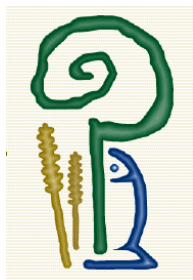


EU Funds Week

‘Rural Development and EU Funds’



REPUBLIKA HRVATSKA / REPUBLIC OF CROATIA



Ministarstvo regionalnoga razvoja i fondova Europske unije

Ministry of Regional Development and EU Funds



HRVATSKA GOSPODARSKA KOMORA
CROATIAN CHAMBER OF ECONOMY

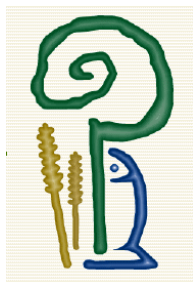
Gabor Erdi

Hungary
Balaton Uplands

TWO DIFFERENT ROLES:

Small business owner
applicant / beneficiary within a LAG in
Hungary

Subcontractor, project manager of the LAG



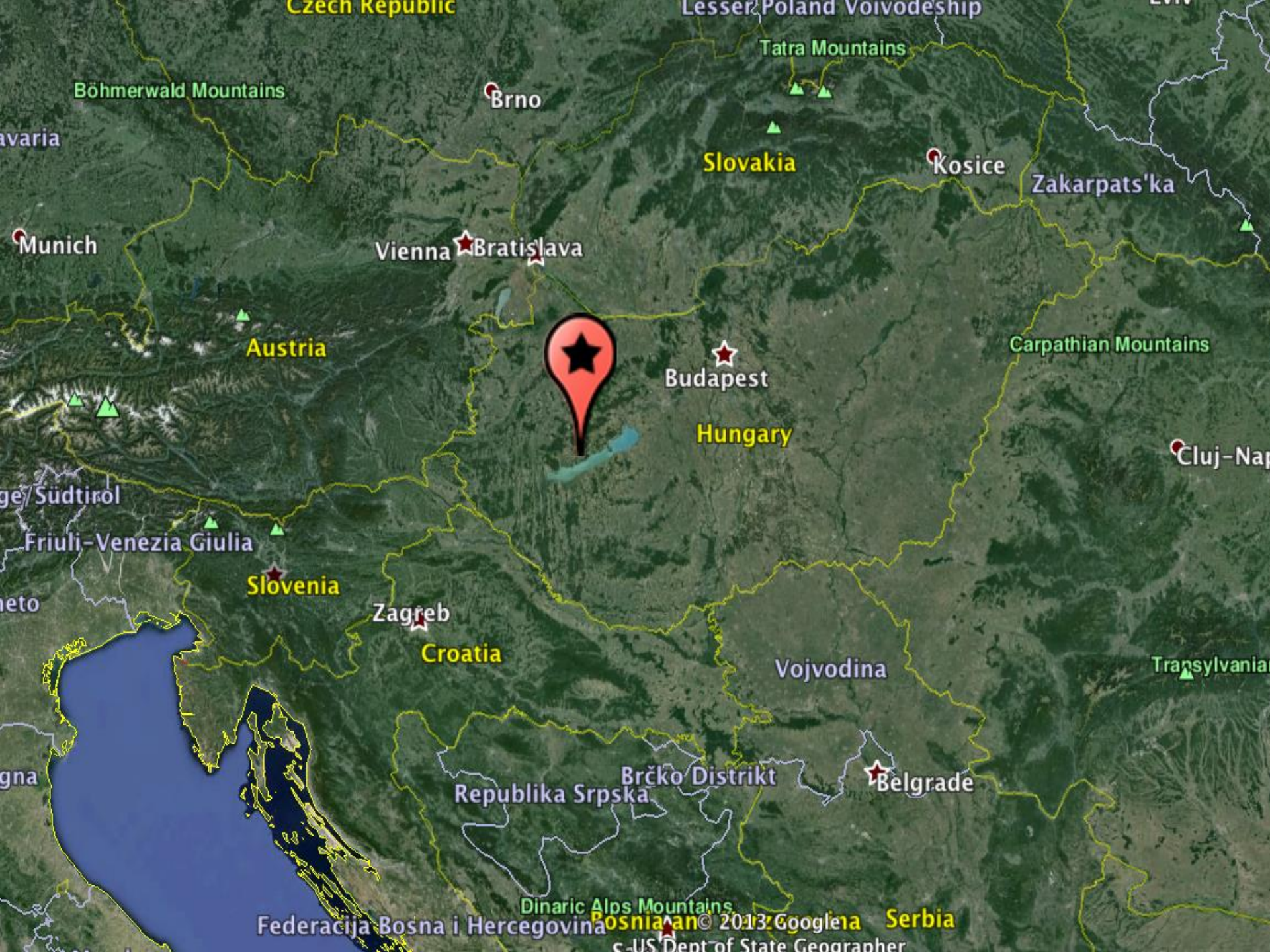
Zsolt Markus

Hungary
MTA SZTAKI

TWO DIFFERENT ROLES:

