



CROCUS

Cross-Border Cultural and Creative Tourism
in Rural and Remote Areas



**Funded by
the European Union**

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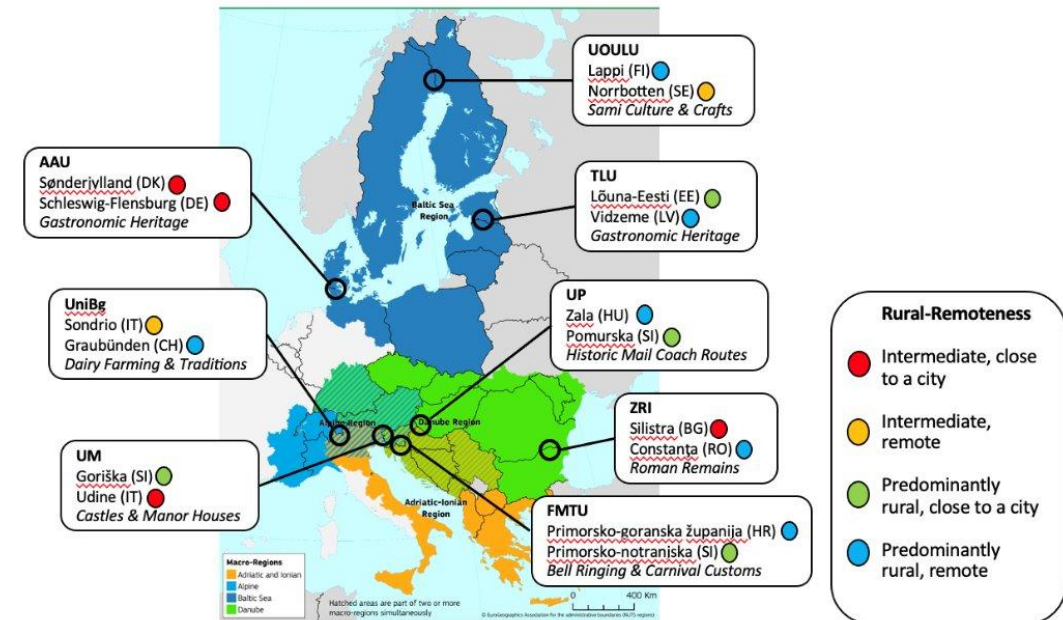
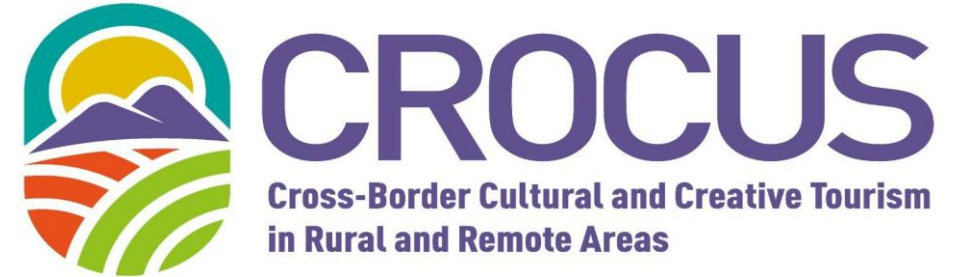
CROCUS: Kulturális és kreatív turizmus fejlesztése határmenti vidéki területeken

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Projekt partnerek

- Aalborg University, Dánia
- ATLAS - Association for Tourism and Leisure Education, Hollandia
- University of Maribor, Szlovénia
- University of Oulu, Finnország
- University of Bergamo, Olaszország
- University of Rijeka, Horvátország
- Tallinn University, Észtország
- Zangador Research Institute, Bulgária
- ***Pannon Egyetem, Magyarország***
- Group NAO, Dánia



A CROCUS projekt céljai - Kulturális és kreatív turizmus fejlesztése határmenti vidéki és távoli területeken

