



# Interreg

## Austria-Hungary

European Union – European Regional Development Fund



### REGIONET Competitive

## REGIONET CASE STUDY COMPETITION

**Titel: Lake of Changes**

**Authors: Jakob Entholzer, Viktória Szabó, Valentina Artner**

*The Case Study Competition REGIONET Competitive (Reg. No. ATHU007) is supported by the INTERREG V-A Austria-Hungary Program and funded by the European Regional Development Fund!*

**Lépj át a határaidon, fedezz fel új lehetőségeket!**  
**Grenzen überschreiten, neue Möglichkeiten entdecken!**  
[www.regionetcompetitive.eu](http://www.regionetcompetitive.eu)



**Interreg**

**Austria-Hungary**

European Union – European Regional Development Fund



**REGIONET Competitive**

## **IMPROVEMENT OF CROSS-BORDER COOPERATION IN TOURISM**

### **LAKE OF CHANGES**

#### **INTERACTIVE MAP FOR CROSS-BORDER TOURISTIC ATTRACTIONS**

**MADE BY: VIKTÓRIA SZABÓ (UNIVERSITY OF SOPRON)**

**VALENTINA ARTNER ((UNIVERSITY OF SOPRON)**

**JAKOB ENTHOLZER (UNIVERSITY OF VIENNA)**

**MENTOR: KRISZTIÁN EGYED**

**Lenti, 2019.04.26.**

# CONTENTS

Summery .....	4
The Austrian-Hungarian border.....	6
.....	6
About the REGIONET program .....	6
Partners .....	7
Period.....	8
Lake Fertő/ Neusiedler See .....	9
Belongs to the Hungarian page of World Heritage: .....	12
World Heritage Site Austrian: .....	12
In this area you a lot of kind of tourism: .....	12
Target group .....	13
Demographic segments by age and family .....	14
Students .....	14
Young seekers without child.....	14
Families with children .....	14
Middle-aged and older without a child .....	14
Demand and supply of tourism system.....	15
Demand Elements of the Tourist System: .....	15
The tourism system's supply elements: .....	15
Lake of changes .....	16
Swot analysis.....	16
Challenges in the region of lake of Neusiedl .....	18
Stakeholder, interests .....	18
Cross-border cooperation .....	19
Cooperation between public and private sector .....	19
Nature protection and natural restrictions .....	20
The interactive map – cross-border map for touristic packages.....	21
Interactive Map of Burgenland .....	22
Cross-border map.....	24
Categories of the map.....	25
Details on the information .....	26
The packages we have already made .....	27
The eszterházy experience .....	27
Short history of the family .....	27
The target groups .....	27

<b>Alraedy existing attractions.....</b>	<b>28</b>
<b>The concept of this package.....</b>	<b>28</b>
<b>The nature sport .....</b>	<b>33</b>
<b>The target groups .....</b>	<b>33</b>
<b>The already existing/under progress attractions.....</b>	<b>33</b>
<b>The concept of the package.....</b>	<b>33</b>
<b>Sources.....</b>	<b>37</b>

## Summery

Our topic is **the improvement of cross-border cooperation** in toursim. Our main area is the Lake Fertő. This lake located in the Austrian Hungarian boarder. This lake is a grassland lake and the area of it is 315km<sup>2</sup>. It has a special flora and fauna.

In this area you can find a lot of kinds of tourism. For instance narure, sports and high culture. We would like to call this lake the **Lake of changes**. Changes not just a word it has a deep measede for the world.

C – cross border

H – history

A – activity

N – nature

G – grassland

E – eco toursim

S – sports

### What does it stand for? **CHANGES**

- *History*: huge history that is perfect for historic tourism
- *Activity*: walking and relax in the nature and just perfect for active tourists
- *Nature, grassland*: special natural conditions – allows a variety of touristic attractions and big player is the national park Neusiedlersee/ Fertő-Hanság
- *Eco tourism*: sustainability and e-mobility
- *Sports*: sailing, kitesurfing and cycling

Our plan is to connect the two sides of the border with an interactive map, where we don't promote individual attractions, but instead combine to form transborder packages. You can get some information and details about the mobility, the route and the attractions and it would be multilingual. This could either be a project for a private tourismus agency or a cooperation with the already existing map from Tourismus Burgenland Gmbh and the Hungarian Touristic agency.

Our long-term plan is to sell packages via this cross-border map. Within ten years we would like to think without borders and see the Fertő/Neusidl region in one touristic region.

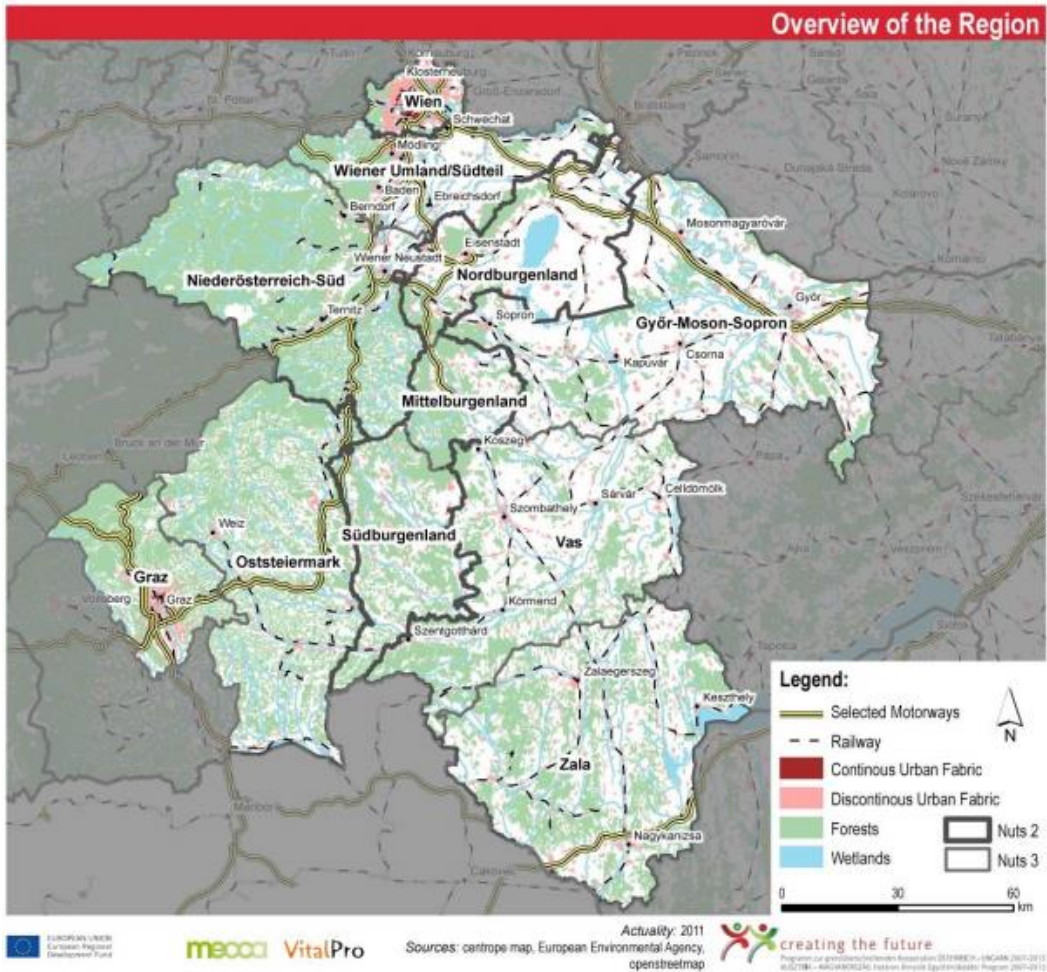
### **Packages**

We have already made two kind of packages. „The Eszterházy Experience” and the „Nature Sport”. These packages have specific target groups and route plans. Via these packages we would like to connect the two countries to cooperate as one region.

# The Austrian-Hungarian border

The Austrian - Hungarian border region fulfills an important bridge-building function between Western and Eastern Europe and stretches along a main corridor between the Baltic and Adriatic Seas. This excellent geographic location has contributed to an above average economic growth in recent years.

Map 1 : General Map



# About the REGIONET program



source:[https://www.google.com/search?rlz=1C1GCEA\\_enHU743HU743&biw=1366&bih=657&tbm=isch&sa=1&ei=mArCXOaPGtH3kwWq3ZiIAG&q=regionet&oq=regionet&gs\\_l=img.3..0i30i3i0i5i30i0i24i2.1223751.1227385..1227900...1.0..0.110.901.3i6.....1....1..gws-wiz-img.....0j0i67.JHfVFSu6oY4#imgrc=3eFxnkg9w00WAM:](https://www.google.com/search?rlz=1C1GCEA_enHU743HU743&biw=1366&bih=657&tbm=isch&sa=1&ei=mArCXOaPGtH3kwWq3ZiIAG&q=regionet&oq=regionet&gs_l=img.3..0i30i3i0i5i30i0i24i2.1223751.1227385..1227900...1.0..0.110.901.3i6.....1....1..gws-wiz-img.....0j0i67.JHfVFSu6oY4#imgrc=3eFxnkg9w00WAM:)

Regionet program consists of seven countries in Eastern and Southern Austria, as well as Western Hungary. It covers the Austrian NUTS3 regions Nordburgenland, Mittelburgenland and Südburgenland, Niederösterreich Süd, Wiener Umland/Südteil, Wien, Graz and Oststeiermark and the Hungarian NUTS3 regions Győr-Moson-Sopron, Vas and Zala, which, in combination, form the NUTS2 region Western Transdanubia.

