

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CULTURECOVERY
Lead partner	Municipality of Cervia, Italy
Output number and title	Action Plan for the planned Balaton Ecomuseum
Responsible partner (PP name and number)	Lake Balaton Development Coordination Agency (LBDCA)
Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
Delivery date	30.06.2020

Summary description of the strategy/action plan (developed and/or implemented)

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. Structure of the Action Plan:

(a) 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.).

(b) 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.

(c) 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.

(d) 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.

(e) 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.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The Balaton Region and the whole area of the planned Balaton Ecomuseum is situated in a NUTS 2 region, including Veszprém, Zala, and Somogy Counties.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

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.

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 generating more employment opportunities and simultaneously reducing the touristic pressure on ecologically sensitive coastal areas. It is important to emphasize, that the infrastructural development will have to be strictly sustainable with regard to the environmental, social and economic carrying capacity of the ecosystem services of these destinations.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The 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 will ensure the environmental, social and economic sustainability of the project. 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.

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 natural resources, traditional trades and crafts, applied heritage science, good conservation-practices and touristic development potential of destinations will guarantee the expertise required for planning sustainable management strategies.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

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. 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 cultural landscape and not a single feature or trait, group of features or category of activities.

Excellent community participation from an international perspective in a new applied scientific context is one of the most important added values of transnational cooperation.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

Bakony-Balaton Geopark www.geopark.hu/, suitable to extend the concepts for the whole ecomuseum; Zánka Herb Valley <http://www.gyogynovenyvolgy.hu/>; Muskau-Arch Geopark - Germany-Poland; Kamptal Geopark in Austria https://en.wikipedia.org/wiki/Kamptal_Geopark; Bohemian Paradise Geopark, Czech Republic; Hong-Kong Global Geopark, China; Pennsylvania (USA) Department of Conservation and Natural Sciences (DCNR) Wild Plant Sanctuary Program; Shendurney Wildlife Sanctuary, India <https://shendurney.com/flora-plants/> UNESCO - Biosphere Reserves; Ramsar Convention sites; Bucuti & Tara Beach Resorts ARUBA <https://www.bucuti.com/eco-friendly/>; Sustainable Tabacón <https://www.tabacon.com/sustainability/> Wildlife conservation and management DREAM-Italia www.dream-italia.it/en/ Kruger National Park, South Africa <http://www.krugerpark.co.za/> Trentino Ecomuseums Network <https://ecomuseums.com/trentino-ecomuseums-network-italy/>

Logical Framework of the Action Plan

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