RQ1

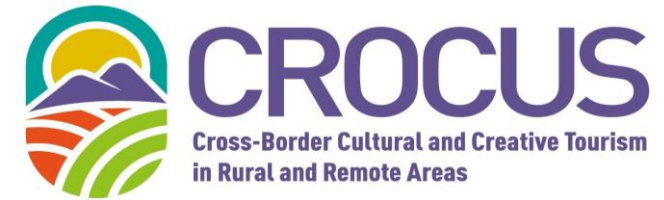
Mely turisztikai tevékenységek a legalkalmasabbak a vidéki és távoli térségek különböző típusú kulturális örökségeihez?

RQ2

Mely kulturális és kreatív turisztikai (CCT) üzleti modellek kínálják a legnagyobb lehetőségeket a kiegyensúlyozott, fenntartható és inkluzív fejlődéshez?

RQ3

Hogyan támogatható a határokon átnyúló turisztikai együttműködés?



2024-2027



2 799 733.75

Interdiszciplináris
szakirodalom
feldolgozás

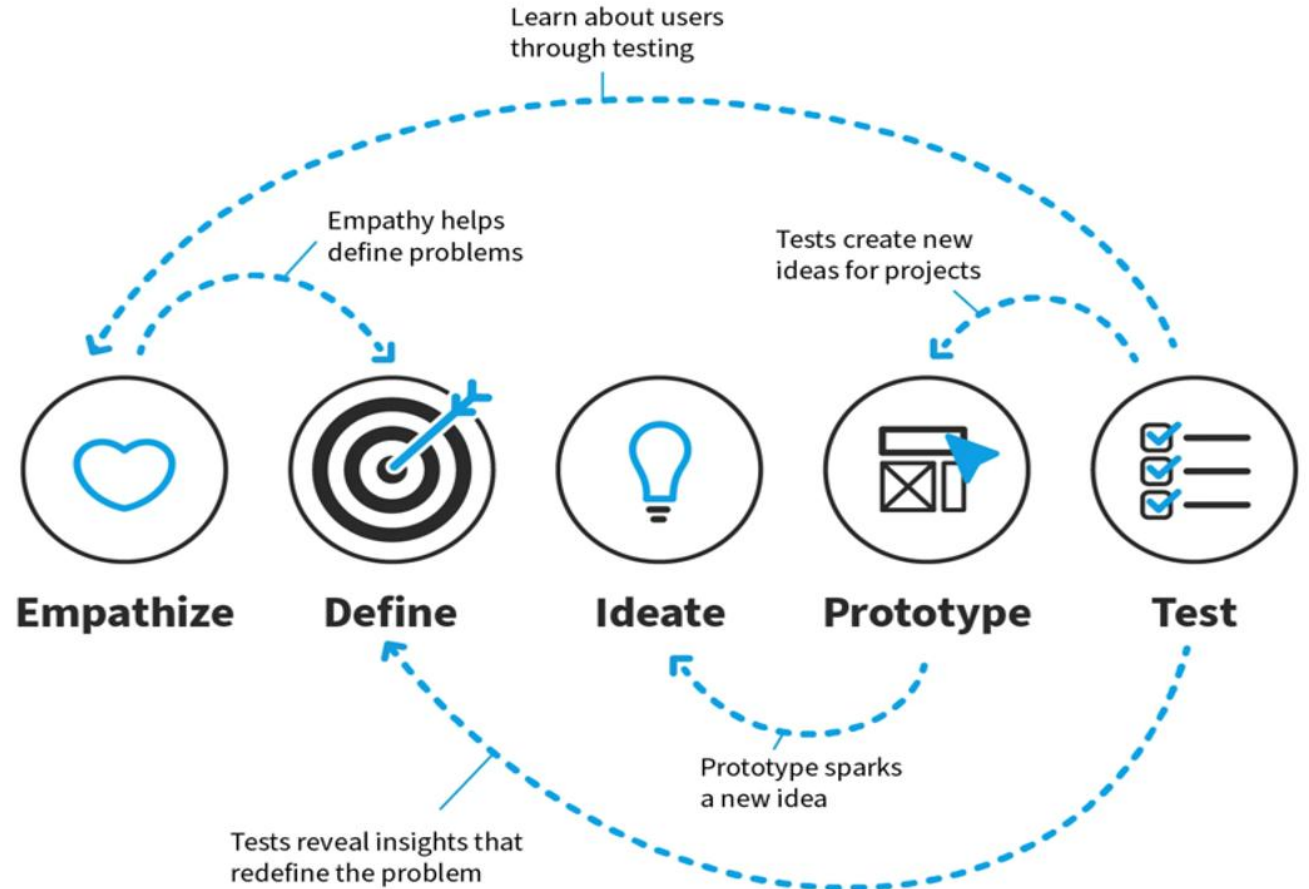
Kulturális és
kreatív turizmus
üzleti modelljei

