

pp4 - ACTION PLAN

D.T 3.1.5.- Action plan for the ecomuseum
of the Balaton Recreational Area - HU

Version 01
31.12.2018



COMUNE DI CERVIA



SUMMARY

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EXECUTIVE SUMMARY

Please add in the box below a short summary of max 1 pages in English language about your action plan, resuming with some lines the following main chapters of action plan, as following:

- Name of ecomuseum
- State of art (about 3/4 lines about the intangible culturale heritages elements and safeguarding actions/programm and management)
- Partecipatory approach (about max 3/4 lines) evidenced the main conclusions and results about partecipatory approach and workshops realized in CR project
- Action plan ecomuseum (about 10 lines about main goal, obiectives, actions, and some lines about the pilot action selected and that will be realized with CR)

The ecomuseum will have a holistic approach, where the objectives of the ecomuseum embrace the cultural landscape of Lake Balaton as one unit with thematic routes in one system and shall not be not restricted to one particular subject area or a part of local heritage. Therefore, all major components of the intangible cultural heritage shall be included according to the multi-layered structure and the wealth of the existing and potential touristic attractions:

1. The cultural landscape as intangible heritage: aesthetic value
2. The built heritage as carrier of intangible heritage in traditional trades and crafts
3. Collection, cultivation and processing of medical plants, herbs and spices
4. Traditional trades and crafts in connection with the agriculture of the area
5. Gastronomy - the traditional local and regional cuisine and new trends
6. Animal husbandry - breeding indigenous Hungarian domestic animals
7. The culture of wine: ancient Hungarian grape varieties, wine routes, wine festivals
8. The written heritage of the landscape - literature and science
9. The heritage of folk music in the Balaton area
10. Thermal bath culture as carrier of intangible heritage

An important goal is to achieve excellence in sustainable regional development and management of natural resources linked to conservation of cultural landscapes and their heritage. The main stakeholders directly participating in the management of the ecomuseum include public institutions, local and regional authorities, nonprofit organizations and companies, private companies and sole traders, tourism organizations,

trade associations, educative centres, universities, churches and owners of heritage sites of key importance. Thus, organization of the numerous stakeholders of sustainable regional development and use of ecosystem services into effectively and efficiently working governance structures requires this participatory approach.

Inventories will be carried out, in order to produce a complete catalogue/database of natural resources: landscape sites, thermal waters, bath opportunities, mineral water springs, geodiversity and biodiversity (sites to visit and protected sites, not for tourists), particularly important plant species, wild animals, bird sanctuaries. Similarly, A well sorted inventory and database with specified categories of touristic products offered in the region and objects or special places suitable for touristic product development will be carried out. Another objective is the development of touristic products with interactive facilities to present the ICH linked to the natural resources, the built heritage and the local and regional history and setting up the management structure of the ecomuseum. Due to the complex structure of the ecomuseum, three synthetic Pilot Actions have been developed:

Pilot action 1. Creating databases from the inventories of Objective 1 and Objective 2. These continuously updateable databases will constitute the basis of the decision support systems and the monitoring facilities. This action includes the coordination of already existing databases available.

Pilot Action 2. Identifying the key areas of responsibilities and setting up the management structure and the legal form of the Balaton Ecomuseum based on the aforementioned strategies and the key stakeholders; assembling the steering board/board of trustees and formulating the founding charter of the organization. Taking into account the size of the ecomuseum and the corporate stakeholders therein, issues of corporate social responsibility (CSR) should be properly addressed.

Pilot Action 3. Constructing the plans of a landscape observatory in order to provide monitoring, and decision support system for the whole landscape unit, even outside the ecomuseum, due to increasing tourist pressure and regional infrastructural development programmes. Good practice: The Landscape Observatory of Catalonia, Spain and the country-wide Landscape Observatory of Finland. Possibilities to establish cross-border landscape observatories.

CHAPTER 1. IDENTITY CARD

ECOMUSEUM/S INVOLVED

Name

THE (PLANNED) BALATON ECOMUSEUM

Location

Lake Balaton Region, Veszprém, Somogy és Zala counties, Hungary

Website

www.balatonregion.hu

Body involved in the management of ecomuseums

Lake Balaton Development Coordination Agency (LBCDA)

Contact person involved in the preparation of action plan

Name and surname

Zita Könczölné Egerszegi (project coordinator) and Sándor Némethy (external expert, contracted by LBCDA)

Body /entity / ecomuseum

Lake Balaton Development Coordination Agency (LBCDA)

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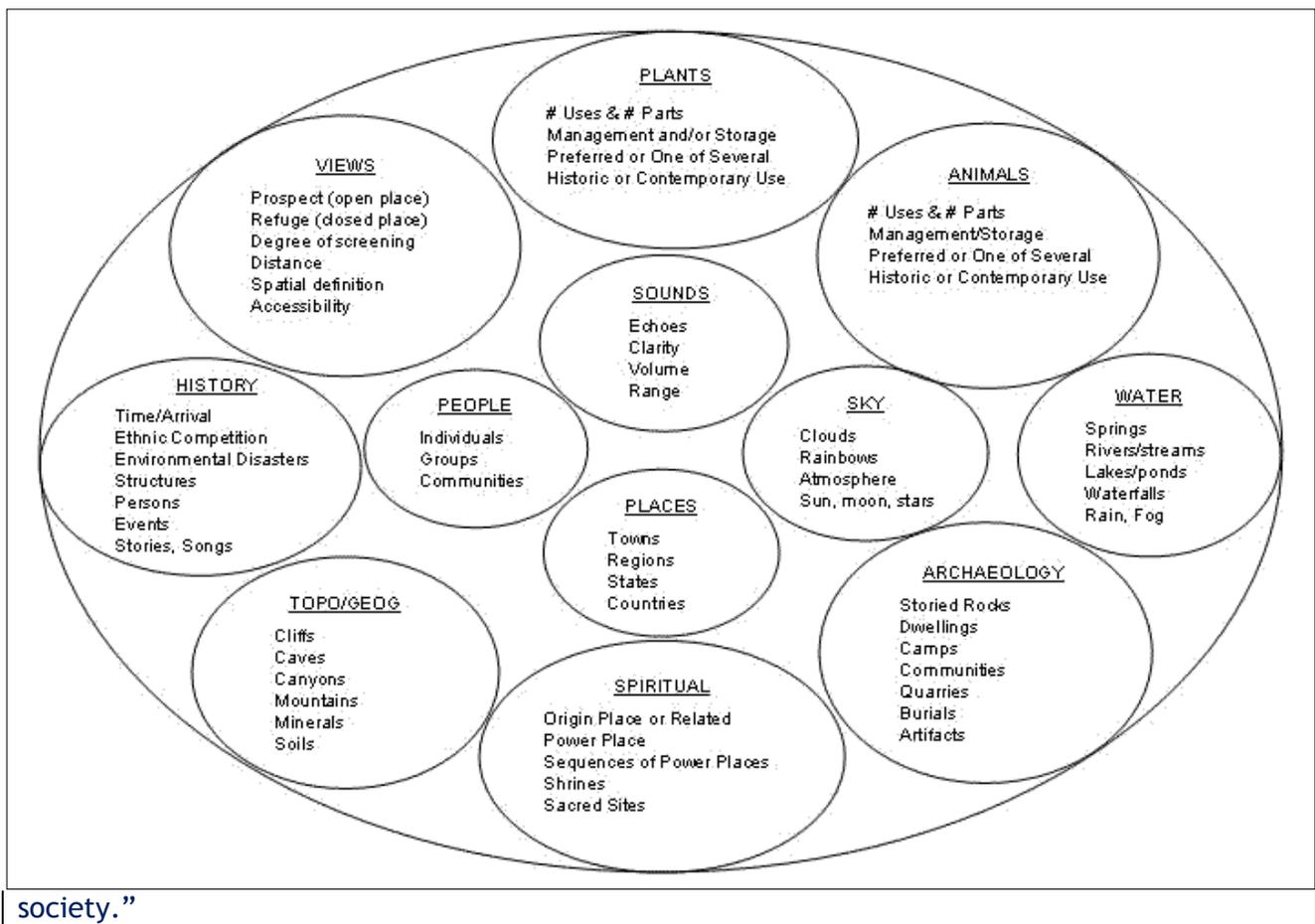
CHAPTER 2. STATE OF ART

2.1- Intangible cultural heritage elements and safeguarding actions/program (cfr. WP T.1 - D.T.1.1.1)

Please describe in synthesis the state of art about actions or programs aimed at preservation, recovery and promotion of intangible cultural heritage and to make a picture of various methods and approaches used by particular ecomuseums; in synthesis describe the situation and approach about preservation, recovery and promotion of ICH. (Evidence also the potential of ICH in the area of ecomuseum)

(max 2.000 signs)

Many ecomuseums are established around one certain activity, cultural tradition or use of specified natural resources. The now planned Balaton Ecomuseum is far more complex. The concept of the Balaton Ecomuseum is based on the cultural landscape, which is itself a part of the intangible heritage due to its natural and artificial landforms, settlements, spiritual and aesthetic value. The cultural landscape can be defined as “a geographic area, with all its cultural and natural resources, the wildlife and domestic animals, natural and artificial ecosystems, the built and intangible heritage therein, continuously shaped by historic and present day evolutionary processes including the adverse or beneficial impacts of human activities, social relations and evolving cultures, which mirror the evolutionary trends of human



society.”

Thus, in this case, the “material” and intangible heritage cannot be treated as strictly separate entities - this is rather a question of approach and the emphasis on the conservation and pragmatic use of these values, which together constitute the intangible cultural heritage. Therefore, the intangible heritage includes the artistic value of the built heritage and the expertise of their conservation and restoration; knowledge and skills regarding the restoration and maintenance of historic gardens and parks; traditional trades and crafts, such as crafted food, use medical herbs and spices, local cuisine, winemaking technologies and production of related artefacts (particularly pronounced in this area), woodwork and carpentry, pottery, blacksmith, textile work; animal husbandry and breeding of ancient, indigenous animal species; events and festivals; folk music; fine arts; literature and written records of cultural history; valuable resources for health and recreation such as thermal bath; etc. This ecomuseum shall be a complex, yet fully comprehensive system with all elements of cultural landscapes.

2.2 - Management of ecomuseum (cfr. WP T.1 - D.T.1.1.1)

Please describe in synthesis analysis of current ecomuseum management system and assessment of its effectiveness and efficiency, with also indications about the actual state of art, approach used, points of strength and weakness.

(max 2.000 signs)

1. Resource audit and continuous monitoring: natural and cultural resources, physical assets (infrastructure, built heritage resources), institutional resources (local and regional authorities and their organisational structure, civil organisations, economic associations, etc.), demography and potentially available human resources, financial resources, intangible heritage resources, goodwill and public knowledge about places of importance concerning ICH, existing structures already in place (national parks, local and regional museums, forest schools, etc.).

2. Strategic management and operation plan:

(a) Defining the final targets for the ecomuseum - what do we want to create? The Balaton Ecomuseum will be based on the complex cultural landscape of the Lake Balaton Region providing a holistic set of informal education programmes for the visitors and interactive education facilities suitable to present the elements of intangible cultural heritage in one comprehensive system.

