

interreg - IPA CBC  
Hungary - Serbia

**CLOSING CONFERENCE**

## Development of water tourism on waterways connecting Hungary and Serbia

**WATERTOUR project**  
**HUSRB/1602/31/0204**

**Summary of the results of WATERTOUR project**

**Ferenc Győri professional leader**

The project is co-financed by the European Union

**Subotica, 11. 12. 2019**

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**WATERTOUR**  
**HUSRB/1602/31/0204**

**PRIORITY AXIS 3**


ENCOURAGING TOURISM AND CULTURAL HERITAGE COOPERATION

**ACTION 1**

TOURIST PRODUCTS, SERVICES AND ATTRACTIONS BASED ON CULTURAL AND NATURAL HERITAGE

**THE AIM OF THE PROJECT WAS**

- THE ENCOURAGEMENT OF ENGAGEMENT IN WATER TOURISM
- THE INVESTIGATION OF THE COMMON TRADITIONS AND CULTURAL HERITAGE OF HUNGARY AND SERBIA AS TOURISTIC ATTRACTIONS



A projekt címe: A vizturizmus fejlesztése a Magyarországot és Szerbiát összekötő vízi útvonalakon

Vezető kezdeményezett: Szegedi Tudományegyetem  
Partnerek: Újvidéki Egyetem, Természettudományi és Matematikai Egyetem Kar, Újvidéki Egyetem, Sport és Testnevelési Kar

Európai uniós hozzájárulás (IPA): 394.870,70 EUR


A projekt kezdete: 2018. május 01.  
A projekt vége: 2019. december 31.

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**IMPLEMENTERS (LEAD BENEFICIARY)**



**University of Szeged**

**Juhász Gyula Faculty of Education**

**Faculty of Sciences and Informatics**


**Institute of P.E. and Sport Science**   **Institute of Applied Sciences**   **IAS Department of Applied Informatics**   **Institute of Applied Social Sciences and Minority Politics**   **I.G.G. Department of Social and Economic Geography**

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**IMPLEMENTERS (BENEFICIARIES)**



**University of Novi Sad**

**Faculty of Sport and P.E.**   **Hungarian Language Teacher Training Faculty**   **Faculty of Sciences Department of Geography, Tourism and Hotel Management**


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## THE BACKGROUND OF THE APPLICATION FOR THE PROJECT

- THE UNIVERSITY OF SZEGED AND THE UNIVERSITY OF NOVI SAD HAVE A GOOD PROFESSIONAL RELATIONSHIP – BOTH SPORTS TEACHERS AND GEOGRAPHERS ALIKE
- RECOGNITION OF THE NEED FOR ACTIVE TOURISM DEVELOPMENT
- RECOGNITION OF THE NEED IN CULTURAL COOPERATION
- RECOGNITION OF THE NEED FOR THE PROTECTION OF THE COMMON NATURAL, HISTORICAL VALUES



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## TARGET GROUPS

**SPECIFIC TARGET GROUPS** - YOUNG PEOPLE  
- UNIVERSITY STUDENTS - INHABITANTS OF THE VOJVODINA AND THE SOUTHERN GREAT PLAIN REGIONS

**INDIRECT TARGET GROUPS** - LOCAL GOVERNMENTS OF THE SETTLEMENTS CONCERNED - PROVIDERS OF SPORT SERVICES - PROVIDERS OF TOURISM SERVICES

**DIRECT TARGET GROUPS** - PARTICIPANTS IN SPORT TOURISM - WOULD-BE TOURISTS




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## PROJECT BUDGET SUMMARY



University of Szeged won more than 240 thousands of EURO AND University of Novi Sad won more than 220 thousands of EURO support for the implementation of project

Budget line	(%)
1. Preparation cost	0
2. Staff costs	57
3. Office	8
4. Travel	7
5. External services	23
6. Equipment expenditure	5
7. Infrastructure	0
<b>Total</b>	<b>100</b>

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## THE TANGIBLE OUTPUTS OF THE PROJECT (I)

**PROFESSIONAL FIELD TRIP, 12-13 SEPT 2019**

We took a motor boat tour of the project pilot program sites. During the trip it was possible to gather professional experience and get to know each other in the field of water tourism.

**EXPERT MEETING, SZEGED, 4 OCT 2019**

The meeting was set up to finalize project assignments, submit modification requests, select project event dates, and provide procurement information.