The EU cofinanced Interreg V-A Austria-Hungary programme supports cooperative projects across the borders of Austria and Hungary. The main objective is to strengthen economic, social, cultural and ecologic contacts in the border region and to enhance regional competitiveness contemporaneous weakening of regional disparities.

Austria and Hungary share a long history concerning cross-border cooperation.

### **REGIONET Competitive – Go over your boundaries, explore new opportunities!**

Strengthening the international competitiveness of SMEs through a bilateral system of regional entrepreneurial initiatives in the Austrian-Hungarian border region.

The ATHU007 - REGIONET Competitive project, implemented in INTERREG V-A Austria-Hungary Program, aims to support the international competitiveness of SMEs in the Austrian-Hungarian border region. This is to support the international business relationship of SMEs through the development of an integrated bilateral network and the creation of bilateral, innovation-promoting, sector-specific cooperation between SMEs. In the framework of the thematic work packages of the project, a framework for developing a quality and professional core element developed jointly by the development of regional entrepreneurial networks will be realized through the establishment of 4 bilateral economic development working groups; bilateral thematic training and training sessions, "business management" events and study tours, as well as international networking days and fairs; as well as bilateral, sector-specific entrepreneurial cooperation will be set up in four Austrian-Hungarian strategic sectors.

### **Partners**

**The project is implemented through the cooperation of 5 Hungarian and 5 Austrian partners:**

- Kisalföldi Vállalkozásfejlesztési Alapítvány



- Regionalentwicklungsverein Römerland Carnuntum
- Sopron Megyei Jogú Városi Kereskedelmi és Iparkamara
- Regionalmanagement Burgenland GmbH
- Kőszeg és Vidéke Vállalkozók Ipartestülete
- Verein Gemeinsame Region Bucklige Welt – Wechselland
- Vas Megyei Kereskedelmi és Iparkamara
- Regions Entwicklungs- und Management Oststeiermark GmbH
- Zala Megyei Vállalkozásfejlesztési Alapítvány
- LAG Interessensgemeinschaft (IG) Kraftspendedörfer Joglland

## **Period**

**Duration of the project: 30 months (01. 02. 2017. - 31. 07. 2019.)**

**The purpose of the project:** Strengthening entrepreneurship in the region, improving the performance of start-ups and improving the innovation capacity of SMEs, in particular by enhancing the international competitiveness of (internationally) competitive products through the bilateral system of regional entrepreneurial initiatives.

Strategic cooperation between bilateral economic development working groups, sector-specific, innovation-promoting co-operation, and entrepreneurial skills development and international business networking activities will lead to the strengthening of the competitiveness of border-country SMEs.

The professional partnership is based on the creation of long-lasting structures that support bilateral economic development and network development activities, while entrepreneurial skills and international business and networking activities are based on the joint expertise of the partnership and the development of some REGIONET good practices. At the beginning of the project term, project partners will develop a 'Common REGIONET Cross Border SME Support Framework'. Collaborations are based on the gradual development of entrepreneurial networks: At the regional level, the 13 AT and HU entrepreneurial networks strengthen the network structure by continuously involving at least 1 economic development organization and develop into a regional entrepreneurship initiative. This creates a direct, permanent working relationship between the entrepreneurs and the economic development organization. This forms the basis

for bilateral economic development, and in the immediate border regions 4 REGIONET Bilateral Economic Development Task Force is set up and builds strategic co-operations, which are framed in framework agreements. The establishment and strategic cooperation of the bilateral economic development working groups provide the structural framework for the permanent cross-border negotiation platform of economic development organizations and enterprises.

## Lake Fertő/ Neusiedler See

Our topic is „The improvement of cross-border cooperation in tourism”. Our main area is *Neusiedler See* or Lake **Fertő** is the largest endorheic lake in Central Europe, straddling the Austrian–Hungarian border. The lake covers 315 km<sup>2</sup> of which 240 km<sup>2</sup> is on the Austrian side and 75 km<sup>2</sup> on the Hungarian side.

Stratigraphy shows that the lake bed has totally **dried up** at least 100 times since its formation. During recent history the lake's complete disappearance has been documented in considerable detail on several occasions, e.g. in 1740–1742, 1811–1813. However, in 1871 the lake began to return and by the spring of 1876 it had already reassumed its usual size. The last (brief and partial) vanishing took place during the summer of 1949 when the northern part of the lake bed (to the approximate latitude of Podersdorf) fell dry for a few weeks. Each time the drying-up of the lake bed caused major environmental disruptions because the humidifying and temperature buffering effect of the large water body was absent, and because the winds blew large amounts of salty dust into the surrounding villages. On earlier occasions the lake was sometimes referred to as a "swamp", suggesting a very low water level with an expansion of reeds throughout the lake bed.

The lake is a grassland lake and it has a **special kind of flora and fauna**. The reed belt of Lake Neusiedl and the shales (shallow, saline) are an important breeding and resting place for migratory birds throughout Europe, where nesting birds feed in the shallow shorelines and can renew their energy reserves for the further course to the south.

The park has around **320 bird species**. Of these, about 120 breed there. The nests of the white stork are striking on the rooftops of the villas, especially in Rust. Typical species are greylag goose, pale-goose and seed goose, which in autumn provide goose-stye, one of the most

important natural spectacles of the year. Other main representatives among the birds are avocets, Kentish plover, black-tailed godwit, Great Bustard or silver and purple heron.

Interesting mammals are the European ground squirrel or the gold jackal, first proven in 2007. In addition to very rare butterfly species, there are also many species of insects and over 40 dragonfly species.

On the pasture land, the Hungarian steppe cattle are used to cultivate an old, resident domestic animal breed, whereby the pastures are saved from further bush encroachment.



source: [https://hu.wikipedia.org/wiki/Fert%C5%91#/media/File:Neusiedler\\_Lake\\_satellite.png](https://hu.wikipedia.org/wiki/Fert%C5%91#/media/File:Neusiedler_Lake_satellite.png)

Due to the different climate effects, not only geographical, but also animal and plant geographic boundaries meet. The World Heritage Site lies between the Alps, the Carpathians and the Hungarian Great Plain. The lake and its immediate surroundings are the largest bird reserve in Central Europe (cf. Lake Fertő Biosphere Reserve).

The Hungarian National Park has undertaken the conservation and breeding of several ancient Hungarian animal species: the Hungarian gray cattle, the buffalo, the rackajuh gene. Our ancient domestic animals help to preserve the characteristic fauna of these habitats by breathing the grassy areas around Fertő and chewing the vegetation.

The Fertő landscape is an ecologically sensitive landscape. That's why they created closed, protected areas in front of the public. However, the most important is the activity of the Hungarian National Parks of Fertő-Hanság and the Neusiedler See - Seewinkel National Parks in the preservation of natural values. In addition to the diversity and beautiful environment of Lake Fertő, it is a special cultural value. This landscape was shaped by man's hand. There are a number of monuments in the settlements that, along with traditional land use, are architectural impressions of lifestyle.

For centuries, the work culture of those living in the settlements of Fertő-landscape has been determined by the favorable natural conditions and their use in everyday life. These were fishing, reed farming, animal husbandry, crafts, viticulture and winemaking. Reed harvesting is still profitable mainly as export. Fishing, animal husbandry and handicrafts are the only ones that provide a livelihood for few people.

The winemakers created the Ausbruch, the soprano bluff, and won medals at many other competitions white and red wines. Wine-growing, health services (dentistry), healing, hospitality outside the present future development. Rust, Sopron, the "results" of the civilization of Fertőrákos (churches, public buildings, many centuries-old houses of the citizens) laid the foundations for future tourism.

The culinary enjoyment of the holidays is manifested in a multitude of events: the Sopron Wine Festival, the Thousand Wine Celebration, the Open Cellars (Eisenstadt), the Harvest Days in Sopron, Balfon, Nagycenk.

The border region has natural and rich ecosystems rich in natural resources. Of particular interest is the extremely high incidence of thermal and medicinal waters and the large number of common cultural heritage.

In the region, a wide range of existing tourism and leisure facilities and tourist co-operation can be seen as a good basis for cross-border activities, including networking activities. (networking), destination marketing, and tourism and leisure opportunities for further development (eg interregional bike routes).

### **Belongs to the Hungarian page of World Heritage:**

- Fertő-Hanság National Park landscape of Fertő,
- coastal settlement: Fertőrákos – Sopronból Balf – Fertőboz -Nagyecenk– Hidegség – Fertőhomok – Hegykő – Fertőszéplak – Fertőd (az Eszterházy park teljes területével) – Sarród – Fertőújlak.