(b) Stakeholder management and community participation. Identification of key stakeholders in several levels of the planned ecomuseum. Information and involvement - acquiring environmental, infrastructural, social and economic information about the key areas of the planned ecomuseum.

(c) Setting up a system of strategic goals and timeline of realisation: Constructing a network of existing facilities and potential development objects, identification of thematic routes and construction of educational trails, applying ICT technologies, mobile applications and interactive programmes. Guide books and e-guides. Developing marketing strategies. Budgeting for the establishment of each position.

(d) Strategic control mechanisms. Feedback systems at critical stages. Environmental risk assessment with particular emphasis on the carrying capacity of the touristic destinations within the ecomuseum. Feedback from local and regional stakeholders and tourists. Customer satisfaction monitoring and identification of changing customer expectations.

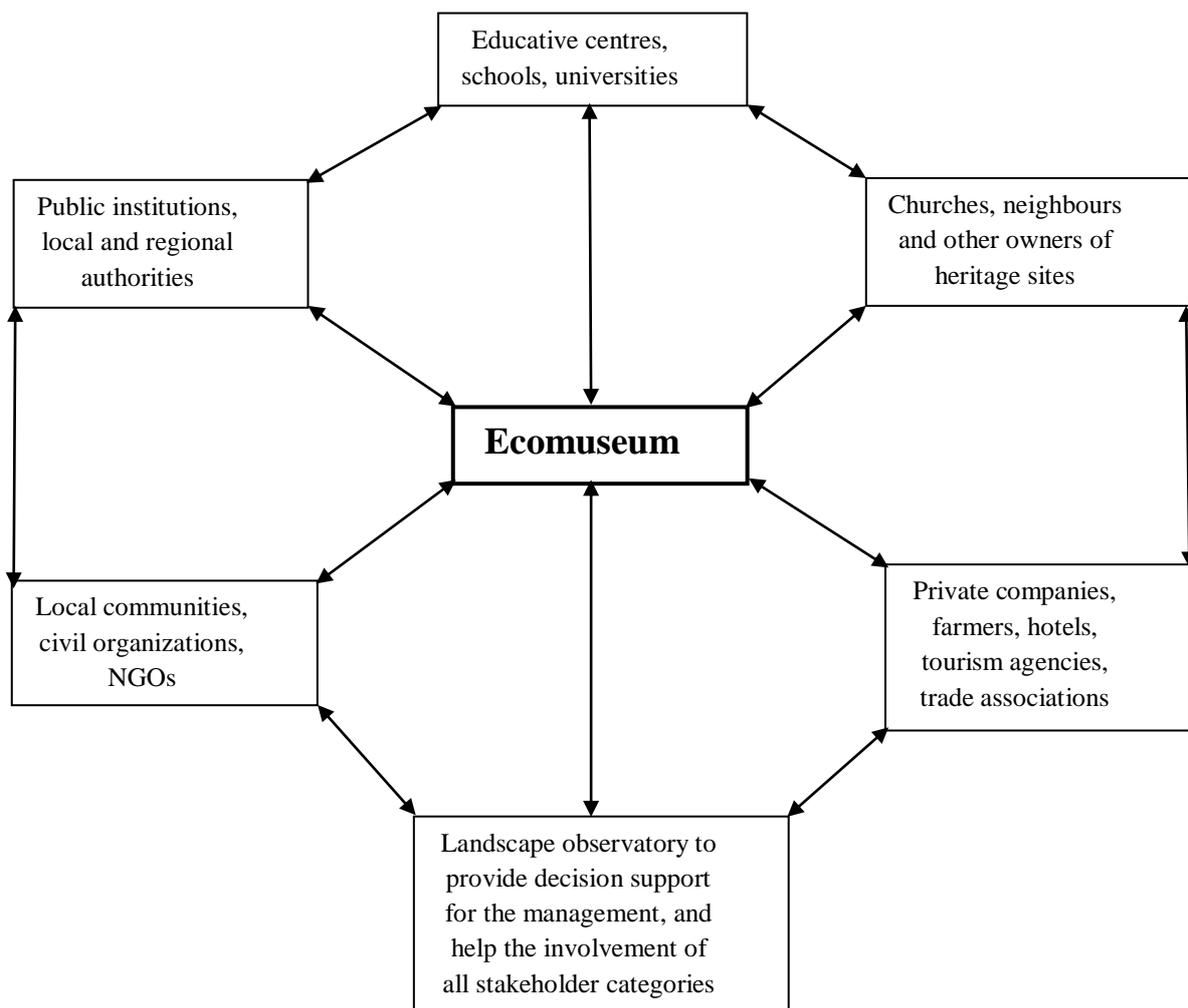
3. Planning the construction of a landscape observatory in order to provide a long-term sustainable management system and decision support for development and renewal, setting up new and coordinating existing environmental databases for continuous monitoring.

2.3 . Stakeholders and players

Please describe in synthesis the main stakeholders, players and in general bodies, entities etc. that actually manage the ICH, other than stakeholders and players that could influence the models and methods of conservation, valorization and preservation of ICH.

(max 2.000 signs)

The main stakeholders directly participating in the management of the ecomuseum include public institutions, local and regional authorities, non-profit organizations and companies, private companies and sole traders, tourism organizations, trade associations, educative centres, universities, churches and owners of heritage sites of key importance. The ecomuseum shall be managed by a board of trustees lead by the Lake Balaton Development Coordination Agency and the regional and local authorities with representants from the aforementioned organizations. The board of trustees will ensure the involvement of other stakeholders that can influence the conservation of cultural heritage and the methods of renewal of ICH when relevant (e.g. revitalization of traditional trades and crafts historically rooted in the region).



CHAPTER 3. PARTICIPATORY APPROACH

3.1 Evidenced the Main conclusion and results of participatory approach in terms of innovative methods of preservation and performing Intangible Cultural Heritage and planning for their application

Please describe the main goal and conclusion of workshops realized evidenced in particular:

- a- What innovative methods of preservation and recovery of intangible cultural heritage based on creative industry and information and communication technologies ? please describe in synthesis
- b- What Best Practices on ecomuseum intangible cultural heritage could be used as inspiration ? please describe in synthesis

Max 2.000 sings

The managing stakeholders and the key employees of the ecomuseum will have to infuse life into the institution and act as a catalyst. Professional museum staff are also needed for the technical side, in order to carry out research, keep catalogues up-to-date, organise events and complex projects, ensure continuity, co-ordinate the otherwise haphazard activities of the various sections

of the community, and represent the interests of the museum in dealing with those authorities, which are not directly involved in the management. The members of this permanent team, who must live in symbiosis with the population, must naturally be as discreet, modest and approachable

as possible. As mentioned above, the structure of the Balaton Ecomuseum will be unique, holistic,

constructed of all layers of the cultural landscape:

1. Geodiversity and geomorphology
2. Classification of land areas according to their actual and potential use and current state
3. Biodiversity
4. Natural ecosystems and ecosystem services
5. Agro-ecosystems and ecosystem services:
 - Agriculture and forestry
 - Wine districts and fruit
 - Animal husbandry
 - Beekeeping - honey and related products
 - Forestry and game
 - Local products - food and crafts
 - Organic farming
6. Inventory and classification of **intangible heritage** in the planned ecomuseum:
 - Crafts and trades - „creative industry”
 - Cultural traditions
 - Events, festivals
 - Fine art and literature
 - Folk art and folk music
7. Existing structures: geoparks and national parks
8. Touristic destinations (existing and planned) - quality tourism instead of mass tourism - taking into consideration the touristic carrying capacity of destinations
9. Touristic products
 - Wine and gastro-tourism
 - Agritourism

- Ecotourism
 - Hunting tourism and wildlife oriented tourism (e.g. bird-watching)
 - Health tourism and recreation, thermal baths
 - Equestrian tourism
 - Cultural tourism
 - Religious tourism, pilgrimage
 - Business and conference tourism
 - Educational tourism (schools, colleges, universities, private educators)
10. The wine districts of the Balaton Wine Region, top wineries
11. Water resources
- surface waters, natural and artificial lakes and ponds, watercourses - the catchment area of Lake Balaton
 - wetlands and wetland reconstructions
 - ground water
 - thermal waters
12. The built heritage and infrastructure, settlement structure
- Online marketing, mobile applications, interactive education programmes will be used to increase public interest and attract all generations. In the management system new GIS applications are being developed.

3.2 Evidence the main results and conclusion of workshops in terms of existing individual offers and development of integrated offers within traditional tourism offer

Max 2.000 sings

There are already existing, very well developed structures for tourism in the Lake Balaton region, particularly in the vicinity of the coastal zone, which carries substantial environmental risks for the coastal ecosystems. One of the important functions of the Balaton Ecomuseum is to reduce the environmental pressure on the coastal areas by creating new touristic products farther away from the shoreline, which would increase the revenue from tourism businesses in the previously not frequently visited areas. Fairly well visited parts of the region can be found in the Balaton Upland National Park and the Balaton-Bakony Geopark (also managed by the Balaton Upland National Park) with many attractions including restored historic sites and well restored ancient villages, events, folklore festivals, etc. However, this very special ecomuseum creates a new quality in tourism offers by its holistic system and excellent facilities of informal education. Marketing the region as one large ecomuseum (in fact the largest ecomuseum in Europe perhaps even worldwide with its surface area of 8500 km²).

Integrating the already existing facilities and the planned developments into one system, the ecomuseum as one, holistic touristic product with a wide range of different attractions and a continuous development, restoration and revitalization of intangible cultural heritage (trades, crafts, events, traditions, etc.) will be much more attractive than a number of scattered, sometimes not easily identifiable products in the region.

Even if there is a number of existing businesses offering tourism products in the Lake Balaton region, for long-term development and viability of such a large and complex ecomuseum, strong community support is important in each stage of development, though on different scales. One of the first steps should be to inventory potential local and external resources; being specific in this

process will help us identify follow-up steps for harnessing those resources and building interest and engagement. For example, a local heritage group may have members which would be inclined

to get involved early in the initiative and participate in its development whereas some local business owners may want to provide sponsorship once program success has been demonstrated, herewith recognizing the economical viability of sustainable tourism destination management.