Európa
szakpolitikai
keretek

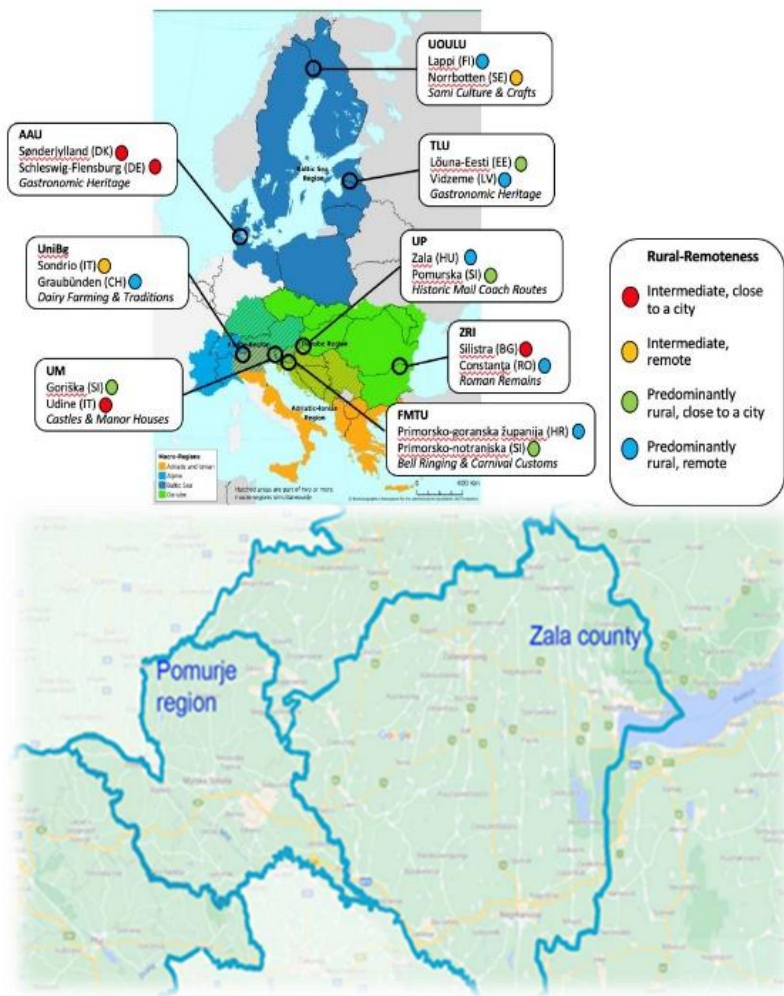
200+ fő bevonásával
4 makrorégióban

Rurális térségek kulturális és
kreatív turizmusa,
makroregionális, határokon
átnyúló kulturális és kreatív
turizmus stratégiák és
kezdemenyezések
megvalósításának akadályai