Head of eLearning Department

Project manager of the mobile
development



Czech Republic

Lesser Poland Voivodeship

Böhmerwald Mountains

Tatra Mountains

avaria

Brno

Slovakia

Kosice

Zakarpats'ka

Munich

Vienna Bratislava

Carpathian Mountains

Austria

Budapest

Hungary

Cluj-Nap

ge/Südtirol

Friuli-Venezia Giulia

Slovenia

Zagreb

Croatia

Vojvodina

Transylvania

neto

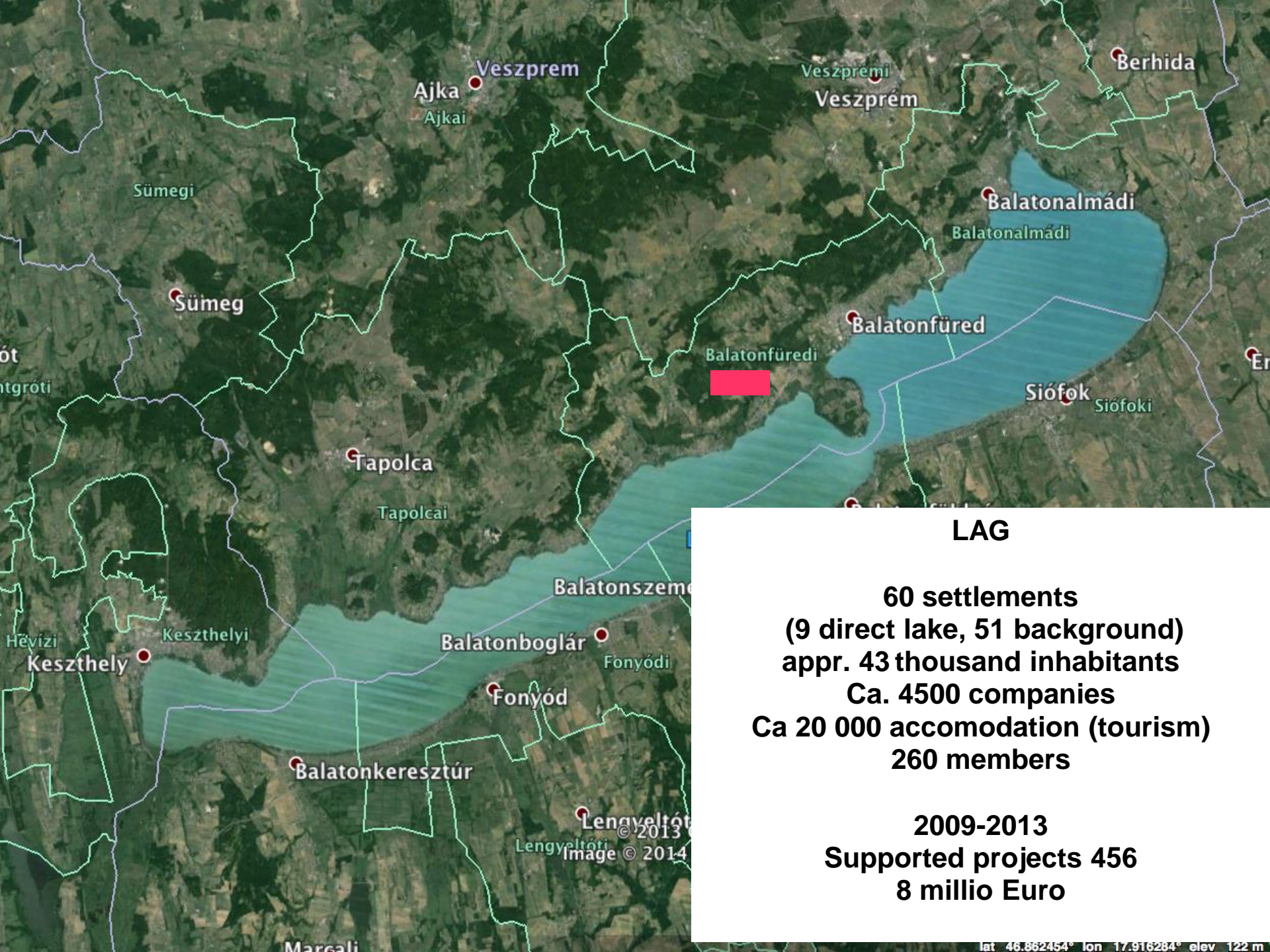
gna

Republika Srpska Brčko Distrikt

Belgrade

Dinaric Alps Mountains

Federacija Bosna i Hercegovina **Bosnia** © 2013 Google **Serbia**
c-US Dept of State Geographer



LAG

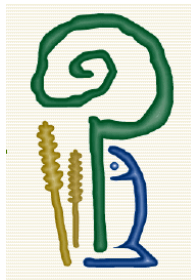
60 settlements
(9 direct lake, 51 background)
appr. 43 thousand inhabitants
Ca. 4500 companies
Ca 20 000 accomodation (tourism)
260 members

2009-2013
Supported projects 456
8 millio Euro

TOPICS

GPS based applications to
promote tourism in the Balaton Uplands

The role of the LAG's Working Organization in the
successful application



REPUBLIKA HRVATSKA / REPUBLIC OF CROATIA



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HRVATSKA GOSPODARSKA KOMORA
CROATIAN CHAMBER OF ECONOMY

GPS based applications to promote tourism in the Balaton Uplands



GPS based applications to promote tourism in the Balaton Uplands



How the story started:

Successful guest house in a beautiful village, in the heart of Balaton Uplands National Park - but very seasonal

For further development of our business the major goal is to prolong the season

We had lots of local knowledge about points of interest but had a hard time to share it with our guests and to show them that Balaton region offers many things **in all seasons**, not only in Summer



GPS based applications to promote tourism in the Balaton Uplands



Submitted an application to our LAG to purchase 8 GPS devices

Created GPS tracks with points of interest around our village and installed it on the GPS devices (see next slide)

GPS device with installed tracks and points of interest became a basic service for our guests, or download to own smart phone

To prolong the season created additional GPS based programs, events, competitions

E.g. mounted orienteering, bicycle orienteering, GPS games for schools (treasure hunting), etc.



lakra bővebb információért, részletekért!