### **World Heritage Site Austrian:**

- a Fertőzug (Seewinkel)
- a következő tóparti települések: Ruszt (Rust) – Fertőmeggyes (Mörbisch) – Oka (Ausztria) (Oggau) – Fertőfehéregyháza (Donnerskirchen) – Feketeváros (Purbach) – Fertőszéleskút (Breitenbrunn) – Sásony (Winden am See) – Nyulas (Jois) – Nezsiedl (Neusiedl am See) – Védeny (Weiden am See) – Pátfalu (Podersdorf) – Ilmitz (Illmitz) – Mosonbánfalva (Apetlon)

### **In this area you a lot of kind of tourism:**

- nature tourism
- families (historical culture)
- wine tourism
- sport tourism
- high tourism
- folks culture
- nature wellness

**Nature tourism:** grassland lake, special kind of birds and plants, *target group:* ornitologists, student groups, families with little children, nature lovers, adventure lovers

**Historical culture:** 3 castles in Austria Eszterházy 1 Hungary 1 Halbturn 1 Széchenyi, *target group:* people with high income mostly elderly people, student group. Historical accomodation and catering.

**High Tourism:** 2 in Austria: open and water and 2 in Hungary: closed and puppet, *target group:* people with high income mostly elderly people, student group. Package: contract between theaters and discount if somebody chooses to stay in a castle.

**Wine tourism:** wine regions, vine yard Wine Academy in Rust, *target group:* elderly people and business people, Concept: connect to historical tourism and folk tourism too. wine museum in eszterházy castle. Cross boarder wine region.

**Sport tourism:** lake, byciyle routes infrastructures for boats, water sports facilities, beaches *target group:* young people, sport lovers, families packages: bicycle marathon with accomodation. Triatlon with accomodition around the neusidlersee

**Folk tourism:** local museum, the houses, target group: mainly families, big city people, nature related people, package: bicycle tourism because of the roates, historical

**Nature wellness:** walking routes, national park, *target group:* nature lovers, people who like hiking, therapy, children, visitor center would be great

## Target group

In the action plan - three priority target groups - young people, families and senior citizens. Children's and young people's trips are now a separate area of tourism. Their common feature is that the participants usually have lower expectations for comfort and comfort, but require a much larger activity and a more colorful program, which usually does not provide a simple relaxation, but also provides special experiences and knowledge.

There is a growing market demand for family-friendly places. Families with children representing an increasingly large marketplace are choosing a place to rest, where there is no problem with the presence of a smaller child or adult teenager, while good quality care, entertainment and entertainment are solved. The family-friendly destination, on the one hand, affects the parent, thinking about the family as a whole, while making it easier for the parent to choose the services and programs for the child.

The senior target group is the only tourist tourists who have relatively free time to spend their leisure time in the tourism industry. Special retirement programs can help you extend your season, or increase the capacity utilization of the low season.

## **Demographic segments by age and family**

### **Students**

The age of 10-26 is that it has no or only limited income, so it is largely related to others. For them, first and foremost, the experience of traveling is essential. However, this is not only due to the specifics of the place you visit, but also by the fellow travelers. Independence in travel and consumption with contemporary groups are significant. Accordingly, the program and coexistence are often more relevant in their case than a wide range of services and high quality. There is a significant difference within this age section with the most supervised traveler - eg. Forest School, Class Trip - 10-16 year olds and 16-26 year olds who are more independent. Attractions are usually found in a class trip, study trip or education.

### **Young seekers without child**

Players in the category 18-35 years of age, more or less independent of age, cover young people with unique or long-standing relationships whose lifestyle is characterized by the search for novelties, the need for experimentation, physical and mental performance, and close monitoring of fashion trends. . The consumed products are supplemented with active leisure activities, as well as the short weekend trip with active program and. rural (village) tourism based on wine gastronomy. Travelers are friends and workplace companies.

### **Families with children**

The members of this group are already characterized by the creation of life, the existence of existence, but for this purpose they have made many financial and family burdens (loan repayment, small children), they work a lot. The motivation for traveling is twofold: they want to spend more time on programs together with the children, but at the same time take time out of the daily routine. That is why the child's lifestyle is most often determined by the child, so the family-friendly nature, events and services for children are crucial for families. Fertőd's unique attraction - the Esterházy Castle and its related attractions - are, by their nature, easily convertible to family-friendly and well communicated to the segment. Whether or not the attraction, relaxation, or gaining knowledge is more important depends on the parents' attitude. This includes a group of grandparents arriving with their grandchild.

### **Middle-aged and older without a child**

Adults whose decisions are no longer influenced by their children, so they choose tourism products, destinations and services based on their needs. The needs of families with children

and young people are mixed in their needs: this time, thanks to the newly discovered independence, again is the search for novelty, and on the other hand, with the advance of age, it is more of a comfortable and safe recreation period. They mainly want to rest and regenerate; they prefer a quiet, peaceful environment, a beautiful landscape, but they also want to get to know new things. With this increase in leisure time, this segment is expected to strengthen.

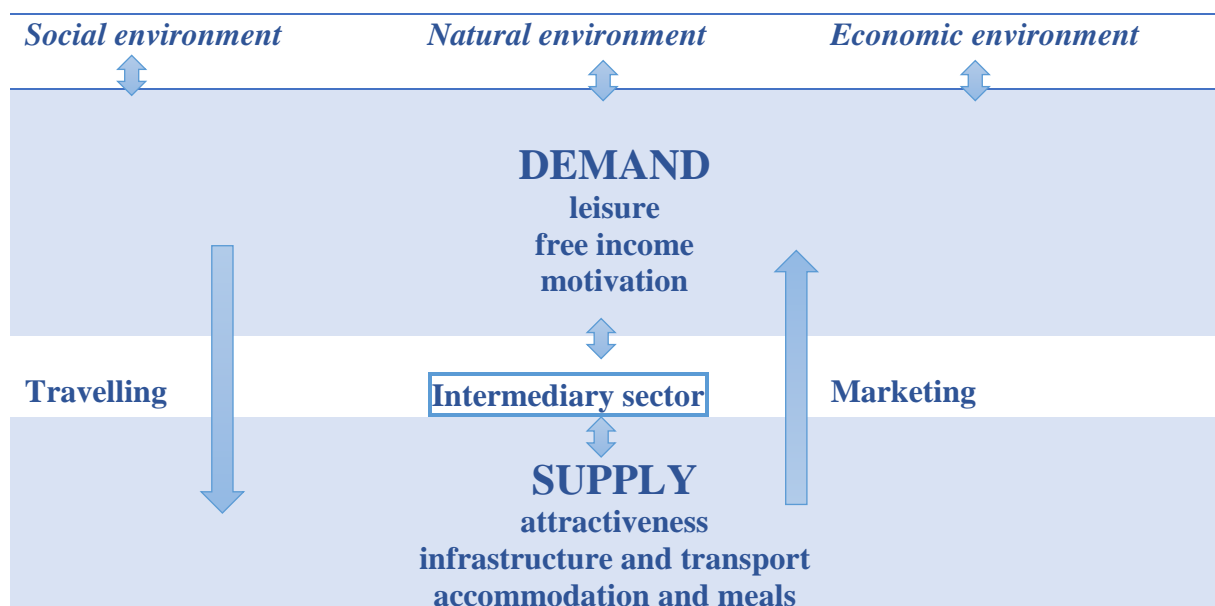
## Demand and supply of tourism system

### Demand Elements of the Tourist System:

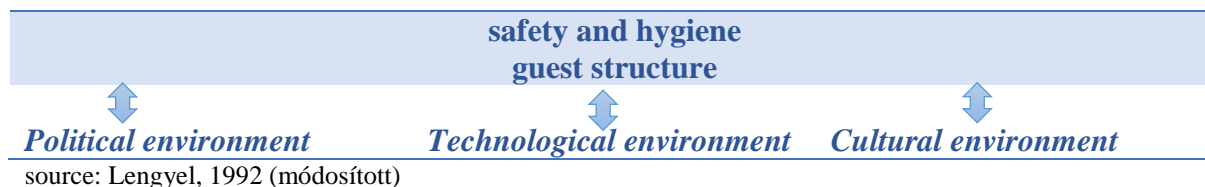
- Leisure
- free income
- personal transport equipment
- motivations

### The tourism system's supply elements:

- attractions
- transport options
- hotels
- Dining options
- programs
- additional services







## Lake of changes

We would like to call this lake the lake of changes. Changes not just a word it has a deep measede for the world. Changes is the acronym where

- C – cross border
- H – history
- A – activity
- N – nature
- G – grassland
- E – eco toursim
- S – sports

## Swot analysis

Within the framework of the analysis, we present the strengths of the town of Fertőd, which we need to keep and strengthen; its aim is to reduce, prevent, and improve its weaknesses. The threats are the external negatives that may occur if the tourists in the city do not recognize the problem in time and do not develop in time. We emphasize here that the dangers are not the same as the weaknesses - the weaknesses are the factors that are recognized by the stakeholders and they want to improve; the dangers are the possibility of weakening if the necessary improvements are missed.