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**OPENING CONFERENCE, SZEGED, 28 FEBR 2019**

- It was organized to reach the maximum impact of communication activities and the broadest visibility in media coverage. During this activity an open call was launched in order to attract target groups.
- 9 plenary presentation: introducing of the project and the beneficiaries
- News Conference



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**Interreg - IPA CBC** Hungary - Serbia **THE TANGIBLE OUTPUTS OF THE PROJECT (3)**

**6 HUNGARIAN WORKSHOPS, SZEGED, 1 MARCH 2019 – 16 MAY 2019**

ABOUT:

- Historical and ethnical heritage
- Ethnographic and cultural traditions
- Physical geographical and ecological values
- Society and economy
- Prospects for tourism
- Sport tourism traditions and perspectives in the Tisa Valley



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**4 SERBIAN WORKSHOPS, 2 FORUMS, 1 CONFERENCE, NOVI SAD, KANJIZA, 1 MARCH 2019 – 31 AUG 2019**

ABOUT:

- Rural and ethno tourism
- Water tourism and the potential stakeholders
- Recreational, tourist and cultural activities during the pilot program
- Sport tourism traditions and perspectives
- Prospects of the implementation of various sports and recreational contents
- The examples of good practice in tourism in the Tisa Valley



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**WATERTOUR STRATEGY**

SOME OF MAIN FINDINGS (1):

- EU funding can also be involved in river tourism product development
- The tourist infrastructure along the Tisza river needs further development (e.g. camping sites, water stops, shower cabins)
- The Tisza water hiking route can be developed by connecting the backwaters and canals
- The tourist attraction of nature would be further enhanced by the creation of new nature trails
- The creation of thematic and complex routes (e.g. public buildings, schools, churches, castles, gastronomy) would further increase the attractiveness of settlements.



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## THE TANGIBLE OUTPUTS OF THE PROJECT (6)

**WATERTOUR STRATEGY**

SOME OF MAIN FINDINGS (2):

- It would be worthwhile to widen the range of leisure facilities and services at each of the water stops.
- Continuous improvement should also be made in the field of sports knowledge and tour organization, supported by universities and sports clubs.
- Motivating young people - especially students from two major universities
- Involving the local population in sports and recreational activities
- Coordinated marketing communication, unified image
- The developments would also serve the recreational needs of the local population, and on the other hand, services (eg accommodation, hospitality, port services) could bring resources to the settlement, creating jobs.



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## THE TANGIBLE OUTPUTS OF THE PROJECT (7)

**PILOT PROGRAM (1<sup>ST</sup> STAGE)**

Date: 23-29th AUG 2019

Place: Tiszakécske-Csongrád-Mindszent-Szeged

The total number of participants: 58 persons (50 students 8 teachers)


The type of attendees:

University students and teachers involved in the topics (SZTE, UNS)

Representatives of the media (2 persons)

Project partners (3 persons service providers)

The first part of a two weeks long kayak-canoe trip for the students of The University of Szeged and The University of Novi Sad) combined with handling over the academic knowledge about geography and culture of the region with sports and leisure time activities.



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## THE TANGIBLE OUTPUTS OF THE PROJECT (8)

**PILOT PROGRAM (2<sup>ND</sup> STAGE)**

Date: 30th AUG – 6TH SEPT 2019

Place: Szeged-Kanjiza-Ada-Becej-Aradac-Stari Slankamen

The total number of participants: 58 persons (50 students 8 teachers)


The type of attendees:

University students and teachers involved in the topics (SZTE, UNS)

Representatives of the media (2 persons)

Project partners (3 persons service providers)

The second part of a two weeks long kayak-canoe trip for the students of The University of Szeged and The University of Novi Sad) combined with handling over the academic knowledge about geography and culture of the region with sports and leisure time activities.



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## THE TANGIBLE OUTPUTS OF THE PROJECT (10)

**WATER TOURISM GUIDE**

VÍZITÚRA KALAUZ  
VODITELJ TURE U VESLANJU  
WATERTOUR GUIDE

- 105 pages
- 3 languages
- Basic informations about
- The natural, historical, cultural heritage of Lower-Tisza region
- The watertouring facilities
- The touristic attractions



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A project of European Union  
Magyarországon és Szerbián

Jól összemérődök a közös jövőért

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## THE TANGIBLE OUTPUTS OF THE PROJECT (11)

**MOBILE APPLICATION**

- Offline
- 3 languages
- Basic informations about
  - The natural, historical, cultural heritage of Lower-Tisza region
  - The watertouring facilities
  - The touristic attractions