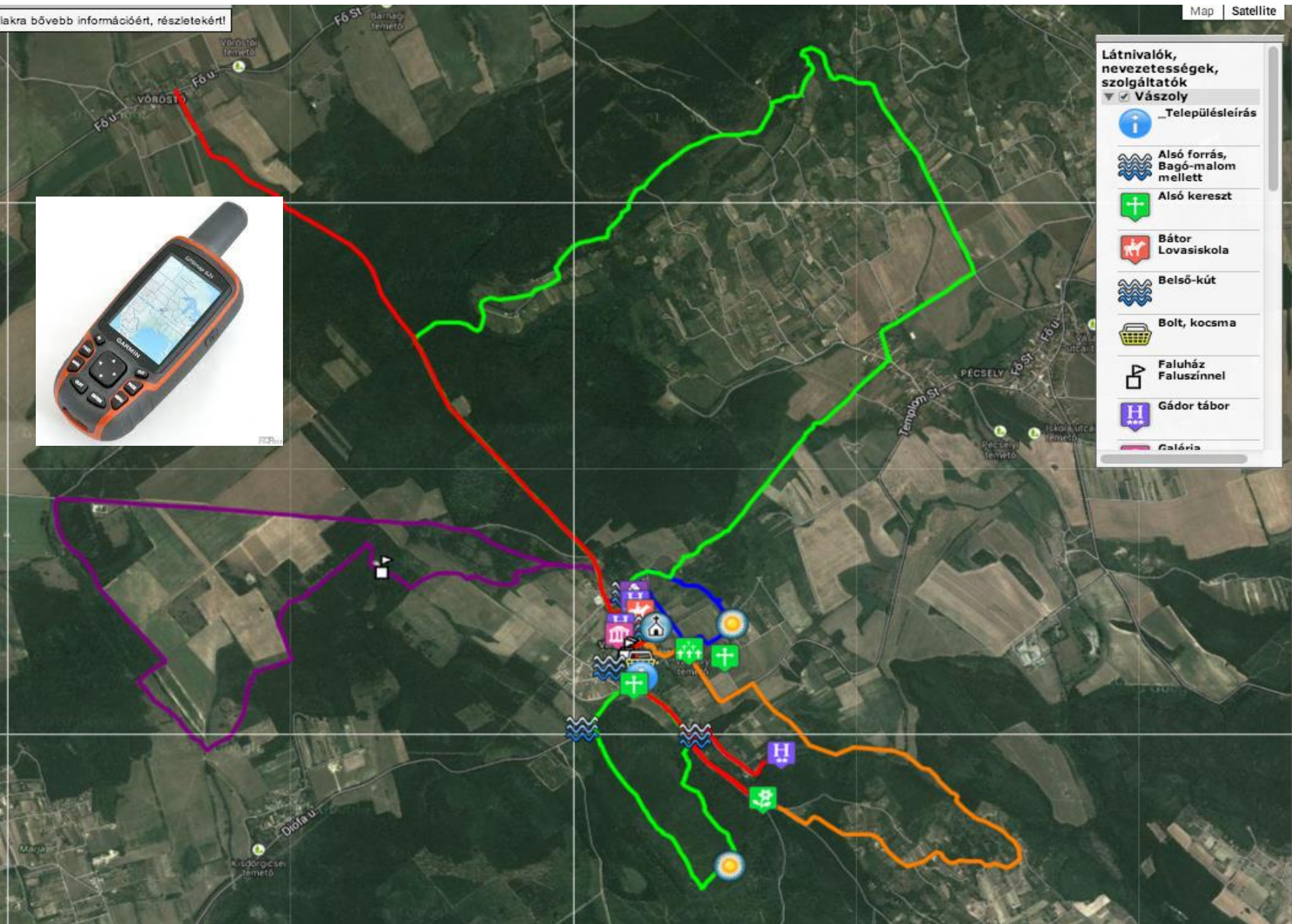
Map | Satellite



Látnivalók, nevezetességek, szolgáltatók

▼ Vászoly

- _Településleírás
- Alsó forrás, Bagó-malom mellett
- Alsó kereszt
- Bátor Lovasiskola
- Belső-kút
- Bolt, kocsmá
- Faluház Faluszínnel
- Gádor tábor
- Galéria





SUMMARY - GPS based applications to promote tourism in the Balaton Uplands



Our GPS programs became very popular – mounted orienteering is now a national championship within National Association

Strong growth in out of season periods

It still takes effort to convert people to outdoor GPS users – outdoor GPS is not yet as popular as car GPS, mobile phone – there is plenty of place for further improvements in this area (both promotions and improvements on the technical, software side)