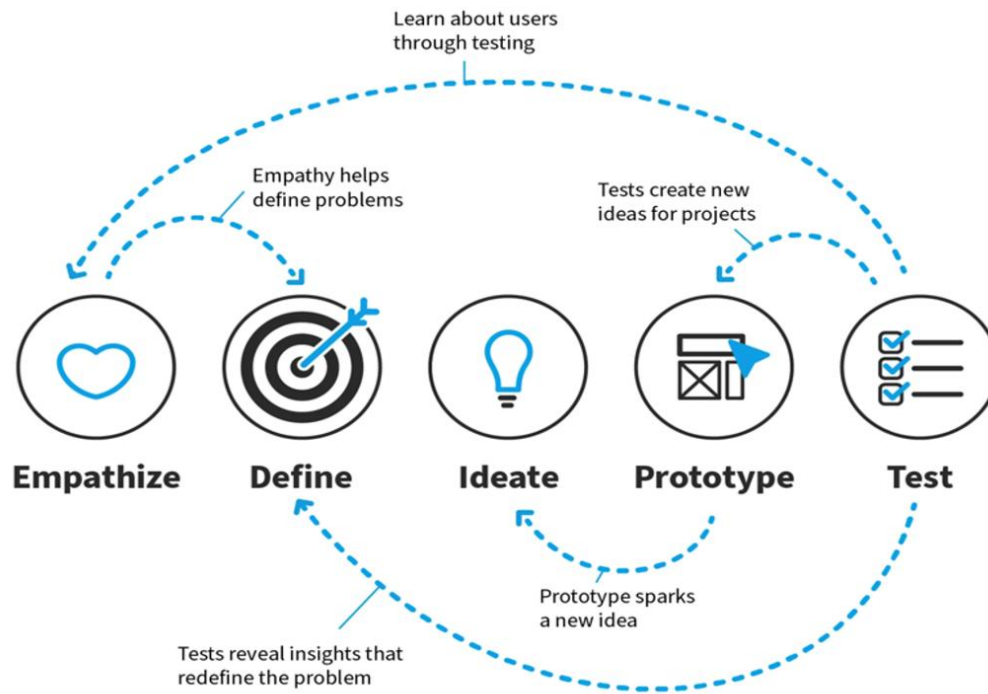
Élő laboratórium keretrendszer kidolgozása



Pannon Egyetem – Dél-Zala és Pomurska Living Lab



Kutatás az élő laboratóriumokban – szekunder adatok összegyűjtése



Gazdasági,
társadalmi,
környezeti
adottságok

Turisztikai mutatók
Kulturális és kreatív
turizmus adottságai



Szakértői interjúk (min. 16)



Kérdőíves felmérés: Helyi lakosság (min. 100)



Kérdőíves felmérés: Turisztikai vállalkozások (min. 30)



Kérdőíves felmérés: Turisták (min. 100)

Határon
átnyúló
tevékenységek

Turizmus
hatásai

Attrakciók
értékelése

Turizmus
fejlesztése
iránti attitűd

Vállalkozói
felkészültség



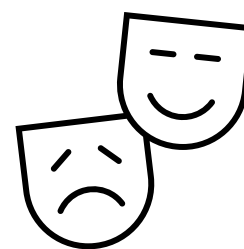
Szakértői interjúk



8



8





Kihívás – Magyarország:

- korlátozott vonzerő, rövid tartózkodási idő
- humánerőforrás és a kulturális/turisztikai programok hosszú távú fenntartása
- a vállalkozói szellem és a koordináció, közös turizmusmarketing hiánya
- infrastruktúra – közlekedés, utak