Strengths	Weaknesses
Vibrant tourism, major tourist attractions	Lack of cycling information system
Advantages of a favorable geographical location to the western border	Lack of tourism marketing
Developed infrastructure	The occupancy rate of existing accommodations is low and there are few guest nights

Natural environment	Tourism program offer is seasonal, uncoordinated
Great offer of accomodation	Illegal landfills spoil the city's overall picture
Thermal water (unused)	Air, noise and other contamination from huge transit traffic
Bicycle route network in Fertő	Expertise and entrepreneurial skills are incomplete
Fertő Hanság national park	Outside roads are neglected in municipal management
<b>Opportunities</b>	<b>Threats</b>
Enhancing cross-border cooperation	Deteriorating public safety
Development of ecotourism	The high proportion of transit tourism remains
Maintenance of bicycle paths along the Fertő	The destruction of existing natural values
Creating roundabouts	The emergence of drug trafficking
Thermal tourism (in the long run)	Increased problems with transit traffic (air, noise, accident)
Expansion of the service sector	Lack of community organization
Strengthening regional cooperation	The use of unskilled labor can induce negative feedback on tourism
Development of tourism program packages, coordination of the whole region, development of a complex information system	Lack of advertising and IT development
Increasing tourism marketing	In the absence of a merger, the benefits of cooperation are lost
Development of complementary programs for events already known at national and international level	Due to income conditions, a well-trained workforce is employed abroad
Development of tours (cycling, walking)	Slow development of environmental awareness
Producing promotional materials and extensively	
Improving the qualifications of catering professionals (professional wine routes)	

## **Challenges in the region of lake of Neusiedl**

The lake of Neusiedl region is very diverse and has plenty of different interests. Within the interests, there are challenges for all kind of projects, especially tourism projects. It is a two-edged sword to improve the tourism, because on one side the region has a great potential that should be used, and on the other side mass tourism would be a problem for the environment and the special natural conditions. This results in many different challenges, that can create problems, but only if we are not aware of them.

We listed the challenges, that could interfere with our project:

- Bring together and manage the different stakeholders with all the various interests in the region
- The cooperation between the two countries with the laws and cross-border communication
- Finding a way to connect the public and the private actors
- Nature protection and the within coming restrictions

## **Stakeholder, interests**

First of all the main focus of the lake of Neusiedl is on the protection of the special natural conditions, which includes an enormous flora and fauna, a steppe lake and a reed-belt around the lake. This focus is mainly created by the national park Neusiedlersee/Fertö-Hanság. But also, other stakeholders, like UNESCO World Heritage Convention, WWF and the EU, who has created a Natura 2000 region around the lake of Neusiedl have interest in nature protection. Besides that, there is also an economic value for the region, which should be used. Especially tourism has a big impact in the region with different actors on the Austrian and Hungarian side of the border. In Austria the “Burgenland Tourismus GmbH” is the main stakeholder and in Hungary the “Hungarian Tourism agency” coordinates the private tourism agencies. The touristic interests in the region are widespread and not all types are interfering with the nature. For example, the high culture, historic tourism and wine tourism can exist next to the other sectors. There is also a particular form of natural tourism, that tries to make

people aware of the natural conditions and the specialty of this place. Other touristic interests like sport tourism have a huge impact and harm the nature world. The difficulty is to bring together the stakeholders to find a compromise for all interests.

### **Cross-border cooperation**

Cross-border cooperation always implicate special challenges for both sides and the project partners. The most obvious challenge is the language that is used in the project. In this border region the working language will be English, but often there is a good knowledge of the german language in Hungary, what could be an addition for special topics. The communication with the particular touristic attractions could be a problem, but the language skills in the tourism sector are good, so that should not be a main problem. Good communication is also the key to the next challenge that includes the statutory regulations. With two different countries involved in the project, we must have an eye on the laws and restrictions on both side of the border. Not only the cooperation between the official country facilities must function, but also the communication between the specific touristic attractions. Lying the focus on the interaction between these actors, it is easier to overcome the cross-border issues. Another cross-border problem is, that the responsibilities and fields of duties are dissimilar allocated in the governments. In this context, we have the touristic agencies, which are located on different political levels. In Hungary, the “Hungarian Tourism agency” is a on the level of federal state and has responsibilities for all touristic actions in Hungary. In Austria, the federal state only sets the basic conditions for the tourism. The main responsibilities are located at the state level, which creates a difficulty, because the austrian side can be way more precise in defining their aims for the region.

### **Cooperation between public and private sector**

For the project it is important to either cooperate with the main institutions from the public side, but also to find ways to connect the private touristic attractions. The interactive map should be provided by public institutions like the tourism agencies. So, the main focus will lay on this cooperation, but it makes no sense to establish the map without offering enough content to fill the map. The content will be packages, that include private touristic attractions, which should be connected to get a better offer.

For an example, we can look at the interactive map of “Burgenland Tourismus GmbH” in Austria. They work together with the private attractions and manage the information about the offers. The advantage for the private sector is promotion for their attractions. This is an enormous help for the costumers to create their perfect vacation in the lake of Neusiedl region. The interactive map is not only an information platform, but it is also connected with a discount for several attractions. They established a card (Burgenland card), which can be used to get discounts in the whole lake of Neusiedl region. Great execution of cooperation between the public and private sector. A goal in this project will be to encourage this cooperation and include the cross-border attractions. With all the difficulties of a cross-border project, this is a big challenge to implement our project.

### **Nature protection and natural restrictions**

Inevitable is to be aware of the nature protection in the lake of Neusiedl region. First of all, it is important to fulfill all protection targets and to contain the natural specialties. Otherwise, the region could lose the status of a World Heritage convention and further the status of a national park, what is necessary for protection. The protection is regulated by the law, especially for the national park. It will be challenging to establish a tourism sector in the national park or else to go through the national park. A cooperation with the national park would make sense to create packages with a nature element. This would make a lot of sense, because the national park is already cross-border and offers attractions exactly what is the target of this project. There are some attractions for nature education and sport tourism in the national park, but the potential is not nearly fulfilled. The national park designated particular areas, with special protection restrictions, where no kind of tourism is allowed. Not only the national park has restrictions we must be aware of, but also the “Natura 2000” region, which has been established by the EU. “Natura 2000” is a european network focusing on the flora and fauna in Europe. The protected areas guarantee a habitat for a different kind of species. In the lake of Neusiedl region, the main focus lies on the bird habitat, that is unique in this part of Europe. There are many more protection areas in the lake of Neusiedl region, and many restrictions, what shows the singularity of this place. Another sign, that it has great potential for different kind of touristic attractions. The most important thing will be to get an overview over the different protection areas and the restrictions for touristic actions in the region. Although it is a challenge to be aware of all-natural issues, it gives us an example for

transboundary cooperation. Nature protection does not make any sense only on one side of the border, so they have to work together in terms like monitoring or water quality. Cross-border cooperation in the national park is an overvalue and it also will in the tourism sector.

These challenges can cause problems in the procedure of the project, but it also strengthens the opinion, that it is the right region to establish an interactive map for touristic attractions. It guarantees us a variety of offers and the natural conditions for an exceptional experience. The main challenge behind all specific challenges is that there is a border in the mind. If we manage it to overcome the mental border, it would be much easier to start a cooperation and empower the economic performance.

### **The interactive map – cross-border map for touristic packages**

The touristic attractions in the lake of Neusiedl region are already divers and it is a rare place for tourism in border region, especially in the border between Hungary and Austria. Despite that, the potential of the economic value is not nearly fulfilled. With this offer, it is possible to create a cross-border experience, that provides an overvalue in experience and possibilities in this region. We want to create a touristic region, where the border is not a topic anymore.