CHAPTER 4. SWOT ANALYSIS

4.1 SWOT

Please fulfill the following table with the indication of the main point of **Strengths, Weaknesses, Opportunities, Threats: (MAX 1 PAGE)**

Strengths	Weaknesses
<ul style="list-style-type: none"> - Unique, variable, beautiful landscape - Very rich in natural resources such as thermal waters, mineral water springs, well developed agriculture and wine production - Well known touristic destination, which offers a number of attractions - Easy access through motorways and railway, even with flight through Hévíz Balaton Airport - Wide range of tourist accommodations and services available - Increasing number of cultural events - Existing facilities for ecomuseum development such as Balaton Upland National Park and Balaton-Bakony Geopark well equipped with touristic attractions, interpretive sites and services - There is a large number of development objects available for investors - Recent infrastructural developments in the wider surroundings of Lake Balaton: NW - SW motorway construction works have started 	<ul style="list-style-type: none"> - Tourism is most developed in the coastal areas and serves mainly mass tourism, not particularly focused on cultural values - The more distant areas of the Balaton region are still unknown, some smaller and from heritage perspective valuable settlements are isolated - There are few civil organizations and not sufficiently involved in the management and regional planning - Little cooperation among stakeholders, some communities regard the other as “competitor” instead of potential partner - Low environmental awareness in the local population - Shortage of qualified workforce in the HORECA industry due to low wages and difficult working conditions - many qualified workers in the tourism industry choose to work abroad, mainly in Austria and Germany - Many important aspects of intangible heritage are neglected, such as valuable traditional trades and crafts
Opportunities	Threats
<ul style="list-style-type: none"> - Vast development possibilities in terms of rural tourism, ecotourism, cultural tourism in the more distant areas of the region - The establishment of an ecomuseum will increase quality tourism and reduce the ecological pressure on the coastal areas 	<ul style="list-style-type: none"> - Changes in land use in ecologically sensitive areas - Too large pressure of mass tourism on the touristic destinations, which may be harmful to the ecosystems by exceeding their carrying capacity - Adverse marketing from surrounding

- The ecomuseum creates a number of new employment opportunities and a renewal of the ICH in terms of traditional trades and crafts, use of medical plants (some important developments are already in place), events and festivals

countries (occurred in the past due to problems with water quality)
- Entry of foreign investors who do not care about the cultural heritage of the region regarding it only as short-term source of profit

CHAPTER 5. ACTION PLAN

ECOMUSEUMS

* Guidelines

5.1 General goal and strategy of action plan

The general goal of action plan is a sort of general strategy to fit the aim of action plan. It is one and general and strictly connected with the background. Evidenced also the main needs and main goal and the vision you are heading for as a desired state, so a sort of introduction evidences the reasons of action plan

5.2 Objectives of action plan

Objectives are more specific Consider ordering your work plan by "SMART" objectives: specific, measurable, achievable, realistic and, timely (or time-bound). Evidence also if the objects are linked with the issues of project:

- a) *Effective and sustainable management*
- b) *Innovative preservation and recovery of Intangible Cultural Heritage through creative industry, and Information and Communication Technologies*
- c) *Integration of the offer based on local identity within the traditional tourism offer for responsible tourism purposes*

5.3 List the actions to reach the objectives

For each objective one or more actions could be needs. Each actions could be articulated in phase or steps actions, together with the identification of resources, people /stakeholders / players involved and timing to realize the action. Please identify also if the actions proposed could be connected with some good practices, if yes, please describe the good practice. *(Fill in the schemes below)*

Objective 1 – Inventory of the natural resources and agriculture of Balaton Ecomuseum	
SMART objectives	
The specific outcome that you want?	A complete catalogue/database of natural resources: landscape sites, thermal waters, bath opportunities, mineral water springs, geodiversity and biodiversity (sites to visit and protected sites, not for tourists), particularly important plant species, wild animals, bird sanctuaries. This inventory shall be continuously updated taking into consideration the evolution of the cultural landscape.
How will you measure this?	The increasing number of sites identified
How much change do you expect?	Substantial increase in the number of identified sites, which usually carry valuable intangible heritage as well
When will this change occur?	Continuously during the development, but the master plan will be ready by the end of March 2020. The Balaton Ecomuseum is a continuously developing entity, which mirrors the evolution of the cultural landscape and the development of its intangible cultural heritage.

Actions to reach objective 1
1.1 Inventory of geo-resources: Inventory of geological diversity, landforms, caves, existing and planned geological interpretive sites
1.2 Botanic inventory: Inventory of existing and potential botanical gardens, parks, sites in need of restoration
1.3 Hydro-inventory: Inventory of water resources, bath places, wetlands, protected areas, mineral water springs, thermal waters, fishing ponds and lakes, watercourses
1.4 Eco-inventory: Inventory of protected areas, nature reserves, areas of great ecological sensitivity
1.5 Agro-inventory: Inventory of agricultural businesses, specific crops, wine production, animal husbandry with particular emphasis on sites with existing or potential touristic services, agritourism
1.6. Wildlife-inventory: Inventory of forest areas, wildlife, hunting organizations and existing or potential areas for hunting tourism and wildlife-oriented tourism (e.g. bird watching)
Notes Objective 1.
Before constructing the ecomuseum, this kind of inventories is necessary in order to identify those resources, which determine the character of the cultural landscape, which itself is a part of intangible cultural heritage. Furthermore, the use of these natural resources provide material for a number of trades and crafts, such as construction materials for buildings (e.g. basalt or red sandstone), woodwork, reeds for roofing (a still existing but already rare craft), knowledge of herbs and spices, etc. Important to emphasize, that this ecomuseum is still under construction on a very large area with a vast diversity of resources.

Objective 2 – Inventory of existing and potential touristic products with emphasis on the ICH contained in or connected to these touristic products	
SMART objectives	
The specific outcome that you want?	A well sorted inventory and database with specified categories of touristic products offered in the region and objects or special places suitable for touristic product development. These touristic products include a wide range of attractions such as historical sites, buildings (castles and palaces, manor houses, ancient settlement structures), educational trails, national parks and wildlife reserves, geological interpretive sites, bird sanctuaries accessible for tourists, restaurants, inns, pubs with local and regional cuisine, fishing (angling), presentation of traditional trades and crafts often with active participation of the visitors, events and festivals, sport sailing and rowing, riding and horse-tourism, etc.
How will you measure this?	The number and the territorial distribution of the different categories of touristic products or potential touristic products will give a suitable set of data to judge the current situation and estimate the trends and the degree of possible future development.
How much change do you expect?	A substantial increase of information to be used for strategic planning of touristic products and to connect the existing ones into one holistic system in order to create an ecomuseum which can be developed in harmony with the evolution of the cultural landscape. A number of these touristic products is based on the intangible cultural heritage of the landscape.
When will this change occur?	Continuously from the beginning. It is rather difficult to determine one fixed date in this kind of development process.
Actions to reach objective 2	
2.1 Inventory of trades and crafts. Inventory of existing sites where traditional crafts and trades are presented either as exhibitions (local museums, skansens) or interactive facilities where informal training is provided (craft workshops, farms and granges, forest schools, etc.), hand-made food products and beverages	

(crafted food)

2.2 Inventory of built heritage and floating heritage of particular historical and cultural value as a carrier of intangible heritage such as artwork, unique building traditions, settlement structures, archaeological sites, churches, historic boats and reconstruction of these vessels, historic shipyards, etc.

2.3 Inventory of traditional events such as wine festivals, folklore festivals, special anniversaries of particular cultural importance, etc.

2.4. Inventory of skills in herbs and spices. Inventory of traditions related to herbs and spices. Special attention should be paid for the collection, cultivation and processing of herbs, spices and medical plants.

2.5 Inventory of wine terroirs and wineries. Inventory of wineries and viticultural sites, which provide touristic services with particular emphasis on organic wine production and historical viticultural locations and wineries often cultivating indigenous Hungarian grape varieties.

2.6 Inventory of farms with indigenous domestic animal breeds. Inventory of farms and sites where traditional animal husbandry is practiced with particular emphasis on traditional Hungarian species (e. g. Mangalica pig, grey cattle, racka sheep, Mura-horses, water buffalo, etc.)

Notes Objective 2.

Similarly, as specified in actions of Objective 1, which mainly focus on natural resources, these inventories will constitute the basis of system construction for a range of touristic products of the ecomuseum. It is very important to estimate the necessary human resources for development and management of these specific destinations.

Objective 3 – Development of touristic products with interactive facilities to present the ICH linked to the natural resources, the built heritage and the local and regional history and setting up the management structure of the ecomuseum

SMART objectives

The specific outcome that you want?

Construction of a well-functioning system of thematic educational trails in all layers of the cultural landscape (as described above) of the ecomuseum with strategically placed sites equipped with interactive facilities for all generations, including both mobile applications and guides and games. The *gamification* will constitute an important part of informal education in the didactic system of the ecomuseum. Another important outcome is the establishment of local businesses, which are based on the knowledge and skills of the local population and constitute and integrated part of the touristic services (traditional crafts, distribution chain of local products, recreational facilities linked to the natural and cultural heritage resources of the region, etc.).

How will you measure this?

How much change do you expect?

Substantial changes can be expected regarding the infrastructural development of the so called “second line” localities, which were not in the centre of touristic routes despite the fact that they have a number of existing and potential touristic attractions, which can be put into and developed in one holistic system. It is important to emphasize, that the infrastructural development will have to be strictly sustainable with regard to the environmental, social and economical carrying capacity of the ecosystem services of these destinations. Positive environmental effect will be the reduction of the ecological pressure on the ecologically particularly sensitive coastal areas of Lake Balaton. Another great benefit will be increased job opportunities and employment due to the newly established touristic services and the “resurrection” of traditional crafts, which were unfairly neglected during the last decades due to the misconception that they would be too expensive for the general public and can be replaced by cheap mass production. Substantial environmental benefit is the increasing volume of ecological agriculture and food production with no unnecessary artificial additives. This is a truly adequate feature of the ecomuseum, since it connects the sustainable use of ecosystem services and the intangible cultural heritage of agricultural production.

When will this change occur?

Continuously from the beginning. It is rather difficult to determine one fixed date in this kind of development process, because this consist of several interconnected units: natural resources of the cultural landscape within the area of the ecomuseum; the built heritage, which carries a substantial intangible heritage; agricultural heritage (viticultural landscapes and historic wineries, fruit production, animal

husbandry with particular emphasis on traditional Hungarian domestic animal species); traditional trades and crafts; crafted foods and beverages; cultivation and collection of herbs and spices and production of herbal products and natural medicines; folk art and folklore; fine arts and literature linked to the ecomuseum; history and archaeological sites as carriers of intangible heritage.

Actions to reach objective 3

3.1. HR Assessment 1. Product development. Assessment of human resources available for touristic product development – skilled strategic planners and tourism professionals with appropriate knowledge concerning the socio-economic conditions of the region and information about the key stakeholders.

3.2. HR Assessment 2. Trades and crafts. Assessment of human resources representing knowledge and skills in traditional trades and crafts, agriculture, herb collection and cultivation and manufacturing of herbal products, folklore and traditions, etc. This assessment should include the identification of measures to provide the appropriate expertise in order to build up the base of knowledge and skills necessary to reconstruct the network of skilled tradesmen in the context of a modern ecomuseum.

3.3. New revitalization strategy for traditional trades and crafts. Development of strategies regarding the revitalization of traditional trades and crafts, education structures and facilities for learning these crafts, supporting facilities for these developments, and distribution channels for the local and regional products.

3.4. Infrastructure development strategy. Development of strategies regarding infrastructural development, linking existing structures with new ones, construction of interactive information systems, game-based educative touristic attractions.

3.5. Equestrian tourism development strategy. Development of strategies for the enhancement of all varieties of equestrian tourism in the region as one of the most sustainable type of touristic products. Equestrian touristic services are available at a number of touristic destinations, but they are scattered and their range of services is not sufficiently known.

3.6. ICT development. GIS and RS for assessment and monitoring. Concrete product development for already existing sites with services and information systems – innovative approaches and interactive site-development such as mobile applications, interactive electronic games and updating internet sites with more links and applications.