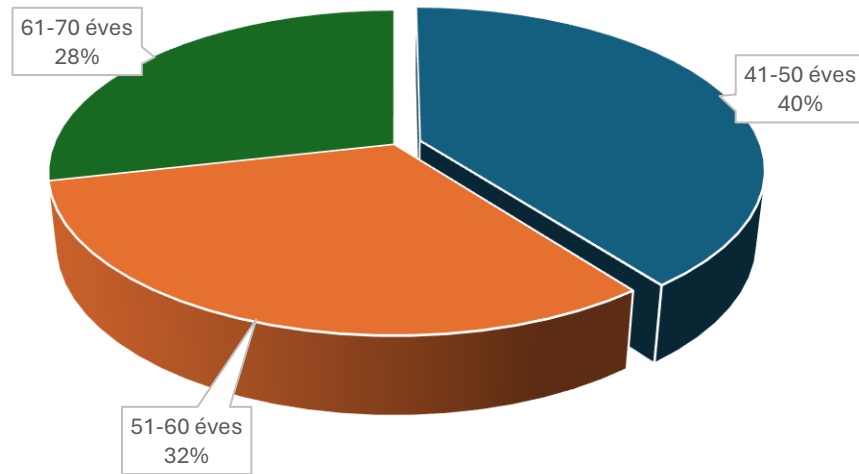
Kihívás - Szlovénia:

- finanszírozás
- egységes, régiós szintű marketing stratégia
- humán erőforrás
- gasztronómiai kínálat
- közlekedés

Helyi lakosság



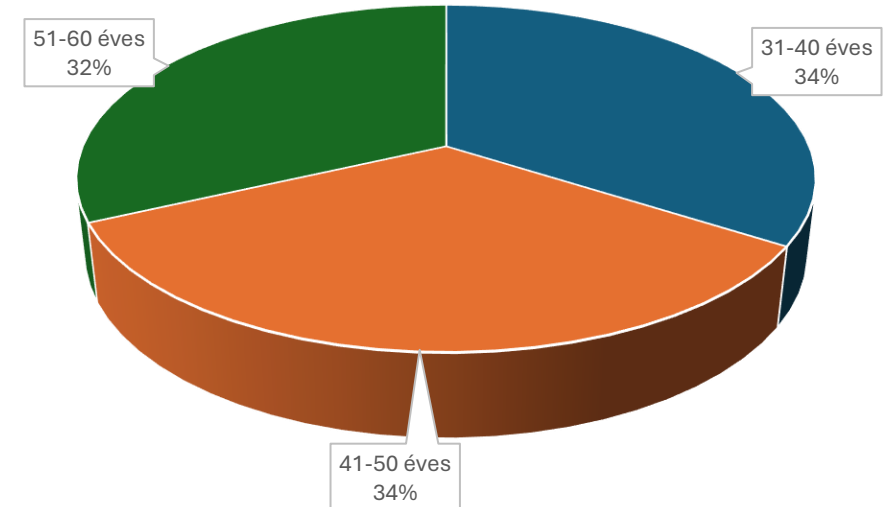
Σ :87fő



- 66% nő
- Főiskolai (31%) és egyetemi (32%) végzettség



Σ :68fő

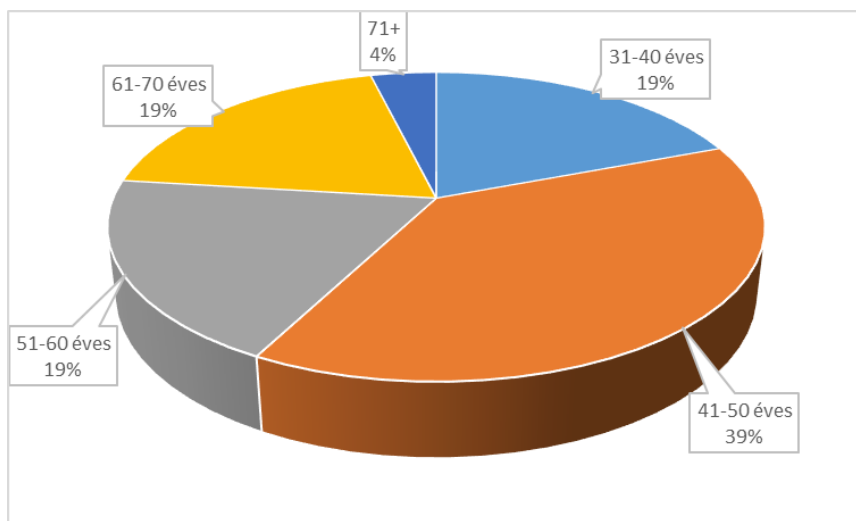


- 54% nő
- Szakmai végzettség (41%)