## Interactive Map of Burgenland

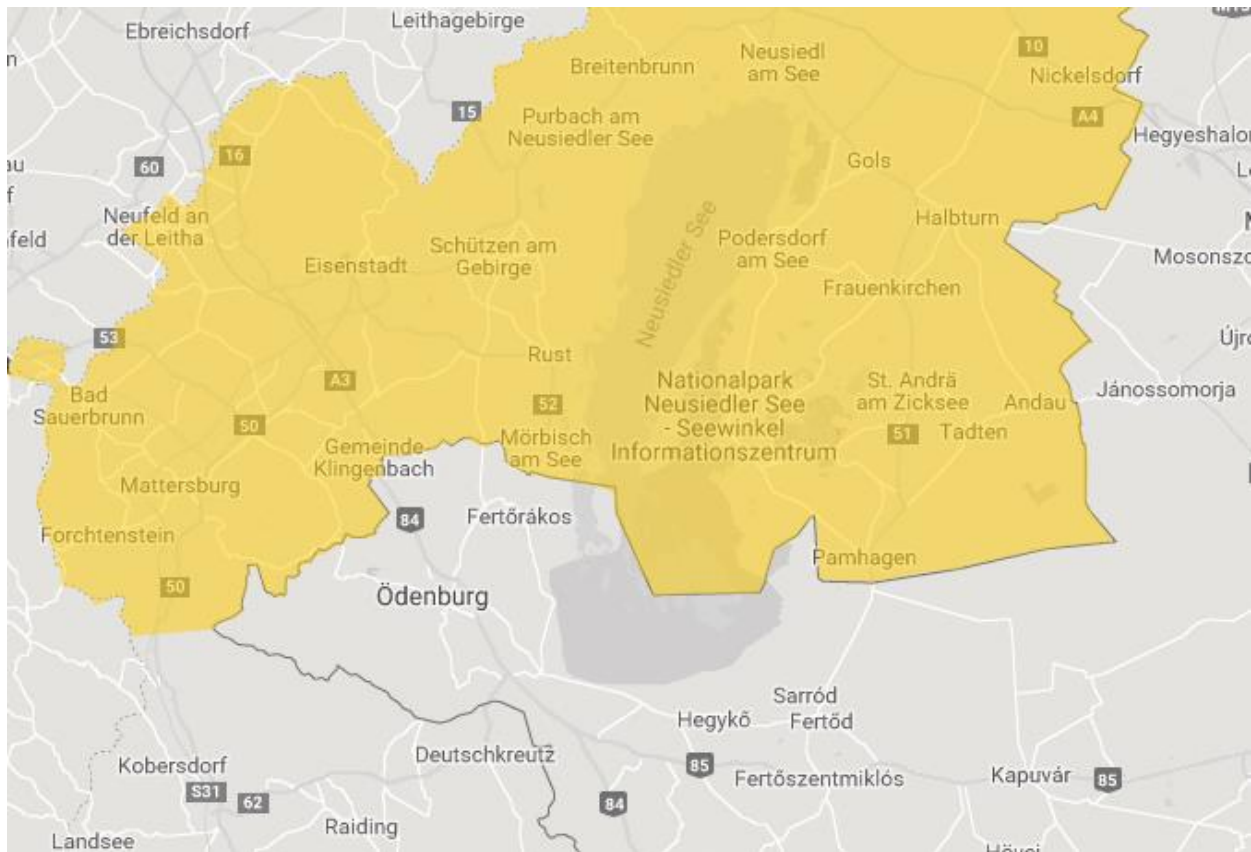


Figure 1: <https://www.neusiedlersee.com/de/services/interaktive-karte.html>

The interactive map of “Burgenland Tourismus GmbH” in Austria was the inspiration for the project of a cross-border map. They managed to establish an information platform for all touristic attractions in the lake of Neusiedl region. They marked the different places and summarized them in categories for a better overview. Of course, the map is only for a particular area, that does not cross borders, but they established a tool to book multi-day vacations, but this almost concentrates on the overnight stays. It is a great information platform for Austrian or maybe german tourists. They also connected the map and the homepage with discounts for different types of attractions and activities. But despite the positive things, the map and the strategy are unidimensional and only focuses on target groups in german-speaking countries, because all the information is only available in German. The offer would be better, if the state of Burgenland tries to think outside the box and connect their already existing offers with offers in Hungary. Although, we benefit from the already existing map in several things and we see it as an orientation for the information platform structure.

What are the sub-areas we can copy or improve for the cross-border map?



Figure 2: <https://www.neusiedlersee.com/de/services/interaktive-karte.html>

The menu:

The menu for the interactive map is segmented in categories for all touristic aspects. The big advantage of the map, as opposed to other information platforms, is the immediate information about the location. It is easy to book the best accommodation due to nearness to the attractions.

The categories are segmented in

- Accommodation
- Sport & Activity
- Culture
- Wine & Cuisine
- Family
- Others

Surprisingly, there is no extra category for nature tourism, what assumes a lack of cooperation with the national park. For the trans-border map, it would be a main target to cooperate with the national park. On one side, the national park already has plenty of touristic attractions, that generate a great experience in the nature and on the other side, they know how to cooperate in cross-border projects, like they already do. “Lake of changes” is an acronym for many keywords in the projects and it shows the main focus of the new map. Nature is a keyword for the cross-border map and should be a big part in the packages. Even, if it is not directly nature



tourism, it is important to establish a tourism in the lake of Neusiedl region, that can coexist harmonically with the nature.

The information on the platform does not only concentrate on the location of the attraction. It also gives details on what the offer includes, how long it is going to take and sometimes how much it will cost. The problem is that it is no booking website and there are no links to the actual attractions, so you have to look up every single attraction on the internet or call the operators.

## Cross-border map

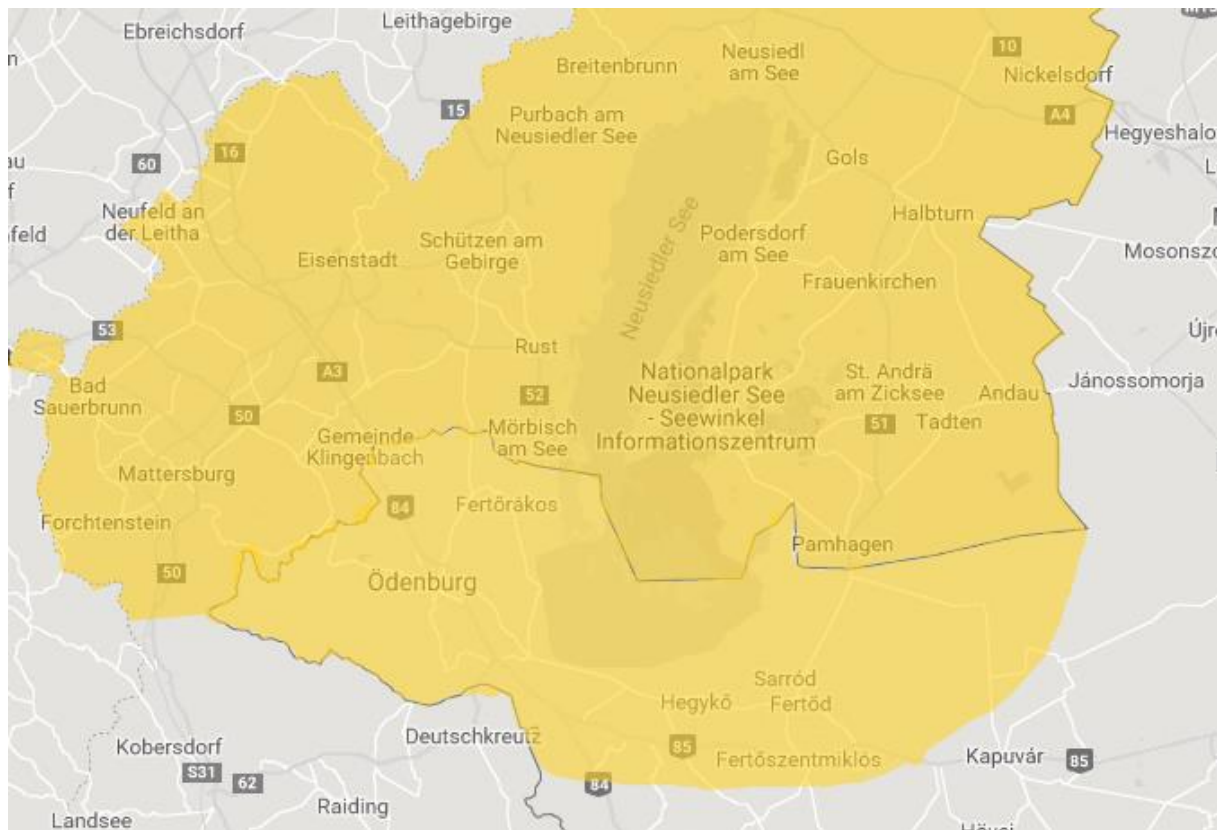


Figure 3: <https://www.neusiedlersee.com/de/services/interaktive-karte.html>

The project concentrates on the lake of Neusiedl region and to start the interactive map, we want to establish it in this area. Including the north of Burgenland and also the region near Sopron in Hungary, the map will have a transboundary component. In addition to the map of Burgenland, we want to adapt it to a multilingual map. First to allow the access for Hungarian and Austrian, but also to attract international tourists from all over Europe or maybe worldwide.

There is also another big difference between the already existing map and the cross-border map. The idea behind the trans-border map is to link the two sides of the border in a touristic cooperation to get a better experience for the tourists. This experience can be a holiday experience or an adventure experience, depending on the interests. All offers on the new map will be transboundary. To ensure the cross-border experience, we do not offer single attractions on the Austrian and Hungarian side, but we link them to a better experience. With a link between many attractions, we create packages that include different experiences and also accommodations and the transport between them. These packages can be booked right on the platform with only one click.

### **Categories of the map**

The categories will not be so specific like the already existing app in Burgenland, because often it is a combination of different kind of categories. For instance, one package can combine the culture-, wine-, and cuisine tourism. The categories for the new map will combine different touristic areas:



With the cultural background of the region and the importance of theatre and classical music, it is necessary to establish a category that connects high culture with the history of the place. Castles and theatres are situated on both sides of border, like the Esterhazy castles in Fertöd and Eisenstadt. Also, theatre and orchestras are situated in this border region with stages in Mörbisch, Fertörakos, Rust and several more. We also thought of a package in this category, what will be discussed later in the report. The next category is easy to connect, because there are already a lot of offers on both sides of the border for sport in the nature. Also, the national

park offers nature walks in combination with sport activities. The focus on “Nature & Sports” and the “Nature relax” category lies on the cooperation with the national park Neusiedlersee/Fertö-Hanschag. We also elaborated a package for Nature & Sports, that includes an educational path in the national park on the Hungarian side. They already have a cross-border infrastructure, that could help us to initiate more trans-border cooperation with smaller stakeholders in the area. The Nature relax category should target people, that like to get out of the everyday life and just enjoy the beautiful landscape with nature walks or swimming in the lake of Neusiedl. The fourth category concentrates on the wine and classical music tourism. The already existing possibilities for operas and orchestras in the lake of Neusiedl area are immense and can be used for a perfect cultural experience. In combination with the “Wine academy” in Rust or wine-growing regions near the lake, we try to extend the packages and attract people, who are interested in high culture.