GPS – LAG became interested



Our LAG has 60 villages in its territory

Our village, where we are running our guest house is one of them

LAG decided to implement the idea in all the 60 villages

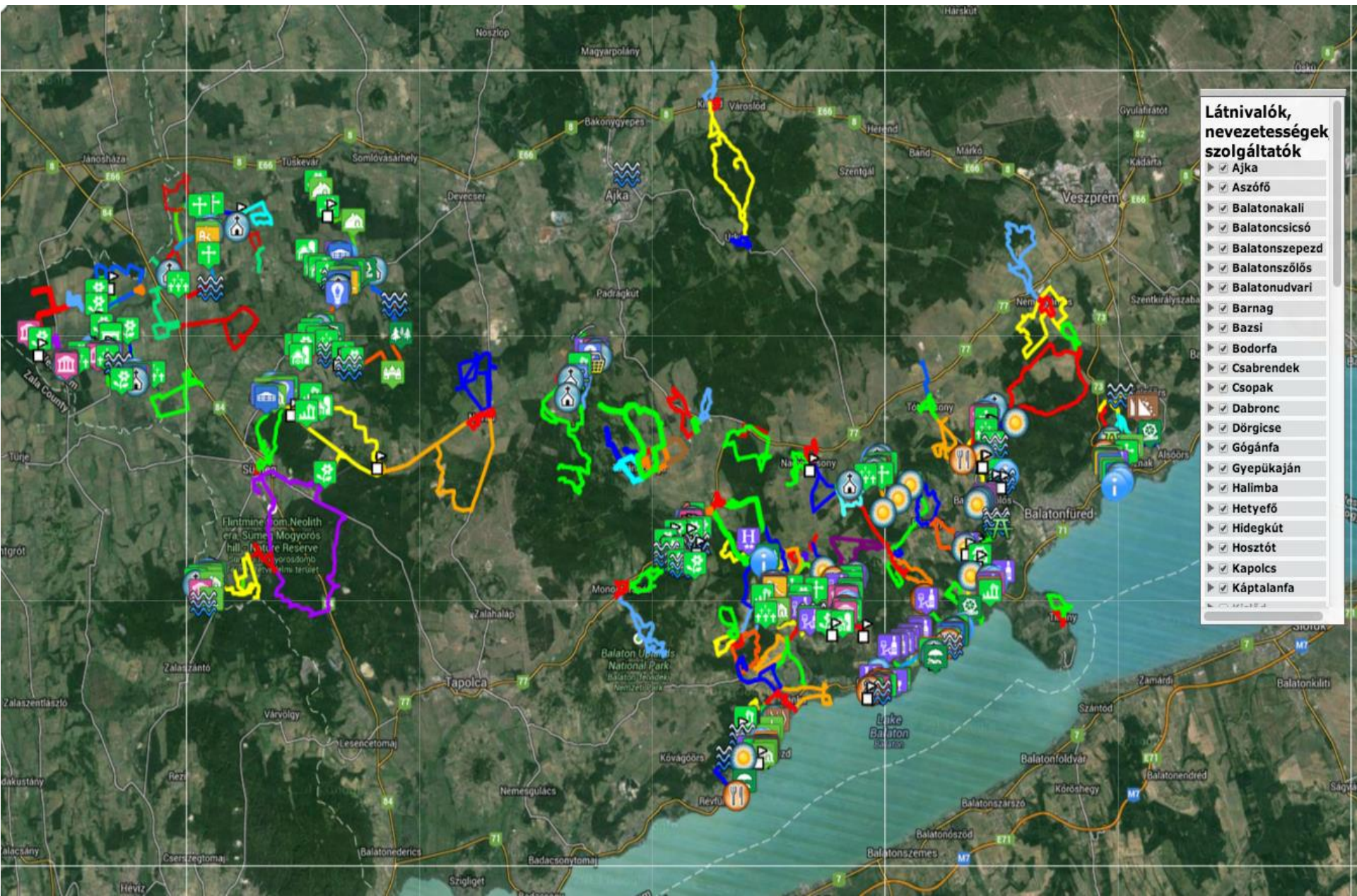
On average 3 tracks per village (180 tracks, thousands of POIs with descriptions, photos – fantastic value, documentation)

