

HUNGARY'S FIRST REGENERATIVE TOURISM PRODUCT IN KÓSPALLAG



Meeting the principles of the visitor economy? Education in the spotlight on both sides, locals involved as paid guides, most of them have not participated in tourism so far.

Meeting the principles of regenerative tourism? What does it mean in practice to leave a destination in a “better condition”? How to include voluntary work (gardening within team building, plogging with visitors)?

NbS tackled: sustainable forestry, soil diversity

Planned monitoring indicators: number of programs launched (2026, 2027), number of programme packages, number of attractions involved, number of involved service providers, satisfaction of visitors and service providers

The most important **3 unexploited assets** identified:

- having a biointensive, community-supported vegetable garden in the village
- the use of continuous tree cover forestry in the area
- rethinking locals' remaining connection to nature (e.g. edible forest)

3 experience programme packages already announced through Humtour:

1. Herbs, mushrooms, excursion to silvopastoral and basket weaving (11 April, 17 May)
2. Cooking workshop in the organic farm with a master chef (6 June, 19 September)
3. Herbs, essence oils, forest and horses (2 May, 18 July, 3 October), specialised for families

2 pilot visits: 23 April for partners + open day for locals, May for business partners (HU Association of Travel Agencies)

Innovative character: sustainability and renewed connection to nature is the product to be sold; it is literally the first regenerative tourism product in Hungary.

Persona: educated young adults (25-35 yrs) and mid-age parents with 8-13-year-old children, mostly from Budapest.

In the catalogue: folk dance house, essence oils, ants' egg harvesting, the country's only Romanian sledge, traditional management of fruit trees, monastery ruins, hunter writers in Börzsöny

History:

- 30 May 2025: testing a dream - full-day programme with ca. 30 interested participants
- 12 September 2025: capacity building of local stakeholders
- 3 October 2025: mapping of local cultural/natural assets with locals
- 2 December 2025 and 20 January 2026: 1. mapping further assets and validating them with the identified travel agency, Humtour, which firstly had a Good Travelseal certification in Hungary; 2. putting together both the pilot programme and the services to be launched

Marginalised groups we work with:

- Danube Bend is a prominent tourist region, but Kóspallag is an unexploited settlement
- Newcomers in the village are more active, but 2 local elderly and one teenager are involved. We work mostly with women.
- Putting Kóspallag onto the tourism map in a sophisticated way strengthens the sense of belonging of the entire community - we invite less active locals to the pilot activity.

Undervalued cultural and/or natural assets explored with locals: rethinking of traditional lifestyle, indigenous knowledge and traditional land use.



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