### **Details on the information**

The cross-border map is an information platform for tourists in Austria, Hungaria, but also for international tourists. It should be possible for everybody to get the information and the experience they want. The first information the user will get is the name of the packages and the route, that goes within the package. They click on a particular package and see the starting point and the route between the different attractions. As an additional information, the transport will also be described, because a main focus is to establish an ecofriendly tourism. That is why we concentrate on e-mobility or alternative means of transport like bicycles or carriages.

The next information for the tourist is about the duration and accommodation for the tourists. If it is a multi-day package, the accommodation should already be certain and also on the route between the attractions. Another information that comes within, is the details about the attractions and the full program for the cross-border experience. In case of an option between two attractions, they have the possibility to choose right on the platform. To complete the information about the packages, the tourists get the price and also a link to the platform, where they can book the package like they chose it in the interactive map.

## **The packages we have already made**

We have already made two packages. One is called THE ESZTERHÁZY EXPERIENCE. This is a history based package. The other one is in connection with the nature and sports so it is called the NATURE SPORT.

### **The eszterházy experience**

This package combines more kinds of tourism. These are: historical tourism, high tourism and wine tourism. We have chosen this because that would be great if we could combine the given attractions with our new, holistic ideas.

### **Short history of the family**

This package is based mainly on the family of Eszterházy.

Since the 17th century, this family were among the greatest landowner magnates of the Kingdom of Hungary during the time it was part of the Habsburg Empire and later Austria-Hungary.

The family nowadays has residences both in the Austrian and in the Hungarian side. That is the main reason we have thought that would be the perfect option.

### **The target groups**

On one hand we would like to target people with high income, who are over 45 years.

On the second hand we would like to offer this package to people who are interested in history and of course for the Eszterházy family.

With this we would like to target individuals or smaller groups. There would be no group mixing.

## **Alraedy existing attractions**

We have already existing attraction. For example the two Eszterházy castles. One in Fertőd and one in Eisenstadt. The castle of Eisenstadt has a wine cellar too. These castles are nota s used as they could be (for example: the rooms in the castle are not used at all.) In Eisenstadt we can find a museum of the famous musician, Hydan (the Haydanhous).

We also have theaters. A water theater in Mörbisch, a closed theater in Fertőrákos and a puppet theater in Fertőd.

In Rust we can find a Wine Academy too. In that region we can find a wine region too.

## **The concept of this package**

The concept would be, that we would like to provide our participants a hollistic experience of the lives of the people in the 18<sup>th</sup> century for three days.

We would like to show this package in details:

**ACCOMODATION:** The accomodation would be at the castles (in Eisenstadt andin Fertőd with full board.

**1. DAY:** In the first day the accomodation would be in the Castle of Eszterházy in Eisenstadt.

The programmes during the day would be the visit of the Haydanhouse, than wine tasting in Rust. Transportation to Rust would be by horse carriages. After that the programms would take place in the area of the castle. In the evening there would be a ball with music and after it fireworks. That would represent the lives of the aristocats in the 18<sup>th</sup> century.

**2. DAY:** In the second day the participants would go to Mörbitsc or to Fertőrákos (choosable) in order to take part in a theater experience. The ride to the theater would be by horse carriages. After the they would go to Fertőd, where they could

have the same catering and sleeping facilities as in Eisenstadt. The transportation to Fertőd would be also by horse carriages.

**3. DAY:** In the third day the programmes would be hold in the castle. Here the people can visit the puppet theater. There would be a tether play for them. In the evening there would be a closing ceremony. That means a dance and music ceremony.



The map of the route. (Marked with the purple colour.)

source:[https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9r%C3%A9p&rlz=1C1DIMC\\_enHU817HU817&tmb=isc&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252Ceu2-2-X9mea5LM%252C\\_&vet=1&usg=AI4\\_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwjtiuLj5-vhAhVkxaYKHQinChQQ9QEwAAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1](https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9r%C3%A9p&rlz=1C1DIMC_enHU817HU817&tmb=isc&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252Ceu2-2-X9mea5LM%252C_&vet=1&usg=AI4_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwjtiuLj5-vhAhVkxaYKHQinChQQ9QEwAAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1)



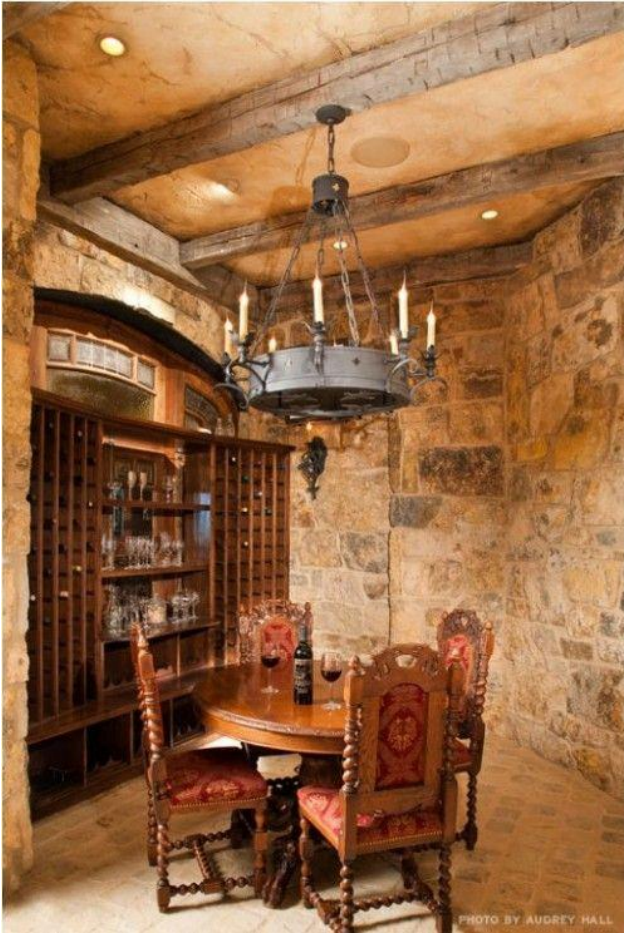
The castle of Eszterházy in Fertőd

source:[https://www.google.com/search?q=esterh%C3%A1zy+kast%C3%A9ly+fert%C5%91d&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi9uNyo6OvhAhWHIZoKHV98Aa4Q\\_AUIDigB&biw=1366&bih=576#imgrc=ojH7bJZxt8V56M:](https://www.google.com/search?q=esterh%C3%A1zy+kast%C3%A9ly+fert%C5%91d&rlz=1C1DIMC_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi9uNyo6OvhAhWHIZoKHV98Aa4Q_AUIDigB&biw=1366&bih=576#imgrc=ojH7bJZxt8V56M:)



The castle of Eszterházy in Eisenstadt.

source:[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=hPTBXL2bCMKSkwX\\_r5SACg&q=esterh%C3%A1zy+kast%C3%A9ly+eisenstadt&oq=esterh%C3%A1zy+kast%C3%A9ly+eisenstad&gs\\_l=img.1.0.0j0i24.176949.179936..181454...0.0..0.86.744.10.....0.....1..gws-wiz-img.....0i67.73LPkhKVC5Y#imgrc=X6NJHuekwaMxuM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=hPTBXL2bCMKSkwX_r5SACg&q=esterh%C3%A1zy+kast%C3%A9ly+eisenstadt&oq=esterh%C3%A1zy+kast%C3%A9ly+eisenstad&gs_l=img.1.0.0j0i24.176949.179936..181454...0.0..0.86.744.10.....0.....1..gws-wiz-img.....0i67.73LPkhKVC5Y#imgrc=X6NJHuekwaMxuM:)



Wine cellar

source:[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=OvXBXNbGHoaSkwXI963gCA&q=ruszt+wine+cellar&og=ruszt+wine+cellar&gs\\_l=img.3...177847.188499..188728...5.0..0.99.1725.22.....0...1..gws-wiz-img.....0..0i67j0i30j0i5i30j0i8i30j0i24.Vqlm5Go-E64#imgrc=hAei3405fW8TM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=OvXBXNbGHoaSkwXI963gCA&q=ruszt+wine+cellar&og=ruszt+wine+cellar&gs_l=img.3...177847.188499..188728...5.0..0.99.1725.22.....0...1..gws-wiz-img.....0..0i67j0i30j0i5i30j0i8i30j0i24.Vqlm5Go-E64#imgrc=hAei3405fW8TM:)



The theater in  
Fertőrákos.