3.7. Renovation and restoration of buildings, historic sites and parks. Proposal for renovation of derelict historic buildings suitable for development of museum-didactic resources and securing access to certain archaeological sites (already investigated and not subject for ongoing scientific research) with great importance for the intangible cultural heritage. This might require substantial economic resources.

3.8. ICH assessment of thermal bath culture. Assessing the intangible heritage of thermal bath culture, the historic and modern knowledge of the beneficial effects, the possibilities and the limitations of natural medicine with regard to the intangible heritage, which includes the traditions and the knowledge and skills of thermal bath culture as well as the history of balneology in the western thermal belt of Hungary.

3.9. Touristic product development. Developing attractive touristic product packages, which serve the purpose of the ecomuseum as an effective and efficient tool for informal education. These touristic packages shall be constructed so, that they guide the user through the logically linked components of the landscape in an educative way. Interactive ICT applications constitute the didactic linkage between the components of these touristic packages.

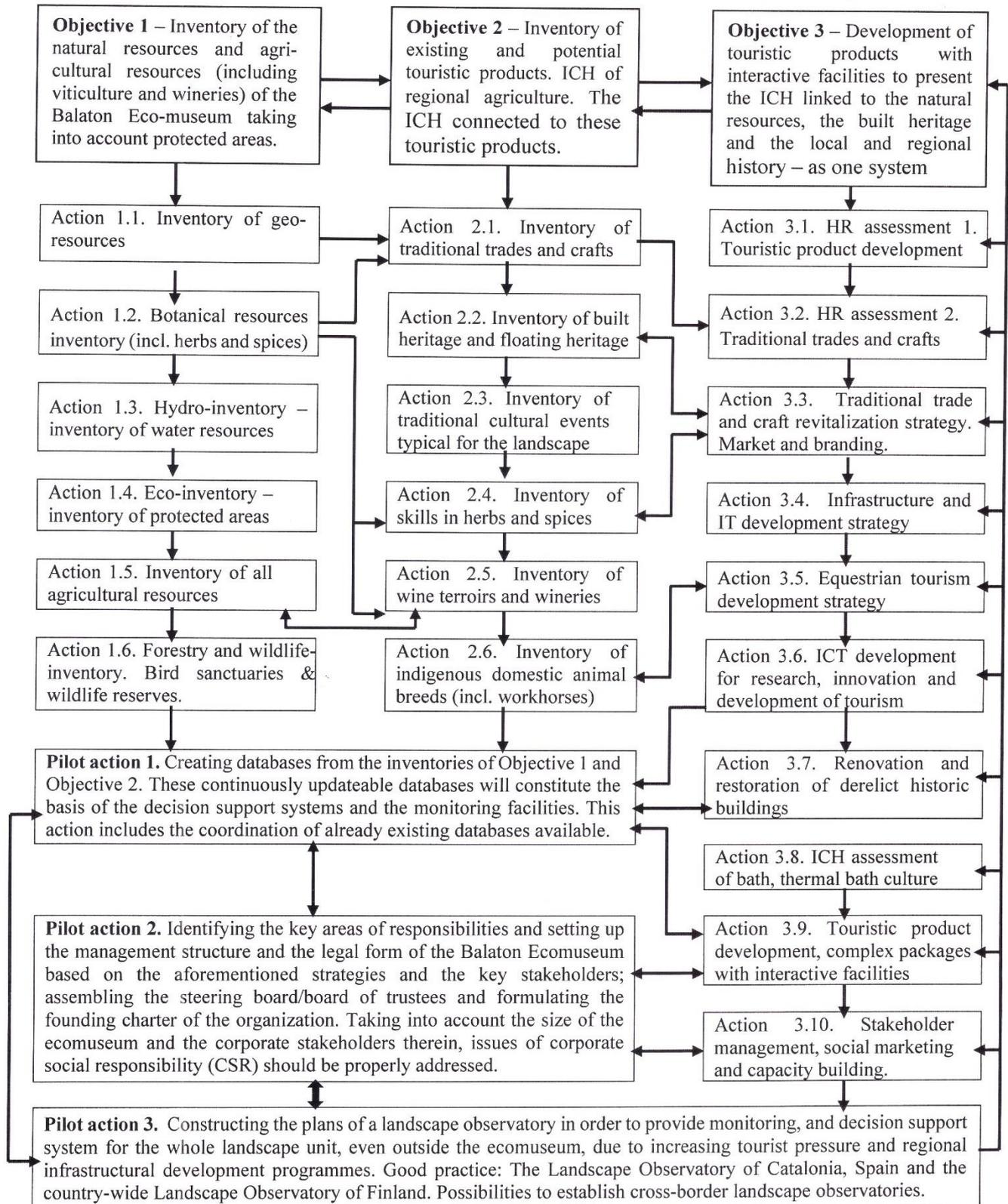
3.10. Stakeholder management. Identifying the key areas of responsibilities: stakeholder management – key players. Social marketing – dissemination of the concept of Balaton Ecomuseum among the local population, developing recruitment policies, projects for local capacity building.

Notes objective 3.

Objective 3. is the final implementation of the new, holistic ecomuseum-concept, including the formulation of the strategic plans and identification of the key actions in one system taking into consideration the touristic carrying capacity of the destinations within the ecomuseum. The intangible heritage is always present and emphasized, not separated from the natural and built heritage but treated and interpreted in one system as the character-shaping factor of the cultural landscape.

5.4. LOGICAL FRAMEWORK

Interlinkages between Actions, Objectives and Pilot Actions. The diagram below shows the main connections and interlinkages of these categories as one dynamic system



Explanatory note: Due to the complexity and size of the Balaton Ecomuseum, the actions described here are of strategic importance, they contain a number of **activities** and planning of future activities. Therefore, we make a clear distinction between **pilot actions of key importance** for strategic development, strategic **actions** and **activities**, which are included in these actions. The originally outlined logical framework was not suitable for Balaton Ecomuseum, since it could not properly address the typical interlinkages and feedbacks between different categories of material and intangible heritage in such an ecomuseum, which is based on the whole landscape and not a single feature or trait, group of features or category of activities.

5.5 ACTIONS (According to the logical framework as outlined in 5.4.)

OBJECTIVE 1. Inventory of the natural resources and agriculture (including viticulture and wineries) of the Balaton Ecomuseum taking into consideration the protected areas.	
Action 1.1.	Inventory of geo-resources
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Classification and pragmatic use of geodiversity of the Balaton Region and establishing an extended database of these resources both for touristic product development and for development of museum didactic tools. The database will also constitute an important part of complex database system of the planned landscape observatory.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Description of geomorphology and geodiversity of the ecomuseum-area, landforms, development 2. Inventory of existing and potential geological interpretive sites using the existing system of the Bakony-Balaton Geopark 3. Listing the already existing and potential geological educational trails
Stakeholder and players to involve	LBDCA, Bakony-Balaton Geopark, Balaton Upland National Park, Órség National Park, universities and research institutes
Target group	National parks, tourism organizations, schools and universities, civil organizations, local authorities
Results and impact with the realisation	The geo-resources of the ecomuseum will be managed in one system in order to develop new sustainable touristic products focused on informal education with museum-didactic methods in earth sciences. There will be an increasing number of visitors in previously not or scarcely visited sites, creating revenue for the local communities. The novelty of the concept is the integration of a geopark in the holistic structure and educational concept of the ecomuseum.
Good practises to be used as example? If yes, please specify	In the ecomuseum area: Bakony-Balaton Geopark, suitable to extend the concepts for the whole ecomuseum; Muskau-Arch Geopark – Germany-Poland; Kamptal Geopark in Austria; Bohemian Paradise Geopark, Czech Republic; Hong-Kong Global Geopark, China; and many more...
Resources need (in €) amount estimate	Based on estimated working hours: 1500 – 2500 € since there is an already existing geo-database.

Action 1.2.	Botanical resources inventory and management
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Updating and linking databases of protected and endangered plant species, herbs and spices, botanical sites, special biotops. The database will also constitute an important part of complex database system of the planned landscape observatory.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Inventory of typical plant species, based on the aforementioned geodiversity database (since geodiversity / soil diversity is determinative for the composition of plant associations); special ecosystems relying on already existing databases and results from cooperating research institutions; 2. Inventory of herbs and spices typical for the region and certain localities including their recent status of protection; 3. Inventory of existing and potential botanical gardens, parks, sites in need of restoration or remediation; 4. Planning to support plants that are rare, threatened, or endangered in the region; 5. Contain host plants for rare moths, butterflies, or other arthropods to maintain biodiversity and intact ecosystems; 6. Listing and protecting outstanding or unique natural features or plant communities; 7. Maintaining or managed using ecologically sound practices.
Stakeholder and players to involve	LBDCA, Balaton Upland National Park, Órség National Park, universities and research institutes, herb cultivation and distribution centres, forest schools.
Target group	National parks, tourism organizations, schools and universities, civil organizations, local authorities
Results and impact with the realisation	The botanical resources of the ecomuseum will be managed in one system in order to develop new sustainable touristic products focused on informal education with museum-didactic methods in botany and plant ecology. There will be an increasing number of visitors in previously not or scarcely visited sites, creating revenue for the local communities. Reduced risk for collection of protected species.
Good practises to be used as example? If yes, please specify	Balaton Upland National Park – one of the key stakeholders; Órség National Park, Zánka Herb Valley – one of the partners; Pennsylvania (USA) Department of Conservation and Natural Sciences (DCNR) Wild Plant Sanctuary Program; Shendurney Wildlife Sanctuary, India https://shendurney.com/flora-plants/
Resources need (in €) amount estimate	Based on estimated working hours: 2500 – 3000 € since there are already existing databases of protected species and results available from ecological research

	projects in the Lake Balaton area.
Action 1.3.	Hydro-Inventory – inventory of water resources and water quality data
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Inventory of water resources, bath places, wetlands, protected areas, mineral water springs, thermal waters, fishing ponds and lakes, surface and subsurface (e.g. karstic) watercourses for continuously updateable extended databases for planning of tourism and estimating the touristic carrying capacity of natural waters of great ecological sensitivity.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Inventory of coastal areas attached to wetlands, which can be at risk in case of extensive infrastructural development 2. Data collection from limnological research institutes and – if needed – installation of new water quality monitoring stations around the lake 3. Inventory of bath places around the Lake Balaton and other natural waters in the area 4. Inventory of stable and periodical wetland areas and monitoring the water quality with regard to agricultural pollution in these areas (in cooperation with universities and research institutions) 5. Inventory of accessible and potentially accessible natural springs of mineral water within the ecomuseum 6. Inventory of utilized and potentially available thermal water resources in the area
Stakeholder and players to involve	LBDCA, Balaton Upland National Park, Órség National Park, universities and research institutes
Target group	National parks, tourism organizations, schools and universities, civil organizations, local authorities
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of one integrated database about all water resources in the region 2. Better decision support systems regarding protection of environment and environmental risk management 3. Sustainable planning of tourism in the area with regard to the carrying capacity of ecologically sensitive coastal areas 4. Providing more data for environmental impact analysis of boat traffic and related infrastructural development on the lake 5. Better protection of thermal water resources and more sustainable planning concerning the increasing touristic load in these destinations
Good practises to be used as example? If yes, please specify	In the area Kehidakustány is a good practice, while Hévíz is getting over-loaded – comparative analyses are required. Bucuti & Tara Beach Resorts ARUBA

