <li>• Contribution to the revision of local &amp; national level policy documents</li> <li>• Contribution to the preparation and finalization of Action 1 outputs</li> <li>• Organization of ThreeT Phase2 Stakeholder Table meetings</li> <li>• Quarterly monitoring activities</li> <li>• Seeking cross-fertilization possibilities</li> </ul>
<i>Deliverables</i>	<ul style="list-style-type: none"> <li>✓ Integrated Territorial Program of Vas County</li> <li>✓ Territorial Development Program of Vas County focusing on the establishment of a “green”, environmentally-friendly Vas County</li> <li>✓ Cycling Tourism Strategy of Vas County - Fostering enhanced eco-tourism planning and developing Vas County cycling tourism in general</li> <li>✓ Cycling Network Plan of Vas County – supporting transport and cycling developments in Vas County promoting environmentally-friendly transport and tourism trails</li> <li>✓ Trail Development Manual with special attention to Cycling Routes (Professional Methodological Guide)</li> <li>✓ Strategy for the preparation of future, sustainable bilateral cycle routes and hiking trails (Strategic study)</li> </ul>

# Action 2 - EXPANSION

	Network of smaller or less visible archaeological/industrial attractions and secondary side-themes to provide value added to other trails and gain own „treasure-hunt” niche
<i>Main content</i>	Regional thematic route/map that links smaller archeological and industrial heritage sites in an experience-based and sustainable way and pairs up cultural routes with green „sideshow attractions” and vice versa
<i>GP adopted</i>	GP37 Parks and Museums of Val di Cornia (Italy, PP2) GP45 Nature tours entitled „Along the Lower Vistula Fortifications Trail“ (Poland, PP5)
<i>PI relevance</i>	The action is primarily impacting regional and cross-border tourism through projects designed and submitted during the ThreeT period.
<i>Stakeholders involved</i>	<ul style="list-style-type: none"> <li>✓ Vas County Government Office</li> <li>✓ ThreeT Stakeholder Group Members</li> <li>✓ 'Roaming along County Values' TSDOP financed project team</li> <li>✓ ARCHEODANUBE stakeholder group members (ATHU)</li> <li>✓ HINGE Stakeholder Group Members (EUKI Call)</li> </ul>
<i>Activities executed</i>	<ul style="list-style-type: none"> <li>• Participation on Action 2 related external events, promoting Action 2 activities</li> <li>• Contribution to the preparation and finalization of Action 2 output</li> <li>• Organization of ThreeT Phase2 Stakeholder Table meetings</li> <li>• Quarterly monitoring activities</li> <li>• Seeking cross-fertilization possibilities</li> </ul>
<i>Deliverables</i>	<ul style="list-style-type: none"> <li>✓ 'Roaming along County Values' TSDOP financed project – Marketing Strategy document</li> </ul>

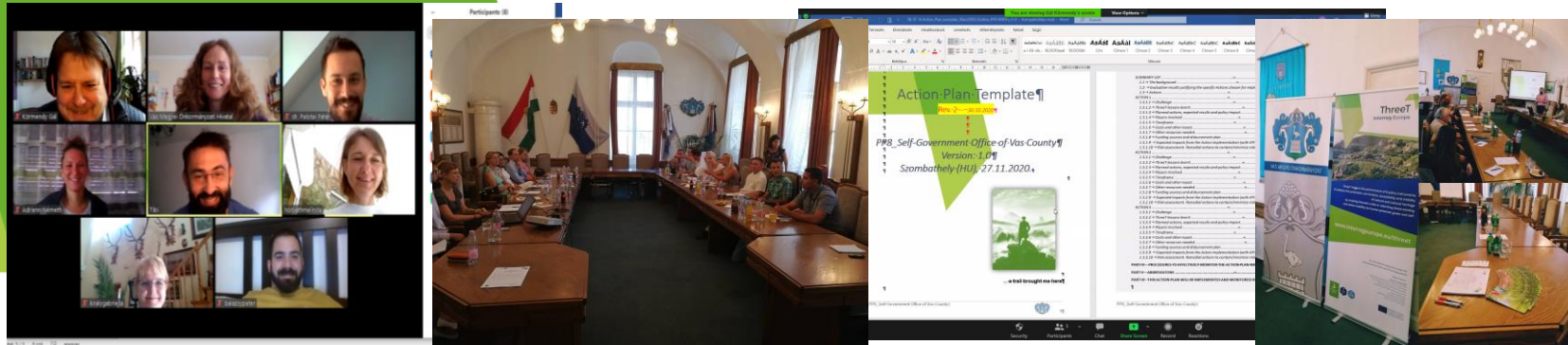
# Action 3 - DEVELOPMENT

	Service and attraction development of existing regional trails, focusing on local heritage and identity
<i>Main content</i>	Local products and services organised into high quality thematic trail(s) Mapping, linking, developing and showcasing local services organically, creating flowing tourist experience
<i>GP adopted</i>	GP11 Network of Hiking and Biking Trails in the Transylvanian Highlands (RO, PP7) GP22 Dingli Heritage Trail (Malta, PP4)
<i>PI relevance</i>	Multiple project level interventions in cross-border ERDF. The goal is the development and gradual dissemination of quality standards and scope of smart solutions in traditional local services. Focus on identity-building & sustainability.
<i>Stakeholders involved</i>	<ul style="list-style-type: none"> <li>✓ Vas County Government Office</li> <li>✓ ThreeT Stakeholder Group Members</li> <li>✓ EU CYCLE project consortium and stakeholder group members (Interreg Europe)</li> <li>✓ VELOREGIO project consortium and stakeholder (ATHU)</li> <li>✓ SI-HU PRO project consortium and stakeholder group members (SIHU)</li> <li>✓ HINGE Stakeholder Group Members (EUKI Call)</li> </ul>
<i>Activities executed</i>	<ul style="list-style-type: none"> <li>• Participation on Action 3 related external events, promoting Action 3 activities</li> <li>• Contribution to the preparation and finalization of Action 3 outputs</li> <li>• Organization of ThreeT Phase2 Stakeholder Table meetings</li> <li>• Quarterly monitoring activities</li> <li>• Seeking cross-fertilization possibilities</li> </ul>
<i>Deliverables</i>	<ul style="list-style-type: none"> <li>✓ Guide2Visit Mobile-assisted visitor flow system for new area trail</li> <li>✓ Thematic Trail Development Manual with special attention to Cycling Routes (Professional Methodological Guide) HU, ENG, DE</li> <li>✓ Strategy for the preparation of future, sustainable bilateral cycle routes and hiking trails (Strategic study) HU, DE</li> </ul>

# SUCCESS FACTORS



- **Very active Stakeholder Group Team (more than 30 members!)**



- **Knowledge transfer in regional / national / international level**
- **Action Plan jointly discussed and approved by the Stakeholder Group members (2021)**
- **Action Plan endorsed by the Ministry of Finance, MA for Regional Development Operational Programmes (2021)**
- **Action Plan / Action 1 - Trail Development Manual with special attention to Cycling Routes  
→ Professional Methodological Guide as on official implementation Annex to TSDOP PLUS 2021-2027 Call 1.1.3-21 !!!**
- **Future collaboration opportunities and common project development in the forthcoming months**



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***Thank you for your attention!***

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