source:[https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKewispfG\\_1ujhAhXjwosKHdL5DF8Q\\_AUIDigB&biw=1366&bih=625#imgrc=2\\_qwivQyuiH0dM:](https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKewispfG_1ujhAhXjwosKHdL5DF8Q_AUIDigB&biw=1366&bih=625#imgrc=2_qwivQyuiH0dM:)





The theater in Mörbisch.

source:[https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbn=isch&sa=X&ved=0ahUKewispfg\\_1ujhAhXJwosKHdL5DF8Q\\_AUIDigB&biw=1366&bih=625#imgrc=XsTtyQxei6x0M:](https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC_enHU817HU817&source=lnms&tbn=isch&sa=X&ved=0ahUKewispfg_1ujhAhXJwosKHdL5DF8Q_AUIDigB&biw=1366&bih=625#imgrc=XsTtyQxei6x0M:)



The carriage

source:[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbn=isch&sa=1&ei=W\\_fBXKyLK4X7kwXBz5HwBQ&q=carriage&og=carriage&gs\\_l=img\\_3..014j0i30i6.108319.113153..113283...3.0..0.99.869.11.....0...1..gws-wiz-img.....0..0i19.ZRvS-CEu6ig#imgrc=vzeZrLQvqks-fM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbn=isch&sa=1&ei=W_fBXKyLK4X7kwXBz5HwBQ&q=carriage&og=carriage&gs_l=img_3..014j0i30i6.108319.113153..113283...3.0..0.99.869.11.....0...1..gws-wiz-img.....0..0i19.ZRvS-CEu6ig#imgrc=vzeZrLQvqks-fM:)

## **The nature sport**

The second package we have made is in connection with the nature and with sports. In this package we would like to combine the already existing beauty of the Lake Fertő/Neusidl with new ideas.

## **The target groups**

One of the target group of this package are nature enthusiasts. We would like to offer them an unforgettable experience in connection with the nature.

This package is also suitable to families with children or without children.

## **The already existing/under progress attractions**

The most important attraction is the Lake Fertő/Neusidl and the bicycle route that goes around of it and crosses the border. Because of it you can find a lot of bicycle renting facilities too in both sides.

On the Hungarian side of the border we can find a water educational park. This is a very special educational path what people can visit by kayak, in small groups (8-10 persons).

Last but not least there are a project that is proceeding in Fertőrákos. The point of this project is to make that area more sustainable. That means that there will be built an ECO-Hotel, with an ECO museum.

## **The concept of the package**

This package would provide unforgettable memories in harmony with the nature. This experience would last for three days.

**ACCOMMODATION:** The accommodation would be in the ECO Hotel.

- 1. DAY:** The start would be in Podersdorf (Austria) with bicycles. Participants would go to Fertőrákos by following the bicycle route. After the arrival the accommodation would be in the ECO Hotel.

2. **DAY:** Ont he second day the programm would be the visit of the educational park and the ECO museum.

3. **DAY:** The third day the participants would get back to Podersdorf by shuttle services or by electric boats.



The route (Marked with the green colour)

source: [https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9r%C3%A9p&rlz=1C1DIMC\\_enHU817HU817&tbm=isch&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252Ceu2-2-X9mea5LM%252C\\_&vet=1&usg=AI4\\_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwitiulj5-vhAhVkxaYKHQinChQQ9QEwAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1](https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9r%C3%A9p&rlz=1C1DIMC_enHU817HU817&tbm=isch&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252Ceu2-2-X9mea5LM%252C_&vet=1&usg=AI4_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwitiulj5-vhAhVkxaYKHQinChQQ9QEwAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1)



## The educational path

source: [https://www.google.com/search?q=vizi+tan%C3%B6sv%C3%A9ny+fert%C5%91&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbnisch&sa=X&ved=0ahUKEWiLkMSeq3hAhUil4sKHZHxAocQ\\_AUIDigB&biw=1366&bih=625#imgrc=efMdBdSQRhv3fM:](https://www.google.com/search?q=vizi+tan%C3%B6sv%C3%A9ny+fert%C5%91&rlz=1C1DIMC_enHU817HU817&source=lnms&tbnisch&sa=X&ved=0ahUKEWiLkMSeq3hAhUil4sKHZHxAocQ_AUIDigB&biw=1366&bih=625#imgrc=efMdBdSQRhv3fM:)



## The ECO Hotel

source: [https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbnisch&sa=1&ei=J7\\_CXJ7cC-KWjgaf9YSwDQ&q=eco+hotel+log%C3%B3&og=eco+hotel+log%C3%B3&gs\\_l=img.3...4276.5367..5601...0.0..0.115.507.2j3.....0....1..gws-wiz-img.....0i19j0i8i30i19j0i30i19.qMrzBgr9KJY#imgrc=CZoyEiFG3JXHWMI:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbnisch&sa=1&ei=J7_CXJ7cC-KWjgaf9YSwDQ&q=eco+hotel+log%C3%B3&og=eco+hotel+log%C3%B3&gs_l=img.3...4276.5367..5601...0.0..0.115.507.2j3.....0....1..gws-wiz-img.....0i19j0i8i30i19j0i30i19.qMrzBgr9KJY#imgrc=CZoyEiFG3JXHWMI:)



## The bicycle route

source: [https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=Lb\\_CXLihM8jMrgS-5ZygDQ&q=biciklim+%C3%BA+fert%C5%91+t%C3%B3&og=biciklim+%C3%BA+fert%C5%91+t%C3%B3&gs\\_l=img.3...86205.94537..94770..9.0..0.121.1903.19j2.....0....1..gws-wiz-img.....0..0i67j0i0i10i0i5i30i0i10i24j0i24.HDXcQhLha50#imgrc=5VDqy9T18Zwr8M:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=Lb_CXLihM8jMrgS-5ZygDQ&q=biciklim+%C3%BA+fert%C5%91+t%C3%B3&og=biciklim+%C3%BA+fert%C5%91+t%C3%B3&gs_l=img.3...86205.94537..94770..9.0..0.121.1903.19j2.....0....1..gws-wiz-img.....0..0i67j0i0i10i0i5i30i0i10i24j0i24.HDXcQhLha50#imgrc=5VDqy9T18Zwr8M:)



## The Lake Fertő/Neusidl

source: [https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=jr\\_CXMTYDKb1qwGW\\_r24CA&q=+fert%C5%91+t%C3%B3&og=+fert%C5%91+t%C3%B3&gs\\_l=img.3..0i67j0i0i67j0i7.68614.69240..70211...0.0..0.110.210.0j2.....0...1..gws-wiz-img.pQg2aRrRJG4#imgrc=FOkHAEXaogv1OM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=jr_CXMTYDKb1qwGW_r24CA&q=+fert%C5%91+t%C3%B3&og=+fert%C5%91+t%C3%B3&gs_l=img.3..0i67j0i0i67j0i7.68614.69240..70211...0.0..0.110.210.0j2.....0...1..gws-wiz-img.pQg2aRrRJG4#imgrc=FOkHAEXaogv1OM:)

## Sources

[http://www.fertod.hu/turizmus/dload/fertod\\_varos\\_turizmusfejlesztési\\_akcioterve\\_2015.pdf](http://www.fertod.hu/turizmus/dload/fertod_varos_turizmusfejlesztési_akcioterve_2015.pdf)

[https://www.google.com/search?rlz=1C1GCEA\\_enHU743HU743&biw=1366&bih=657&tbm=isch&sa=1&ei=mArCXOaPGtH3kwWq3ZiIAg&q=regionet&oq=regionet&gs\\_l=img.3..0i30l3j0i5i30j0i24l2.1223751.1227385..1227900...1.0..0.110.901.3j6.....1....1..gws-wiz-img.....0j0i67.JHfVFSu6oY4#imgrc=3eFxxkng9w00WAM:](https://www.google.com/search?rlz=1C1GCEA_enHU743HU743&biw=1366&bih=657&tbm=isch&sa=1&ei=mArCXOaPGtH3kwWq3ZiIAg&q=regionet&oq=regionet&gs_l=img.3..0i30l3j0i5i30j0i24l2.1223751.1227385..1227900...1.0..0.110.901.3j6.....1....1..gws-wiz-img.....0j0i67.JHfVFSu6oY4#imgrc=3eFxxkng9w00WAM:)

<http://www.regionetcompetitive.eu/hu/page/project>

[https://www.google.com/search?rlz=1C1GCEA\\_enHU743HU743&biw=1366&bih=657&tbm=isch&sa=1&ei=mArCXOaPGtH3kwWq3ZiIAg&q=regionet&oq=regionet&gs\\_l=img.3..0i30l3j0i5i30j0i24l2.1223751.1227385..1227900...1.0..0.110.901.3j6.....1....1..gws-wiz-img.....0j0i67.JHfVFSu6oY4#imgrc=3eFxxkng9w00WAM:](https://www.google.com/search?rlz=1C1GCEA_enHU743HU743&biw=1366&bih=657&tbm=isch&sa=1&ei=mArCXOaPGtH3kwWq3ZiIAg&q=regionet&oq=regionet&gs_l=img.3..0i30l3j0i5i30j0i24l2.1223751.1227385..1227900...1.0..0.110.901.3j6.....1....1..gws-wiz-img.....0j0i67.JHfVFSu6oY4#imgrc=3eFxxkng9w00WAM:)