	https://www.bucuti.com/eco-friendly ; Sustainable Tabacón https://www.tabacon.com/sustainability/
Resources need (in €) amount estimate	Based on estimated working hours: 1500 – 2000 € - fairly low cost, due to the substantial databases already developed
Action 1.4.	Eco-inventory – inventory of protected areas
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Inventory of protected areas, nature reserves, areas of great ecological sensitivity in order to create a database of existing and potential nature protection areas, including those, which are in the vicinity of environmental risk zones or not/not sufficiently protected but should be converted into protected areas.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Listing protected areas, areas of wetlands and bird sanctuaries including their possible utilization for tourism and level of protection 2. Selection of those areas, which can be made available for tourism, but to a limited degree 3. Comparison of development possibilities in areas listed according to land use in the region
Stakeholder and players to involve	LBDCA, Balaton Upland National Park, Órség National Park, universities and research institutes, civil organizations for environmental protection, etc.
Target group	National parks, tourism organizations, schools and universities, civil organizations, local authorities
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of one integrated database about all protected areas (including the level of protection) in the region 2. Better decision support systems regarding protection of environment and environmental risk management 3. Sustainable planning of tourism with regard to the carrying capacity of ecologically sensitive areas 4. Providing more data for environmental impact analysis of tourism and related infrastructural development 5. Better protection of the cultural landscape and more sustainable planning concerning the increasing touristic pressure on these destinations;
Good practises to be used as example? If yes, please specify	Balaton Upland National Park – one of the key stakeholders; Órség National Park; UNESCO – World Heritage Sites (nature, culture or nature & culture); UNESCO – Biosphere Reserves; UNESCO – Geoparks; Ramsar Convention – Wetlands of International Importance
Resources need (in €) amount estimate	Based on estimated working hours: 1000 – 1200 € - fairly low cost, due to the substantial databases already developed

Action 1.5.	Agro-inventory – inventory of agricultural resources
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Inventory of agricultural businesses, specific crops, wine production, animal husbandry with particular emphasis on sites with existing or potential touristic services, agritourism
General description of tasks and activities	<ol style="list-style-type: none"> 1. Inventory of agricultural land actively cultivated including pastures used for animal husbandry 2. Listing cultivated crops, specific for the area 3. Listing domestic animal species with particular emphasis on indigenous Hungarian breeds (horse, cattle, sheep, pig, poultry species) 4. Listing wineries and grape growers in the region, specifying the grape varieties cultivated 5. Listing organic wine producers (certified and potential ones)
Stakeholder and players to involve	LBDCA, Balaton Upland National Park, Órség National Park, local authorities, universities and research institutes (particularly important the Research Institute for Viticulture and Oenology in Badacsony and the Georgikon Faculty of University of Pannonia in Keszthely), wineries and wine distributors, all agricultural enterprises, tourism organisations
Target group	Agricultural enterprises, wineries, touristic service providers, tourism organisations, civil organisations
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of one integrated database (using already available databases) about all agricultural land (including current land use) in the region 2. Creation of one integrated database (using already available databases) about all agricultural crops, currently cultivated and potentially suitable for cultivation 3. Creation of one integrated database (using already available databases) about all domestic animal species currently kept and potentially suitable for breeding in the region with particular emphasis on indigenous breeds, typical for the region 4. Providing data for strategy development for improving agritourism in the area with regard to the carrying capacity of agricultural areas and ecologically sensitive areas 5. Providing data for decision support systems to improve protection of the cultural landscape
Good practises to be used as example? If yes,	National parks of the region; famous wineries and

please specify	organic producers: Jásdi, Figula, Dobosi, Gergely Winery, Kreinbacher, Tornai, Cezar Winery, etc.
Resources need (in €) amount estimate	Based on estimated working hours: 2000 – 2500 € - taking into consideration the substantial databases already developed and available for establishing new, integrated systems

Action 1.6.	Forestry and Wildlife-inventory
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Inventory of forest areas, wildlife, hunting organizations and existing or potential areas for hunting tourism and wildlife-oriented tourism (e.g. bird watching) in order to provide data for development of sustainable rural tourism.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Inventory of current forested land and planned forests and the species composition of these forests 2. Assessment of necessary remediation measures in forest and wetland areas 3. Listing protected wild animal species in the area using already available databases 4. Listing protected forest and wetland areas including the level of protection 5. Listing forestry enterprises and forest schools 6. Listing hunting organizations in the area
Stakeholder and players to involve	LBDCA, Balaton Upland National Park, Órség National Park, universities and research institutes, local and regional authorities, professional civil organizations for environmental protection, etc.
Target group	Forestry enterprises, natural parks, forest schools, hunting organizations, local and regional authorities, universities and research institutes.
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of one integrated database (using already available databases) about all forests (including current land use) and planned forests in the region; 2. Creation of one integrated database (using already available databases) about all wildlife reserves and potential areas suitable for developing wildlife reserves; 3. Creation of one integrated database (using already available databases) about all wild animal species currently living in the area including the level of protection 4. Providing data for strategy development for improving sustainable wildlife-oriented tourism in the area with regard to the carrying capacity of ecologically sensitive areas 5. Providing data for decision support to improve protection of the cultural landscape including consequence analysis of increasing forest areas in the vicinity of touristic destinations

Good practises to be used as example? If yes, please specify	National parks in the region; MTA Limnological Research Institute, Tihany; Wildlife conservation and management DREAM-Italia www.dream-italia.it/en/
Resources need (in €) amount estimate	Based on estimated working hours: 3000 – 3500 € - taking into consideration the substantial databases already developed and available for establishing new, integrated systems
OBJECTIVE 2. Inventory of existing and potential touristic products. ICH of regional agriculture. The ICH connected to these touristic products.	
Action 2.1.	Inventory of trades and crafts
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	The inventory and assessment of existing and potentially available crafts and trades will constitute the basis of both the educational programmes of the ecomuseum and the revitalization programmes of these trades and crafts as a prerequisite of development of self-sustaining microregions.
General description of tasks and activities to	Inventory of existing sites where traditional crafts and trades are presented either as exhibitions (local museums, village museums) or interactive facilities where informal training is provided (craft workshops, farms and granges, forest schools, etc.). Listing producers of hand-made food products and beverages (crafted food) or agricultural enterprises, which produce high-quality crafted foods. Searching and listing master tradesmen to educate future professionals, to establish craft-clubs for the general public.
Stakeholder and players to involve	Agricultural enterprises, national parks, local and regional authorities, civil organizations, local and regional museums, private enterprises and craft-service providers, forest schools, garden centres.
Target group	Agricultural enterprises, national parks, local and regional authorities, civil organizations, private tradesmen and small to medium enterprises, schools and universities, the general public.
Results and impact with the realisation	1. Creation of databases for each trade and craft in their environment and economic context (using already available databases) in the region; 2. Assessment of places where some traditional trade or craft is practiced or was practice and there are possibilities for revitalization of these craft traditions. 4. Providing data for strategy development for craft-oriented cultural tourism in the area with regard to the touristic carrying capacity of these areas 5. Providing data for decision support to improve protection of the cultural landscape including consequence analysis of increasing revitalization of the aforementioned trades and crafts concerning their beneficial environmental, social and economic effects.

Good practises to be used as example? If yes, please specify	Göcsej Village Museum, Zalaegerszeg, Hungary; Skansen (Stockholm) is the world's oldest open-air museum, showcasing the whole of Sweden with houses and farmsteads from every part of the country; Beamish Museum, Northumberland, UK;
Resources need (in €) amount estimate	Very work-intensive: 3500 – 4000 €

Action 2.2.	Inventory of built heritage and floating heritage
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Establishing an inventory and easily accessible database of buildings and artefacts of particular historical and cultural value as a carrier of intangible heritage such as artwork, unique building traditions, settlement structures, archaeological sites, churches, historic boats and reconstruction of these vessels, historic shipyards, etc.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Inventory of currently accessible, used or developed for future use and potentially useful historic buildings and parks in the region; 2. Assessment of necessary remediation measures of the listed built heritage and available material resources; 3. Listing strictly protected built heritage in the area using already available databases; 4. Listing renovated historic ships, ship replicas and existing ships in need of renovation; 5. Listing working and transformed historic shipyards, renovation sites, private companies specialised on ship restoration and production
Stakeholder and players to involve	LBDCA, Regional and local authorities, national parks, universities and research institutes, civil organizations, local and regional museums, private enterprises and craft-service providers, building companies, shipping companies, sailing clubs
Target group	Regional and local authorities, national parks, civil organizations, local and regional museums, organisers of temporary and permanent exhibitions, private enterprises and craft-service providers, building companies, shipping companies, sailing clubs, private researchers
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of databases for historic buildings and parks in their environment and economic context (using already available databases) in the region; 2. Assessment of places where some traditional trade or craft is practiced or was practice and there are possibilities for revitalization of these craft traditions. 4. Providing data for cultural tourism in the area with regard to the touristic carrying capacity of these areas 5. Providing data for decision support to improve protection of the built heritage of cultural landscape

	6. Reducing unemployment and more job opportunities can be expected due to increasing tourism and establishment of new businesses in the region.
Good practises to be use as example? If yes, please specify	The historic, reform-age town centre, Balatonfüred; Castles and palaces of the region; Historic ships and ship-replicas on lake Balaton; H.M.S. Trincomalee in Kingston upon Hull, UK;
Resources need (in €) amount estimate	Approximately 1500 – 2000 €
Action 2.3.	Inventory of traditional events
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Traditional events, such as wine festivals, folklore festivals, special anniversaries of particular cultural importance are traditions to keep the cultural heritage of a region alive and increase the awareness of the domestic and international public about the rich intangible heritage of the region. In connection with these events visitors often meet excellent examples of folk art and crafts as well.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Listing local and regional cultural events linked to gastronomy and wine 2. Listing regional and local folklore festivals 3. Listing markets linked to traditional trades and crafts both regionally and locally 4. Listing civil organizations, foundations, groups and individuals who organize meetings, congresses or festivals in connection with the conservation of cultural heritage 5. Research using questionnaires concerning the knowledge of traditions and special skills, which can be useful for organization and participation in events, opinion concerning event organisation in the region and participation in these events.
Stakeholder and players to involve	LBDCA, Regional and local authorities, national parks, universities and research institutes, civil organizations, local and regional museums, private enterprises, touristic organisations and service providers, schools, the general public (for questionnaires)
Target group	Regional and local authorities, national parks, universities and research institutes, civil organizations, local and regional museums, private enterprises, touristic organisations and service providers, the general public
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of databases for historic cultural events in their environment and cultural context (using already available databases) in the region; 2. Assessment of places where some of these traditional cultural events are organised 4. Providing data for cultural tourism linked to these events in the area with regard to the touristic carrying capacity of these areas