Web based solution for the 60 villages was implemented in 2013

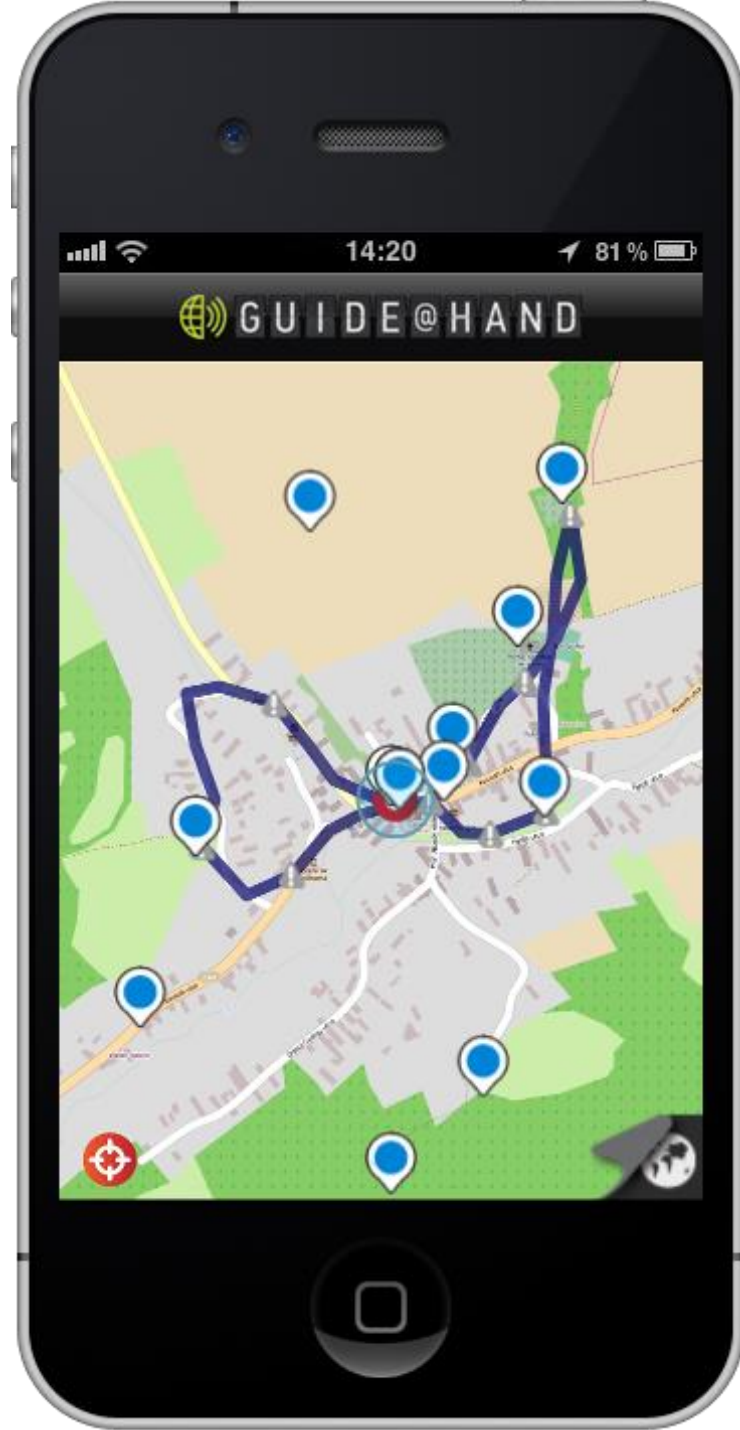