Turisztikai vállalkozások



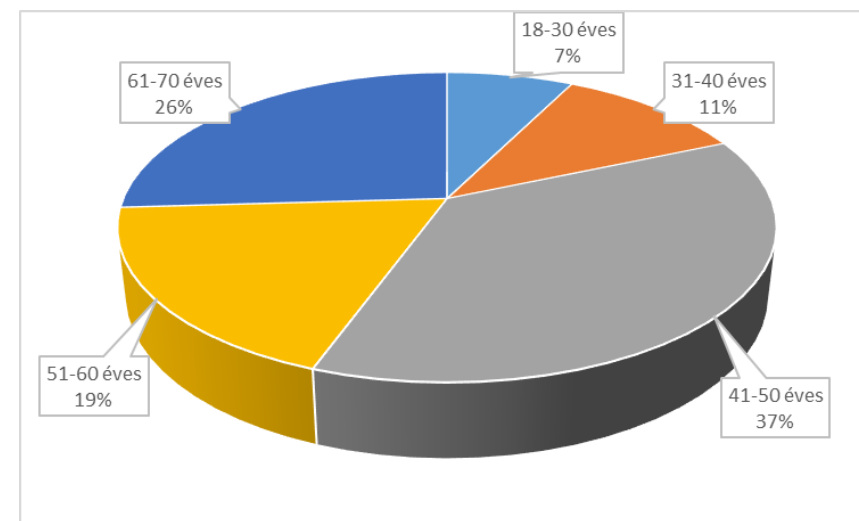
Σ :26fő



- 81% nő
- Főiskolai (31%) és egyetemi (32%) végzettség



Σ :27fő



- 56% nő
- Szakmai végzettség (37%)

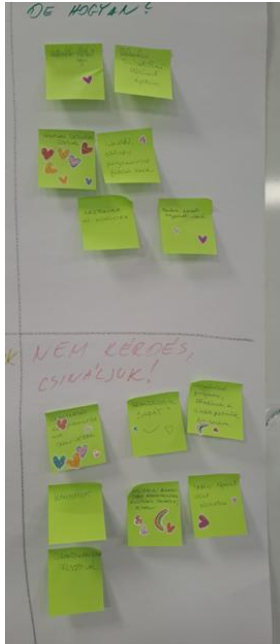
Definition workshop

„Üzleti modell-prototípusunknak olyan hálózati alapú, „lassú turizmuson” alapuló csomagok kínálatára kell összpontosítania, amelyek növelik a gazdasági hozzájárulást, erősítik a helyi közösségi kohéziót, és figyelembe veszik a fenntarthatósági szempontokat.”