	5. Providing data for decision support to improve protection and conservation of the intangible cultural heritage of the region
Good practises to be use as example? If yes, please specify	Wine days/wine weeks linked to folklore festivals in the Balaton Wine Region; the world-famous Anna Balls in Balatonfüred; II. Balaton International Folk Festival; Western NC Pottery Festival, Dillsboro, USA; The Herb and Chilli Festival, Lilydale, Australia;
Resources need (in €) amount estimate	Due to good availability, only about 800 – 1200 €
Action 2.4.	Inventory of skills in herbs and spices.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Inventory of traditions related to herbs and spices will help us to identify sources of a special range of touristic products. Special attention should be paid for the collection, cultivation and processing of herbs, spices and medical plants.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Inventory of herb-collectors, producers, distributors 2. Inventory of herb- and spice centres and schools 3. Assessment concerning the public knowledge and opinion about the use of herbs and spices – using questionnaires 4. Inventory of professionals in this field – researchers, growers, experts on alternative medicine, medical practitioners who use even natural medicine, herb and spice distributors, special shops.
Stakeholder and players to involve	LBDC, Universities and research institutions, herb centres - (Herb Valley in Zánka, Halimba); local and regional authorities; tourism organisations with experience in herbal tourism around the world;
Target group	Regional and local authorities, national parks, universities and research institutes, civil organizations, local and regional museums, private enterprises, touristic organisations and service providers, schools and vocational qualification institutes, the general public
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of databases of users of herbs and spices in their environment and cultural context (using already available databases) in the region; 2. Assessment of places where cultural traditions of herb and spice collecting, growing and using are present 4. Providing data for cultural tourism linked to these traditions in the area with regard to the touristic carrying capacity of these areas 5. Providing data for decision support to improve protection and conservation of the intangible cultural heritage related to the culture of herbs and spices in the region 6. Providing data for development of herbal tourism in the Balaton Region 7. Herb collection, cultivation and processing involves

	a substantial amount of manual work – results may enhance the establishment of some new enterprises, small family businesses
Good practises to be use as example? If yes, please specify	Herb Valley Centre, Zánka; The Zwack Museum and Visitors' Centre, Budapest; Dr. Miklós Szalai Memorial House and Herb Exhibition, Halimba; Hildegard von Bingen Herb Garden, Reith im Alpbachtal, Austria; The Herb and Chilli Festival, Lilydale, Australia;
Resources need (in €) amount estimate	About 2500 – 3000 €
Action 2.5.	Inventory of wine terroirs and wineries.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Inventory of wineries and viticultural sites, which provide touristic services with particular emphasis on organic wine production and historical viticultural locations and wineries often cultivating indigenous Hungarian grape varieties.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Inventory of wineries and local and regional wine distributors 2. Inventory of organic growers and winemakers including special viticultural and oenological practices 3. Inventory of wine-clubs and vinicultural associations 4. Assessment concerning the public knowledge and opinion about grape cultivation, wine and wine culture using questionnaires 5. Inventory of professionals in this field – researchers, growers, experts on vine and wine, special shops.
Stakeholder and players to involve	LBDCA, Viticultural and oenological research institutions; wineries, organic growers, universities and research institutions; local and regional authorities; tourism organisations with experience in wine-tourism around the world; wine-guilds;
Target group	Viticultural and oenological research institutions; wineries, organic growers, universities and research institutions; local and regional authorities; tourism organisations with experience in wine-tourism around the world; the general public.
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of databases of wineries in their typical terroirs and cultural context (using already available databases) in the region; 2. Creation of database of all wineries in the region according to their profiles, environmental approach (organic – non-organic), grape varieties, product range, services provided 4. Providing data for wine-tourism in the area with regard to the touristic carrying capacity of these areas 5. Providing data for decision support to improve protection and conservation of the intangible cultural heritage related to the culture of wine in the region
Good practises to be use as example? If yes, please specify	Jásdi Winery, Csopak; Figula Winery, Balatonfüred; Dobosi Winery, Szentantalfa; Gergely Wine Estate, Szentantalfa; Nyári Winery, Szent György Hill; Tornai

	Winery, Somló; Kreinbacher Winery, Somló; Veres Winery, Csáford; Cézár Winery, Nagyrada; Viticultural and Oenological Research Institute, Badacsony; Pampetrics Wines, Keszthely; Georgikon Faculty, University of Pannonia, Keszthely.
Resources need (in €) amount estimate	About 1500 – 2000 €

Action 2.6.	Inventory of farms with indigenous domestic animal breeds.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Inventory of farms and sites where traditional animal husbandry is practiced with particular emphasis on traditional Hungarian species (e. g. Mangalica pig, grey cattle, racka sheep, Mura-horses, water buffalo, etc.)
General description of tasks and activities	<ol style="list-style-type: none"> 1. Inventory of farms and stud farms where indigenous domestic animals are bred 2. Listing agritouristic services and organic, crafted food products available at these facilities 3. Listing already existing museum-didactic educational facilities available and possibilities for development 4. Assessment concerning the public knowledge about domestic animal breeding, equestrian culture and opinion about these facilities and developments using questionnaires 5. Inventory of professionals in this field – researchers, growers, experts on animal breeding, special shops.
Stakeholder and players to involve	LBDCA, Universities and research institutes, national parks and nature reserves, agricultural enterprises specialised on breeding indigenous domestic animals, local and regional authorities
Target group	Universities and research institutes, national parks and nature reserves, agricultural enterprises specialised on breeding indigenous domestic animals, local and regional authorities, the general public
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Creation of database of farms and small to medium sized enterprises involved in breeding of traditional, indigenous domestic animals in their typical environment and cultural context (using already available databases) in the region; 2. Creation of database of all agritouristic enterprises and equestrian facilities in the region according to their profiles, product range and services provided 4. Providing data for agritourism and especially equestrian tourism in the area with regard to the touristic carrying capacity of these areas 5. Providing data for decision support to improve protection and conservation of the intangible cultural heritage related to animal farming and equestrian

	culture in the region
Good practises to be use as example? If yes, please specify	Salföld Grange and Farm; György Festetics Animal Farm, Keszthely; Buffalo Reserve in Zalacsány; Deer Farm, University of Kaposvár, Bószénfa, Hungary; Ráksi Friz Bt., Nagykorpad, Hungary;
Resources need (in €) amount estimate	Including the cost of research and assessment, the amount needed could be in the range of 2000 – 2500 €

OBJECTIVE 3. Development of touristic products with interactive facilities to present the ICH linked to the natural resources, the built heritage and the local and regional history – as one system	
Action 3.1.	HR Assessment 1. Product development.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Assessment of human resources available for touristic product development – skilled strategic planners and tourism professionals with appropriate knowledge concerning the socio-economic conditions of the region and information about the key stakeholders.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Assessment of available human resources for touristic product development with expertise in rural and cultural tourism 2. Assessment of human resources with expertise in stakeholder management and cultural conditions of an area (“the cultural web”) 3. Assessment of availability of skilled managers with expertise in rural development 4. Assessment of scientific research institutes, universities, enterprises with research facilities conducting research on regional development and environmental impact assessment 5. Assessment of human resources with expertise in development of interactive educational games, “gamification of informal education in museum-didactic systems”
Stakeholder and players to involve	LBDCA, Universities and research institutes, national parks and nature reserves, agricultural enterprises, local and regional authorities, civil organisations with professional expertise
Target group	Universities and research institutes, national parks and nature reserves, agricultural enterprises, local and regional authorities, civil organisations with professional expertise
Results and impact with the realisation	Construction of a well-functioning international database and resource pool of expert manpower for complex touristic development projects and landscape management.
Good practises to be use as example? If yes, please specify	Balaton Upland National Park; Órség National Park; Berslagen Ecomuseum, Sweden; Trentino Ecomuseum Network, Italy; Landscape Observatory of Catalonia, Spain; Babiogórski National Park, Poland; Bieszczady

	National Park, Poland; Kruger National Park, South Afrika;
Resources need (in €) amount estimate	Due to good available networks, only 800 – 1000 €

Action 3.2.	HR Assessment 2. Trades and crafts.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Assessment of human resources representing knowledge and skills in traditional trades and crafts, agriculture, herb collection and cultivation and manufacturing of herbal products, folklore and traditions, etc. This assessment should include the identification of measures to provide the appropriate expertise in order to build up the base of knowledge and skills necessary to reconstruct the network of skilled tradesmen in the context of a modern ecomuseum.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Assessment of human resources in terms of available expert scientists dealing with the cultural heritage of traditional trades and crafts 2. Assessment of human resources in terms of available expert craftsmen in all the aforementioned trades and crafts 3. Assessment of human resources focusing on crafted food products and beverages, herbs and spices (including expert craftsmen and research scientists), beekeeping and honey production
Stakeholder and players to involve	LBDCA, Universities and research institutes (in an international scale), national parks and nature reserves, agricultural enterprises, local and regional authorities, civil organisations with professional expertise, Hungarian Beekeeper’s Association
Target group	Universities and research institutes, national parks and nature reserves, agricultural enterprises, local and regional authorities, civil organisations with professional expertise
Results and impact with the realisation	Construction of a well-functioning international database and human resource pool of professional manpower with cutting-edge expertise on all aspects of use, revival and pragmatic application of traditional trades and crafts, good practices and touristic development potential.
Good practises to be use as example? If yes, please specify	Balaton Upland National Park and Órség National Park; Landscape Observatory of Catalonia; Bergslagen Ecomuseum, Sweden; Department of Conservation, University of Gothenburg, Sweden; Västärvet, Västra

	Göteborgs Region, Sweden;
Resources need (in €) amount estimate	Due to good available networks, only 1000 – 1500 €

Action 3.3.	New revitalization strategy for traditional trades and crafts.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Development of strategies regarding the revitalization of traditional trades and crafts, education structures and facilities for learning these crafts, supporting facilities for these developments, and distribution channels for the local and regional products.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Assessment of key localities, where development potential for these initiatives exists 2. Strategic analysis of current situation regarding the practice of traditional trades and crafts and availability of expertise 3. Assessment of public attitude in relation to traditional crafts and products thereof, using questionnaires representative for the whole country and for the local rural communities as well 4. Construction of a strategic plan for the whole area of the ecomuseum for conservation (i.e. preservation, revitalization and pragmatic use) of traditional trades and crafts taking into consideration synergies and antagonistic characteristics, market conditions, branding and possible future developments in formal and informal education
Stakeholder and players to involve	LBDCA, Universities and research institutes (in an international scale), national parks and nature reserves, agricultural enterprises, local and regional authorities, vocational schools, trade schools, civil organisations with professional expertise
Target group	LBDCA, Universities and research institutes (in an international scale), national parks and nature reserves, agricultural enterprises, local and regional authorities, vocational schools, trade schools, civil organisations with professional expertise
Results and impact with the realisation	A well-developed strategy including continuous monitoring and result assessment and possibilities to adapt to environmental (both natural, social and business environment) changes
Good practises to be use as example? If yes, please specify	Balaton Upland National Park, and Órség National Park; Department of Conservation, University of Gothenburg, Sweden; Nutti Sámi Siida AB, Jukkasjärvi, Sweden;