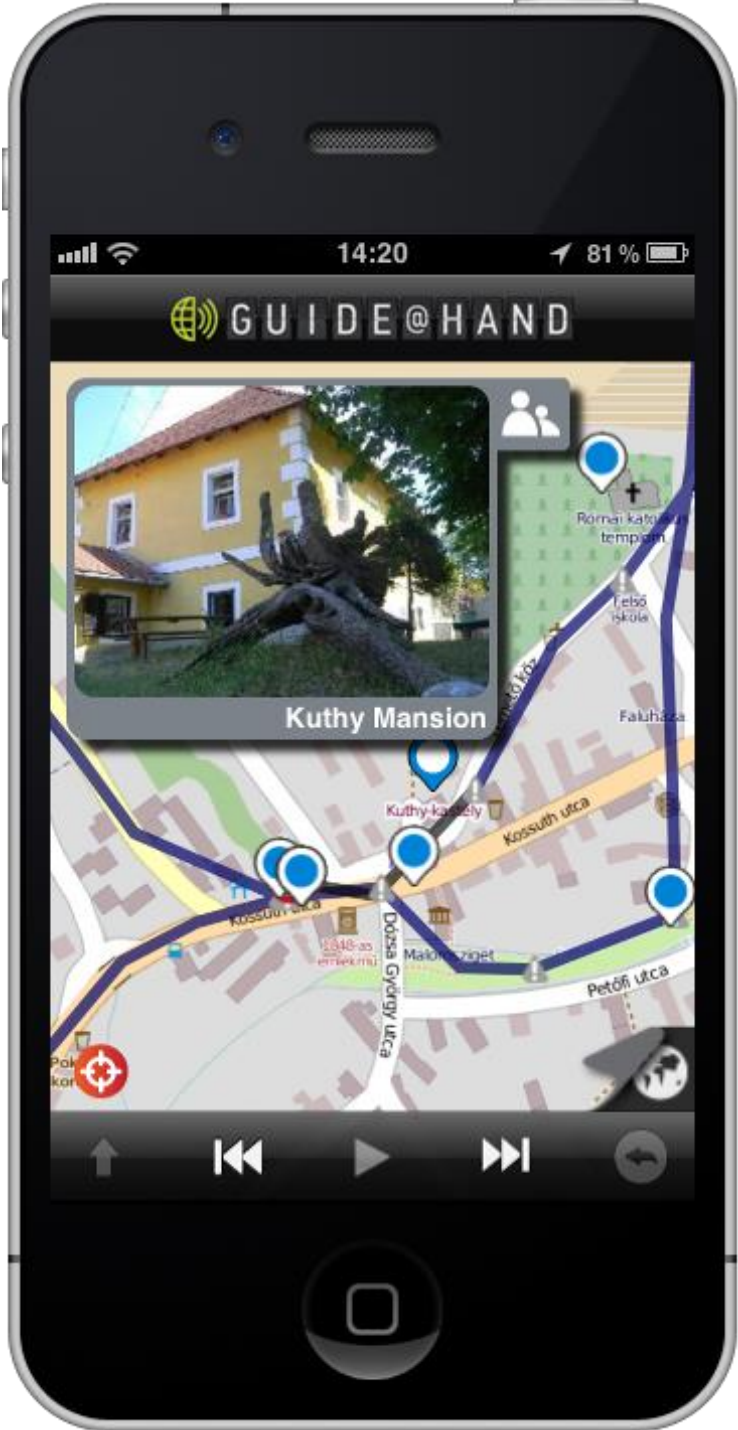
Mobile application is under way, will be completed in 2014