[https://hu.wikipedia.org/wiki/Fert%C5%91#/media/File:Neusiedler\\_Lake\\_satellite.png](https://hu.wikipedia.org/wiki/Fert%C5%91#/media/File:Neusiedler_Lake_satellite.png)

<https://www.neusiedlersee.com/de/services/interaktive-karte.html>

[https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9rk%C3%A9p&rlz=1C1DIMC\\_enHU817HU817&tbm=isch&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252CeU2-2-X9mea5LM%252C\\_&vet=1&usg=AI4\\_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwjtiuLj5-vhAhVxkaYKHQinChQQ9QEwAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1](https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9rk%C3%A9p&rlz=1C1DIMC_enHU817HU817&tbm=isch&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252CeU2-2-X9mea5LM%252C_&vet=1&usg=AI4_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwjtiuLj5-vhAhVxkaYKHQinChQQ9QEwAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1)

[https://www.google.com/search?q=esterh%C3%A1zy+kast%C3%A9ly+fert%C5%91d&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi9uNyo6OvhAhWHIZoKHV98Aa4Q\\_AUIDigB&biw=1366&bih=576#imgrc=ojH7bJZxt8V56M:](https://www.google.com/search?q=esterh%C3%A1zy+kast%C3%A9ly+fert%C5%91d&rlz=1C1DIMC_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi9uNyo6OvhAhWHIZoKHV98Aa4Q_AUIDigB&biw=1366&bih=576#imgrc=ojH7bJZxt8V56M:)

[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=hPTBXL2bCMKSkwX\\_r5SACg&q=esterh%C3%A1zy+kast%C3%A9ly+ei senstadt&oq=esterh%C3%A1zy+kast%C3%A9ly+eisenstad&gs\\_l=img.1.0.0j0i24.176949.179936..181454...0.0..0.86.744.10.....0....1..gws-wiz-img.....0i67.73LPKhKVC5Y#imgrc=X6NjHuekwaMxuM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=hPTBXL2bCMKSkwX_r5SACg&q=esterh%C3%A1zy+kast%C3%A9ly+ei senstadt&oq=esterh%C3%A1zy+kast%C3%A9ly+eisenstad&gs_l=img.1.0.0j0i24.176949.179936..181454...0.0..0.86.744.10.....0....1..gws-wiz-img.....0i67.73LPKhKVC5Y#imgrc=X6NjHuekwaMxuM:)

[:https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=OvXBXNbGHoaSkwXl963gCA&q=ruszt+wine+cellar&oq=ruszt+wine+cellar&gs\\_l=img.3...177847.188499..188728...5.0..0.99.1725.22.....0....1..gws-wiz-img.....0..0i67j0j0i30j0i5i30j0i8i30j0i24.Vqlm5Go-E64#imgrc=hAeii3405fW8TM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=OvXBXNbGHoaSkwXl963gCA&q=ruszt+wine+cellar&oq=ruszt+wine+cellar&gs_l=img.3...177847.188499..188728...5.0..0.99.1725.22.....0....1..gws-wiz-img.....0..0i67j0j0i30j0i5i30j0i8i30j0i24.Vqlm5Go-E64#imgrc=hAeii3405fW8TM:)

[https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjspFG\\_1ujhAhXJwosKHdL5DF8Q\\_AUIDigB&biw=1366&bih=625#imgrc=2\\_qwjyQyujH0dM:](https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjspFG_1ujhAhXJwosKHdL5DF8Q_AUIDigB&biw=1366&bih=625#imgrc=2_qwjyQyujH0dM:)

[:https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjspFG\\_1ujhAhXJwosKHdL5DF8Q\\_AUIDigB&biw=1366&bih=625#imgrc=\\_XsTtyQxei6x0M:](https://www.google.com/search?q=m%C3%B6rbisch+am+see+theater&rlz=1C1DIMC_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjspFG_1ujhAhXJwosKHdL5DF8Q_AUIDigB&biw=1366&bih=625#imgrc=_XsTtyQxei6x0M:)

[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=W\\_fBXXyLK4X7kwXBz5HwBQ&q=carriage&oq=carriage&gs\\_l=img.3..0](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=W_fBXXyLK4X7kwXBz5HwBQ&q=carriage&oq=carriage&gs_l=img.3..0)

[14j0i30i6.108319.113153..113283...3.0..0.99.869.11.....0....1..gws-wiz-img.....0..0i19.ZRvS-CEu6ig#imgrc=vzeZrLOvqks-fM:](https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9rk%C3%A9p&rlz=1C1DIMC_enHU817HU817&tbm=isch&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252Ceu2-2-X9mea5LM%252C_&vet=1&usg=AI4_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwjtiuLj5-vhAhVkxaYKHQinChQQ9QEwAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1)

[https://www.google.com/search?q=fert%C5%91+t%C3%B3+biciklis+t%C3%A9rk%C3%A9p&rlz=1C1DIMC\\_enHU817HU817&tbm=isch&source=iu&ictx=1&fir=CaWxncCBHRFkqM%253A%252Ceu2-2-X9mea5LM%252C\\_&vet=1&usg=AI4\\_kTF4cW5n4oR2mKLRjueXKCgoSyQQg&sa=X&ved=2ahUKEwjtiuLj5-vhAhVkxaYKHQinChQQ9QEwAnoECAkQBA#imgrc=CaWxncCBHRFkqM:&vet=1](https://www.google.com/search?q=vizi+tan%C3%B6sv%C3%A9ny+fert%C5%91&rlz=1C1DIMC_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiLkMSeqe3hAhUIl4sKHZHXaocQ_AUIDigB&biw=1366&bih=625#imgrc=efMdBdSQRhv3fM:)

[https://www.google.com/search?q=vizi+tan%C3%B6sv%C3%A9ny+fert%C5%91&rlz=1C1DIMC\\_enHU817HU817&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiLkMSeqe3hAhUIl4sKHZHXaocQ\\_AUIDigB&biw=1366&bih=625#imgrc=efMdBdSQRhv3fM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=J7_CXJ7cC-KWjgaf9YSwDQ&q=eco+hotel+log%C3%B3&oq=eco+hotel+log%C3%B3&gs_l=img.3...4276.5367..5601...0.0..0.115.507.2j3.....0....1..gws-wiz-img.....0i19j0i8i30i19j0i30i19.qMrzBgr9KJY#imgrc=CZoyEiFG3JXHWM:)

[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=J7\\_CXJ7cC-KWjgaf9YSwDQ&q=eco+hotel+log%C3%B3&oq=eco+hotel+log%C3%B3&gs\\_l=img.3...4276.5367..5601...0.0..0.115.507.2j3.....0....1..gws-wiz-img.....0i19j0i8i30i19j0i30i19.qMrzBgr9KJY#imgrc=CZoyEiFG3JXHWM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=J7_CXJ7cC-KWjgaf9YSwDQ&q=eco+hotel+log%C3%B3&oq=eco+hotel+log%C3%B3&gs_l=img.3...4276.5367..5601...0.0..0.115.507.2j3.....0....1..gws-wiz-img.....0i19j0i8i30i19j0i30i19.qMrzBgr9KJY#imgrc=CZoyEiFG3JXHWM:)

:

[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=Lb\\_CXLjhM8jMrgS-5ZygDQ&q=biciklim+%C3%BAt+fert%C5%91+t%C3%B3&oq=biciklim+%C3%BAt+fert%C5%91+t%C3%B3&gs\\_l=img.3...86205.94537..94770...9.0..0.121.1903.19j2.....0....1..gws-wiz-img.....0..0i67j0i10j0i5i30j0i10i24j0i24.HDXcQhLha50#imgrc=5VDqy9T18Zwr8M:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=Lb_CXLjhM8jMrgS-5ZygDQ&q=biciklim+%C3%BAt+fert%C5%91+t%C3%B3&oq=biciklim+%C3%BAt+fert%C5%91+t%C3%B3&gs_l=img.3...86205.94537..94770...9.0..0.121.1903.19j2.....0....1..gws-wiz-img.....0..0i67j0i10j0i5i30j0i10i24j0i24.HDXcQhLha50#imgrc=5VDqy9T18Zwr8M:)

[https://www.google.com/search?rlz=1C1DIMC\\_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=jr\\_CXMTYDKb1qwGW\\_r24CA&q=+fert%C5%91+t%C3%B3&oq=+fert%C5%91+t%C3%B3&gs\\_l=img.3..0i67j0i67j0i7.68614.69240..70211...0.0..0.110.210.0j2.....0....1..gws-wiz-img.pQg2aRrRJG4#imgrc=FOkHAEXaogv1OM:](https://www.google.com/search?rlz=1C1DIMC_enHU817HU817&biw=1366&bih=576&tbm=isch&sa=1&ei=jr_CXMTYDKb1qwGW_r24CA&q=+fert%C5%91+t%C3%B3&oq=+fert%C5%91+t%C3%B3&gs_l=img.3..0i67j0i67j0i7.68614.69240..70211...0.0..0.110.210.0j2.....0....1..gws-wiz-img.pQg2aRrRJG4#imgrc=FOkHAEXaogv1OM:)