Living Lab workshopok

1. Ötletelő workshop



2. Üzleti modell prototípus workshop

THE SUSTAINABLE BUSINESS MODEL CANVAS

KEY ACTIVITIES What key activities are carried out in this business? What do we need to do to deliver our value proposition? What activities keep the initiative alive and visible?	KEY PARTNERS Who must we collaborate with to deliver the experience? Which local, regional, or cross-border actors should be included? Are there associations, DMOs, NGOs, or creatives we should bring in? Who shares our sustainability values or can help us deliver them?	VALUE PROPOSITIONS What value do we deliver from this business? Which visitor or community needs are we addressing? What makes the business differ from others? How does this strategy reflect our region's identity?	CUSTOMER RELATIONSHIPS How do we interact with visitors before, during, and after their visit? How do we create trust, belonging, or emotional connection? How do we involve visitors in sustainability efforts?	CUSTOMER SEGMENTS Who are our visitors or users? Is the business targeting local, cross-border, regional, or international travellers? What motivates them to come – curiosity, culture, nature, community?
	KEY RESOURCES What natural, cultural, or social assets do we rely on? What knowledge, skills, or relationships do we need? Are there any existing resources we can share or tap into? What infrastructure or tools are essential to deliver the product?		CHANNELS How do we reach and communicate with our target audience? Through which platforms do we tell our story? (e.g. social media, partners, events) How do we make sure our channels are inclusive and accessible? Can we co-promote with other partners?	
COST STRUCTURE What are the most important costs in this model? What are our fixed and variable costs? Are there costs for staff, training, materials, promotion, or partnerships? Are there shared costs across the border?		REVENUE STREAMS/FUNDINGS How do we generate income or value in return? Who pays, and for what? Are there direct revenues (e.g. ticket sales) or indirect ones (e.g. funding, community benefit)? Can value be captured via partnerships, donations, or circular models?		
ECO-SOCIAL-CULTURAL COSTS What negative impacts might this business create? Are there any environmental footprints we must consider? Could this model exclude, harm, or displace local communities or traditions? Are there community / local / regional tensions to be mindful of?		ECO-SOCIAL-CULTURAL BENEFIT What positive impact does this business create? How does it contribute to local pride, equity, or cultural exchange? How does it protect or regenerate the environment? Can it increase community engagement / sense of community?		

Dél-Zala és Pomurska Living Lab üzleti modell prototípusok

Üzleti modell prototípus workshop

THE SUSTAINABLE BUSINESS MODEL CANVAS

KEY ACTIVITIES What key activities are carried out in this business? What do we need to do to deliver our value proposition? What activities keep the initiative alive and vibrant?	KEY PARTNERS Who must we collaborate with to deliver the experience? Which local, regional, or cross-border actors should we include? Are there associations, NGOs, NGOs, or co-operatives we should bring on? Who drives our sustainability values or can help us deliver them?	VALUE PROPOSITIONS What value do we deliver from this business? Which visitor or community needs are we addressing? What makes the business offer from different? How does this strategy reflect our region's identity?	CUSTOMER RELATIONSHIPS How do we interact with visitors before, during, and after their visit? Which visitor or community needs are we addressing? How do we create bonds, belonging, or emotional connection? How do we involve visitors in sustainability efforts?	CUSTOMER SEGMENTS Who are our visitors or users? Is the business targeting local, cross-border, regional, or international audiences? What motivates them to come – curiosity, culture, nature, community?
KEY RESOURCES What natural, cultural, or social assets do we rely on? What knowledge, skills, or relationships do we need? Are there any existing resources we can draw on or tap into? What infrastructure or tools are essential to deliver the product?	CHANNELS How do we reach and communicate with our target audience? Through which platforms do we sell our story? (e.g. social media, partners, events) How do we make sure our channels are inclusive and accessible? Can we promote with other partners?	COST STRUCTURE What are the most important costs in this model? What are our fixed and variable costs? Are there costs for staff, training, materials, promotion, or partnerships? Are there shared costs across the board?	REVENUE STREAMS/FUNDINGS How do we generate revenue or value in return? Who pays, and for what? Are there direct revenues (e.g. ticket sales) or indirect ones (e.g. funding, community benefits)? Can value be captured via partnerships, donations, or circular models?	ECO-SOCIAL-CULTURAL COSTS What negative impacts might this business create? Are there any environmental impacts we must consider? Could this model exclude, harm, or displace local communities or traditions? Are there community, local, regional leaders to consult or recruit?
ECO-SOCIAL-CULTURAL BENEFIT What positive impact does this business create? How does it contribute to local pride, quality, or natural exchange? How does it protect or regenerate the environment? Can it increase community engagement / sense of community?				



Folytatása következik?



Köszönjük! 😊

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