GPS – LAG became interested









LAG Role in Successful Application - Balaton Uplands

Today

60 settlements
(9 direct on lake, 51 background)
about 43 thousand inhabitants
Ca. 4500 companies
Ca 20 000 accommodation

• Association members 128

+ 127 organisation
in cooperation network

2009-2013
Supported projects 456,
Support Ca 8 million Euro



ÚJ MAGYARORSZÁG
VIDÉKFEJLESZTÉSI PROGRAM
2007-2013



Európai Mezőgazdasági
és Vidékfejlesztési Alap:
a vidéki területekbe beruházó európa

www.balatonleader.hu

Objectives of the Local Rural Development Strategy



Enterprise development

- Supporting the creation of micro enterprises and strengthening the operation of existing ones
- Encouragement of tourism activities



Landscape and environmental development

- Village renewal and development
- Conserving and upgrading rural heritage
- Encourage the utilisation of renewable energies



ÚJ MAGYARORSZÁG
VIDÉKFEJLESZTÉSI PROGRAM
2007–2013



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www.balatonleader.hu

Results



- Ca 150 renovated buildings
- Ca 500 equipment procured
- Ca 250 community events
- Ca 8 mill. Euro public money
- Ca 3 mill. Euro own contribution
- Ca 250 marketing actions (local, regional, national, international appearance)
- Ca 900 economic cooperation



ÚJ MAGYARORSZÁG
VIDÉKFEJLESZTÉSI PROGRAM
2007–2013



Európai Mezőgazdasági
és Vidékfejlesztési Alap:
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www.balatonleader.hu

The role of the LAG's Working Organization in the successful application



- From the business owner point of view -

Very clear, well communicated central strategy, goals setting for the region

Helping applicants to understand what is realistic, what makes sense (both amount and field)

Good, open relationship with consulting firms

Very patient but amazingly successful community building – great relationship among members

Highly motivated and surprisingly honest leadership and employees



Thank you for your attention!