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## THE TANGIBLE OUTPUTS OF THE PROJECT (12)

**PRESS RELEASES**


- social media: 5 times
- print media: 2 times
- online media: 5 times

**LEAFLETS**

In 3 languages

**SCIENTIFIC PUBLICATIONS**

In 3 languages



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## THE TANGIBLE OUTPUTS OF THE PROJECT (12)

**Scientific publications:**

**Judit Raffai, Ester Gabric, Geza Cekus:** The present study elaborates upon the outcomes of the WATERTOUR (HUSRB/1602/31/0204) project from the aspects of the free-time activity, sustainability, and healthy lifestyle. Abstracts from the 5th International Scientific Conference on Exercise and Quality of Life, Novi Sad, Serbia. 11-13 April 2019.

**Vujčić Miroslav:** RVP for Eastern Europe, IT'S A NEWSLETTER. International Tourism Studies Association, 9-1, 9.

**Czékus Géza 2019:** A TISZA ALSÓ SZAKASZÁNAK TERMÉSZETI ÉRTÉKEI MINT SPORTTURISZTIKAI VONZERŐK. In: Győri F, Hajdúné Petrovszki Z., Nagy Á.V., Csetreki R., Katona Zs., Alattyányi I. eds. Közép-Európai Ifjúsági Sporttudományi Klaszter 1.0. Alapítvány a Társadalmunk Fenntartható Fejlődéséért, Szeged. 35-48.

**Győri Ferenc, Nadj Imre, Obradovic Borislav, Kovács Zoltán 2019:** DEVELOPMENT OF WATER TOURISM ON WATERWAYS CONNECTING HUNGARY AND SERBIA – A DRAFT OF AN INTERREG- IPA CBC PROJECT. In: Győri F, Hajdúné Petrovszki Z., Nagy Á.V., Csetreki R., Katona Zs., Alattyányi I. eds. Közép-Európai Ifjúsági Sporttudományi Klaszter 1.0. Alapítvány a Társadalmunk Fenntartható Fejlődéséért, Szeged. 49-52.

**Ivkov-Džigurski Anđelija, Košić Kristina, Nadj Imre, Dragin Aleksandra, Vujčić D. Miroslav, Mladenovski Milan 2019:** CAPITALIZING ON TOURISM OFFER IN THE TISZA VALLEY THROUGH – CASE STUDY MUNICIPALITY ZABALI. In: Győri F, Hajdúné Petrovszki Z., Nagy Á.V., Csetreki R., Katona Zs., Alattyányi I. eds. Közép-Európai Ifjúsági Sporttudományi Klaszter 1.0. Alapítvány a Társadalmunk Fenntartható Fejlődéséért, Szeged. 53-54.

**Košić Kristina, Ivkov-Džigurski Anđelija, Vujčić D. Miroslav, Dragin Aleksandra, Nadj Imre 2019:** HISTORIC AND ETHNIC HERITAGE IN THE TISZA RIVER VALLEY IN VOJVODINA. In: Győri F, Hajdúné Petrovszki Z., Nagy Á.V., Csetreki R., Katona Zs., Alattyányi I. eds. Közép-Európai Ifjúsági Sporttudományi Klaszter 1.0. Alapítvány a Társadalmunk Fenntartható Fejlődéséért, Szeged. 55-56.

**Vida György 2019:** A DÉL-ALFÖLD TÉRSÉGÉHEZ KAPCSOLHATÓ TISZA MENTI TELEPÜLÉSEK IDEGENFORGAL- MÁNAK SAJÁTOSÁGAI ÉS A SPORTTURIZ- MUS LEHETŐSÉGEI. In: Győri F, Hajdúné Petrovszki Z., Nagy Á.V., Csetreki R., Katona Zs., Alattyányi I. eds. Közép-Európai Ifjúsági Sporttudományi Klaszter 1.0. Alapítvány a Társadalmunk Fenntartható Fejlődéséért, Szeged. 57-59

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## THE TANGIBLE OUTPUTS OF THE PROJECT (13)

**Finally.....**

- 20 PROFESSIONAL PROGRAMS
- 1 WATERTOUR GUIDEBOOK
- 1 HOMEPAGE FOR WATERTOURING
- 1 MOBILE APPLICATION
- 16 NEW CANOES WITH PADDLES AND LIFEWESTS
- LOTS OF PROFESSIONAL ISSUES AND PUBLICATIONS
- LOTS OF LEARNING AND.....
- LOTS OF LAUGH 😊**



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**Thank you for your attention!**

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