Resources need (in €) amount estimate	Substantial theoretical and practical work, but there are available data and resources. About 3500 – 4000 €
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Action 3.4.	Infrastructure development strategy.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Development of strategies regarding infrastructural development, linking existing structures with new ones, construction of interactive information systems, game-based educative touristic attractions.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Assessment of existing infrastructure, roads, public services and accessibility to touristic destinations 2. Assessment of potential touristic destinations, valuable heritage sites to be developed and restored 3. Development of educational trails with mobile applications and in-situ interactive educational facilities 4. Constructing thematic routes linked to existing and planned facilities 5. Developing equestrian trails and their infrastructure
Stakeholder and players to involve	LBDCA, Universities and research institutes (in an international scale), national parks and nature reserves, agricultural enterprises, local and regional authorities, vocational schools, trade schools, civil organisations with professional expertise
Target group	Tourism organisations, universities and research institutes (in an international scale), national parks and nature reserves, agricultural enterprises, local and regional authorities, vocational schools, trade schools, civil organisations with professional expertise
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Construction of database of existing infrastructure, roads, public services and accessibility to touristic destinations to enable further planning of sustainable touristic destination network within the ecomuseum; 2. Construction of a database of potential touristic destinations, valuable heritage sites to be developed and restored 3. Well-constructed educational trails with mobile applications and in-situ interactive educational facilities will increase the number of visitors to those destinations, which were either non-existent or rarely visited, creating hereby new revenue 4. Thematic routes linked to existing and planned facilities embrace all layers of this complex ecomuseum
Good practises to be use as example? If yes,	Bakony-Balaton Geopark and Balaton Upland National

please specify	park, Hungary; Babiogórski National Park, Poland; Bergslagen Ecomuseum, Sweden; Trentino Ecomuseum Network, Italy; Nebrodi National Park, Sicily, Italy; Kruger National Park, South Africa;
Resources need (in €) amount estimate	Development of infrastructure is a long and expensive process, which requires a timeline, specified in the strategic plan. The approximate cost of the detailed strategic development plan, where all expenses are exactly specified, is about 3500 – 4000 € for the whole area of ecomuseum (8 500 km ²).

Action 3.5.	Equestrian tourism development strategy.
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Development of strategies for the enhancement of all varieties of equestrian tourism in the region as one of the most sustainable type of touristic products. Equestrian touristic services are available at a number of touristic destinations, but they are scattered, and their range of services is not sufficiently known.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Assessment of existing horse breeding enterprises, stud farms, with or without touristic facilities, but in any case, available for professional visits and research cooperation 2. Assessment of availability and quality (according to the “Horseshoe Classification System”) of all equestrian touristic facilities and related services in the area of Balaton Ecomuseum 3. Strategic plan for development of equestrian touristic network including equestrian trails and further development of already existing facilities. 4. Strategic development of cross-boundary equestrian touristic cooperation e.g. Hungarian – Slovenia and Hungarian – Croatian partnerships 5. Assessment of public knowledge and opinion about equestrian tourism based on recent research using questionnaires 6. Development of touristic product packages linked to other products for equestrian tourists
Stakeholder and players to involve	Equestrian tourism companies (internationally), stud farms, agricultural universities with equestrian facilities, research institutes, local and regional authorities.
Target group	Horse breeders and equestrian touristic enterprises, stud farms, agricultural universities with equestrian facilities, research institutes, local and regional authorities, the general public.
Results and impact with the realisation	Well developed equestrian facilities in one, preferably transnational (Hungarian-Slovenian and Hungarian-Croatian) network will enhance the development of sustainable tourism generating more revenue and

	<p>creating new employment opportunities. Equestrian traditions are one of the most important constituents of Hungarian Intangible Cultural Heritage and, therefore, equestrian tourism from a heritage perspective will contribute to the conservation of these intangible resources in a sustainable and economically viable way.</p>
Good practises to be use as example? If yes, please specify	Georgikon Faculty, University of Pannonia; Lipica Stud Farm, Slovenia; Irish National Stud and Gardens, Tully, Ireland;
Resources need (in €) amount estimate	For the detailed strategy development only: 2500 €

Action 3.6.	ICT development
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	GIS and RS for assessment and monitoring. Concrete product development for already existing sites with services and information systems – innovative approaches and interactive site-development such as mobile applications, interactive electronic games and updating internet sites with more links and applications.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Development of adapted GIS and Remote Sensing software for research and monitoring of the environmental status of the ecomuseum, including the conditions of infrastructure, the built heritage and even the touristic of pressure on ecologically sensitive areas; for planning of new infrastructure and improving or updating services existing touristic destinations 2. Development of mobile applications for visitors as online guides for the general and special thematic routes in the ecomuseum; 3. Gamification of informal education through ICT tools in museum-didactic applications for all target groups from primary school pupils to adults; 4. Development of own website and online marketing
Stakeholder and players to involve	LBDCA, Tourism organisations, national parks, schools, universities and research institutes, private and public enterprises, local and regional authorities
Target group	Tourism organisations, national parks, schools, universities and research institutes, private and public enterprises, local and regional authorities, the general public
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Well-developed ITC facilities including GIS and Remote Sensing will enable the users and responsible decision makers to update databases, monitor changes and evaluate the possible changes in the implementation of the strategic plans; 2. The development of user-friendly IT applications in sustainable tourism will generate more revenue and

	<p>create new employment opportunities.</p> <p>3. Gamification of informal education is one of the most important constituents of modern museum didactic development, which will greatly contribute to the understanding and need of conservation of intangible heritage resources in a sustainable and economically viable way.</p>
Good practises to be use as example? If yes, please specify	<p>Department of Conservation, Gothenburg & Mariestad, University of Gothenburg, Sweden; Georgikon Faculty, University of Pannonia, Keszthely; Mendel University, Brno, Czech Republic; University of Palermo, Italy;</p>
Resources need (in €) amount estimate	<p>Software development, costs of domain hire, licenses: about 4500 – 5000 € in the beginning, but later these expenses may slightly increase due to updating</p>

Action 3.7.	Renovation and restoration of buildings, historic sites and parks
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	<p>Proposal for renovation of derelict historic buildings suitable for development of museum-didactic resources and securing access to certain archaeological sites (already investigated and not subject for ongoing scientific research) with great importance for the intangible cultural heritage. This might require substantial economic resources.</p>
General description of tasks and activities to	<p>1. Selection of built heritage resources, unused or derelict buildings, castles, manor houses, neglected parks in need of renovation, which can be converted into attractive touristic destinations and constructing a development plan along the trails of the ecomuseum.</p> <p>2. Making already researched archaeological sites available for the general public</p> <p>3. Developing education materials and interactive exhibitions on these sites as an integral part of the ecomuseum development strategy</p>
Stakeholder and players to involve	<p>LBDCA, Tourism organisations, national parks, schools, universities and research institutes, private and public enterprises, local and regional authorities</p>
Target group	<p>Tourism organisations, national parks, schools, universities and research institutes, private and public enterprises, local and regional authorities, the general public</p>
Results and impact with the realisation	<p>1. Well-developed historic buildings, preserved archaeological sites made accessible for the general public will generate new employment opportunities both for the construction industry and for conservators as well as secondary services generated by the tourism industry</p> <p>2. The development of user-friendly IT applications in</p>

	<p>sustainable tourism will generate more revenue and create new employment opportunities.</p> <p>3. Gamification of informal education will constitute even here an important form of touristic product development and will make the aforementioned built heritage conservation even more viable.</p>
Good practises to be use as example? If yes, please specify	The castles in the area of the planned Balaton Ecomuseum; Villa Romana, Balácsa, Veszprém County, Hungary; The Festetics Palace, Keszthely;
Resources need (in €) amount estimate	For the assessment and the planning only: about 3000 - 3500 € - the implementation is another, far larger position. The Balaton Ecomuseum will be continuously developed even after its establishment.

Action 3.8.	ICH assessment of bath and thermal bath culture
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Assessing the intangible heritage of thermal bath culture, the historic and modern knowledge of the beneficial effects, the possibilities and the limitations of natural medicine with regard to the intangible heritage, which includes the traditions and the knowledge and skills of thermal bath culture as well as the history of balneology in the western thermal belt of Hungary.
General description of tasks and activities to	<ol style="list-style-type: none"> 1. Assessment of bath places around Lake Balaton regarding touristic load, water quality, composition of tourist groups according to their country of origin; 2. Assessment of infrastructural development trends in thermal bath places in the “western thermal belt” of Hungary; 3. Assessment of knowledge and skills related to the bath culture, particularly to the culture of medical bath and health tourism. 4. Assessment of public opinion, knowledge and skills about the bath and thermal bath culture by using questionnaires
Stakeholder and players to involve	LBDCa, Tourism organisations specialized on thermal bath culture and touristic service providers; Universities and research institutes;
Target group	LBDCa, Tourism organisations specialized on thermal bath culture and touristic service providers; Universities and research institutes; Civil organizations, the general public
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Coordination of environmental and social monitoring facilities in ecologically sensitive locations such as shallow coastal areas of Lake Balaton or the Hévíz Lake 2. Continuously updated record of service providers within the field of balneology and natural medicine

	3. Improved marketing of medical bath facilities, health tourism and service providers based on the research regarding public opinion, knowledge and skills about bath culture
Good practises to be use as example? If yes, please specify	Bath in Kehidakustány, Hévíz (with certain reservations regarding the touristic pressure on the lake), Balaton-füred and its coastal area;
Resources need (in €) amount estimate	For the assessment only: about 2000 €

Action 3.9.	Touristic product development
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Developing attractive touristic product packages, which serve the purpose of the ecomuseum as an effective and efficient tool for informal education. These touristic packages shall be constructed so, that they guide the user through the logically linked components of the landscape in an educative way. Interactive ICT applications constitute the didactic linkage between the components of these touristic packages.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Assessing the range of touristic products available in the ecomuseum with particular emphasis on those products and services, which are linked to the intangible cultural heritage of the area; 2. Constructing attractive touristic programme packages, which contain both recreation and undertraining with elements of informal education in the ecomuseum; 3. Establishing a system of consumer feedbacks in order to monitor customer satisfaction and assessing new trends of consumer demands in the tourism industry; 4. Monitoring the touristic pressure on all destinations of the ecomuseum in order to maintain sustainability and enable to plan attractions and events accordingly 5. Based on consumer demands, monitoring the educational needs of tourism industry, particularly in those areas, which directly or indirectly can be linked to the conservation and sustainable use of intangible cultural heritage
Stakeholder and players to involve	LBDCA, Tourism organizations, travel agencies and service providers, universities and research institutes

	with key competences in the HORECA and tourism industry; civil organizations; local and regional authorities
Target group	Tourism organizations, travel agencies and service providers, universities and research institutes with key competences in the HORECA and tourism industry; civil organizations; local and regional authorities
Results and impact with the realisation	<ol style="list-style-type: none"> 1. Coordination of available touristic products and monitoring of consumer demand will enable the decision makers to plan touristic product development 2. Continuously updated record of service providers within the field of rural tourism 3. Improved marketing of rural tourism and service providers based on consumer demand
Good practises to be use as example? If yes, please specify	Robinson Tours – the Russian market segment, mainly for health and gastronomic tourism; University College of Tourism and Ecology in Sucha Beskidzka and Babia Góra National Park, Poland;
Resources need (in €) amount estimate	Taking into account available sources of information: 1500 – 2500 € for the whole ecomuseum
Action 3.10.	Stakeholder management
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Identifying the key areas of responsibilities: stakeholder management – key players. Social marketing – dissemination of the concept of Balaton Ecomuseum among the local population, developing recruitment policies, projects for local capacity building.
General description of tasks and activities	<ol style="list-style-type: none"> 1. Identifying the power matrix of stakeholders (key players, potentially active supporters or opposers, risk factors through incompatible stakeholders) 2. Assessing the demographic composition of the ecomuseum within the stable local population; 3. Assessing the level of qualification of the stakeholder groups; 4. Setting up an action plan for social marketing – “selling” the concept of the Balaton Ecomuseum among the local population – open workshops and conferences
Stakeholder and players to involve	LBDCA, Tourism organizations, travel agencies and service providers, universities and research institutes with key competences in the HORECA and tourism industry; civil organizations; local and regional authorities;
Target group	Tourism organizations, travel agencies and service providers, universities and research institutes with key competences in the HORECA and tourism industry; civil organizations; local and regional authorities;
Results and impact with the realisation	Better understanding of the necessity of ecological tourism. Positive environmental effect will be the reduction of the ecological pressure on the

