



INSIGHTS PARTNERS DISCUSS SUSTAINABLE TOURISM MARKETING AND INTEGRATED MANAGEMENT SCHEMES

Project partners met at the 5th Steering Committee meeting and 7th thematic meeting. The meeting took place in Komárno (Slovakia) on November 22–23, 2018 and was hosted by the lead partner Pons Danubii EGTC. The main goal of the meeting was to do an overview on the thematic work packages and pilot actions of the regions involved in the project.

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Start date / End date: 01-01-2017 / 30-06-2019

Priority: Environment and culture responsible Danube Region

Specific objective: Foster sustainable use of natural and cultural heritage and resources

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TOURING AND PRESENTING INTEGRATED SLOW, GREEN AND HEALTHY TOURISM STRATEGIES AT HUNGARIAN UNIVERSITIES



One project, two weeks, four universities, five presentations and 120 students in the field of sustainable tourism: looking to properly expand its impact into the future, the INSiGHTS project has been recently working towards helping prepare the next batches of tourism professionals to understand and be ready to work on integrated slow, green and healthy tourism strategies.

Thus, in November the INSiGHTS' project partner **CEEweb for Biodiversity** carried on a series of presentations in Budapest and Gödöllő (Hungary), in order to **introduce the students to the project, its working pillars and their relation to the concepts of slow, green and healthy tourism**, as well as the corresponding strategies currently being worked on.

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INTRODUCTION OF THE VIRTUAL REALITY TOUR IN SLOVAKIA



The Tour&Picnic Event organised by **Pons Danubii EGTC** was held in November as a one-day-long public event combined with a synergy building workshop and press conference in relation to the pilot activity. Detailed information about **the tourist card system** that is already in practice on the Hungarian side of the border was introduced. The biggest attraction of the event was the presentation of **the virtual reality tour**.

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REDASP RECOGNIZED AT NATIONAL LEVEL FOR IMPLEMENTATION OF INSIGHTS PROJECT



The **Regional Economic Development Agency for Sumadija and Pomoravlje** has been recognized by the Ministry of European Integration of the Republic of Serbia for the achieved results and impact through implementation of the project INSiGHTS. In particular, the recognition went to REDASP for contribution to preservation of **cultural heritage of Serbia and neighbouring regions** in the year of European cultural heritage and celebrating European cultural diversity. INSiGHTS is one of four awarded projects in Serbia.

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INTERACTIVE TOURISTIC MAP DEVELOPED IN CENTRAL ISTRIA



As part of the INSiGHTS pilot action, project partner **LAG „Central Istria“** has developed an **interactive touristic map**. Besides the usual data, the map was designed to provide information on numerous cultural facilities, natural beauties and gastronomic offers. The interactive map covers the area of three touristic boards that operate in the area of Central Istria and it is available free of charge in Croatian, English, Italian and German languages on www.authentic-istria.com.

GASTROFEST IN PLOVDIV STYLE – SLOW, GREEN AND HEALTHY



Over 50 representatives from the tourism industry, regional chitalishte (cultural centre), informal groups of Plovdiv, Stara Zhelezare Belashtitsa, Hrabrino, Markovo and other national and local coordinators of the movement Slow Food in Bulgaria, mayors, NGOs and media met on December 1, 2018 in Plovdiv in the **Green Workshop - the Concept of a Tourist Route for Slow Green and Healthy Tourism**. The event was organized by **Regional Development Agency with Business Support Center for SMEs** as a part of the project INSiGHTS activities.

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