	<p>ecologically particularly sensitive coastal areas of Lake Balaton. Another great benefit will be increased job opportunities and employment due to the newly established touristic services and the “resurrection” of traditional crafts, which were unfairly neglected during the last decades due to the misconception that they would be too expensive for the general public and can be replaced by cheap mass production.</p>
<p>Good practises to be use as example? If yes, please specify</p>	<p>Lake Balaton Development Coordination Agency; Trentino Ecomuseum Network, Italy; Berslagen Ecomuseum, Sweden;</p>
<p>Resources need (in €) amount estimate</p>	<p>About 4000 – 5000 €</p>

5.6 PILOT ACTIONS 1 - 3

Objective Title: Objective 1: Inventory of the natural resources and agricultural resources (including viticulture and wineries) of the Balaton Eco-museum taking into account protected areas and Objective 2: Inventory of existing and potential touristic products. ICH of regional agriculture. The ICH connected to these touristic products.		Objective Number: Objectives 1 and 2	
Pilot Action Title: Creating databases from the inventories of Objective 1 and Objective 2. These continuously updateable databases will constitute the basis of the decision support systems and the monitoring facilities. This action includes the coordination of already existing databases available.		Action Number: Pilot Action 1.	
Background: <i>Please describe the input provided by workshops, participatory approach, the origin of idea of action that constitute the basis for the development of the present action pilot as soon as good practices are identified</i>			
<p>During workshops, management meetings and transnational strategic meetings it has been established, that before constructing the ecomuseum, this kind of inventories is necessary in order to identify those resources, which determine the character of the cultural landscape, which itself is a part of intangible cultural heritage. Furthermore, the use of these natural resources provide material for a number of trades and crafts, such as construction materials for buildings (e.g. basalt or red sandstone), woodwork, reeds for roofing (a still existing but already rare craft), knowledge of herbs and spices, etc. Important to emphasize, that this ecomuseum is still under construction on a very large area with a vast diversity of resources. Inventories of existing and potential touristic products will constitute the basis of system construction for a range of touristic products of the ecomuseum. It is very important to estimate the necessary human resources for development and management of these specific destinations. For creation of these inventories GIS and Remote sensing applications are also needed.</p>			
Theme: (specify the category of your action)	X- ICT application, creative industry; X- participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH; X- actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer.		
Action / Intervention that will be realized	Responsibility (Who will do it): LBDCA and external experts as well as research institutions of universities (Pannonia University).	Resources need (Information, money, materials)	Timeline (Start and end dates)



1. Sorting and collecting data from the two inventories	LBDCA and University of Pannonia	3000 €	2019 - continuously
2. Creating databases of each category	LBCDA and external experts and universities	2500 €	2019 - continuously
3. Building contact network between LBDCA, the local governments and private enterprises	LBDCA and external experts; University of Pannonia	1500 €	2018 October – 2019 December

MAIN IMPACTS

Main impacts on - ICH preservation, conservation and valorisation of ICH	A complete catalogue/database of natural resources: landscape sites, thermal waters, bath opportunities, mineral water springs, geodiversity and biodiversity (sites to visit and protected sites, not for tourists), particularly important plant species, wild animals, bird sanctuaries. This inventory shall be continuously updated taking into consideration the evolution of the cultural landscape. A substantial increase of information to be used for strategic planning of touristic products and to connect the existing ones into one holistic system in order to create an ecomuseum which can be developed in harmony with the evolution of the cultural landscape. A number of these touristic products is based on the intangible cultural heritage of the landscape.
Main impacts on relation between public and private	Good knowledge about the natural and human resources available in the area. The assessments of skills and qualifications of the local and regional population will enable planning of touristic products and increase the results of social marketing.
Main impacts on local communities, citizens, target groups	Increased cooperation at this stage mainly between professional and civil organizations, which will be extended on the private sphere as well.

MAIN RESULTS

Which main results do you want realized?	A substantial increase of information to be used for strategic planning of touristic products and to connect the existing ones into one holistic system in order to create an ecomuseum which can be developed in harmony with the evolution of the cultural landscape. A number of these touristic products is based on the intangible cultural heritage of the landscape.
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What are the main indicators to measure the results?	The number, construction and accessibility of the databases created at this point; The quality and distribution of data obtained regarding natural resources and touristic product ranges;
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Objective Title: Objective 1: Inventory of the natural resources and agri-cultural resources (including viticulture and wineries) of the Balaton Eco-museum taking into account protected areas; and Objective 2: Inventory of existing and potential touristic products. ICH of regional agriculture. The ICH connected to these touristic products; and Objective 3: Development of touristic products with interactive facilities to present the ICH linked to the natural resources, the built heritage and the local and regional history and setting up the management structure of the ecomuseum	Objective Number: Objectives 1, 2 and 3
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Pilot Action Title: Identifying the key areas of responsibilities and setting up the management structure and the legal form of the Balaton Ecomuseum based on the aforementioned strategies and the key stakeholders; assembling the steering board/board of trustees and formulating the founding charter of the organization. Taking into account the size of the ecomuseum and the corporate stakeholders therein, issues of corporate social responsibility (CSR) should be properly addressed.	Action Number: Pilot Action 2.
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Background: *Please describe the input provided by workshops, participatory approach, the origin of idea of action that constitute the basis for the development of the present action pilot as soon as good practices are identified*

Already on the first workshops it was clarified, that the Balaton Ecomuseum still does not exist as a legal entity. It has been decided to set up a management structure after defining the geographical boundaries and the basic structure of the ecomuseum. The management will be based on the participatory approach, including LBDCA, Regional and local authorities, universities, national parks and civil organisations, agricultural enterprises and shipping companies.

Theme: (specify the category of your action)	<p>X- ICT application, creative industry;</p> <p>X- participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH;</p> <p>X- actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer.</p>
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Action / Intervention that	Responsibility (Who will do it):	Resources need	Timeline
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will be realized		(Information, money, materials)	(Start and end dates)
1. Identification of key stakeholders	Lake Balaton Development Coordination Agency	1500 €	2019 January – 2019 April
2. Identifying the key competnces of these key stakeholders	Lake Balaton Development Coordination Agency	300 €	2019 May
3. Organizing strategic meeting between the key stakeholders in order to agree about the legal structure and the management cobcept of the ecomuseum	Lake Balaton Development Coordination Agency	800 €	2019 May
3. Producing the foundation charter of the Balaton Ecomuseum	Lake Balaton Development Coordination Agency through external legal experts	2500 €	2019 October
MAIN IMPACTS			
Main impacts on - ICH preservation, conservation and valorisation of ICH	The management will be able to realize the cooperation between the stakeholders in order to save and use the intangible cultural heritage.		
Main impacts on relation between public and private	Management will ensure that information about the functions and development plans of the ecomuseum will reach the general public. Closer cooperation between private companies, civil organizations, local authorities, schools and universities and research institutes and the local population can be expected in terms of monitoring, strategic planning and decision making.		
Main impacts on local communities, citizens, target groups	Participation in development and decision-making processes. Increased employment and higher revenue from the region.		
MAIN RESULTS			
Which main results do you want realized?	A functional legal entity, absolutely new development trends		



<p>What are the main indicator to measure the results?</p>	<p>The number of interested stakeholders, feedback from the local population, improved demographic parameters due to higher standards of living and better social conditions</p>
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<p>Objective Title: Objective 1: Inventory of the natural resources and agri-cultural resources (including viticulture and wineries) of the Balaton Eco-museum taking into account protected areas; and Objective 2: Inventory of existing and potential touristic products. ICH of regional agriculture. The ICH connected to these touristic products; and Objective 3: Development of touristic products with interactive facilities to present the ICH linked to the natural resources, the built heritage and the local and regional history and setting up the management structure of the ecomuseum</p>	<p>Objective Number: Objectives 1, 2 and 3</p>
<p>Pilot Action Title: Constructing the plans of a landscape observatory in order to provide monitoring, and decision support system for the whole landscape unit, even outside the ecomuseum, due to increasing tourist pressure and regional infrastructural development programmes. Good practice: The Landscape Observatory of Catalonia, Spain and the country-wide Landscape Observatory of Finland. Possibilities to establish cross-border landscape observatories.</p>	<p>Action Number: Pilot Action 3.</p>
<p>Background: <i>Please describe the input provided by workshops, participatory approach, the origin of idea of action that constitute the basis for the development of the present action pilot as soon as good practices are identified</i></p>	
<p>The landscape observatory together with the ecomuseum shall be a very strong management system. Landscape observatories constitute the most important decision support systems: meeting points between governmental bodies, local/regional authorities, formal organizations, university research and education, education system, civil society organizations, and trade organizations. Long term monitoring of landscape and societal functions, evaluation of activities and societal effects;</p> <p>Increase the knowledge in all layers of society on landscape content, landscape interpretation, and potentials for sustainable development; Stimulate cooperation</p> <ul style="list-style-type: none"> - development of models for landscape inventories, interpretation activities, decision support systems - development of routines, procedures, techniques for operating preservation and development in a broad sense 	



Theme: (specify the category of your action)	X- ICT application, creative industry; X- participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH; X- actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer.		
Action / Intervention that will be realized	Responsibility (Who will do it):	Resources need (Information, money, materials)	Timeline (Start and end dates)
1. Setting up the preliminary structure of the landscape Observatory	Lake Balaton Development Coordination Agency	Databases created in objectives 1 and 2	2019 January – 2020 June
2. Determining the legal form of the landscape observatory	Lake Balaton development Coordination Agency	Probably about 2000 €	2019 February – 2020 June
MAIN IMPACTS			
Main impacts on - ICH preservation, conservation and valorisation of ICH	Efficient management system, better preservation of all kind of cultural heritahge		
Main impacts on relation between public and private	Stronger public participation, more detailed forms of participation will be developed later with specified responsibilities		
Main impacts on local communities, citizens, target groups	Increased participation of local and regional businesses Information activities to the general public concerning development and environmental issues		
MAIN RESULTS			
Which main results do you want realized?	Possibilities to enhance sustainable decision-making processes Possibilities to link craft laboratories and heritage interpretation laboratories Establishment of sustainable management systems for the cultural landscape in the Balaton Region		
What are the main indicator to measure the results?	Involvement as advisory organisation into the regional development decision making processes by halping the work of local and regional authorities		

