

STSEU

Touristic Strategy



Sustainable Tourism for Sustainable EEurope



Funded by the
European Union



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

TABLE OF CONTENT

- **Welcome words**
- **Project Background**
- **Partners**
 - Băile Tuşnad (RO)
 - Municipality of Jászkarajenő (HU)
 - Municipality of Harkány (HU)
 - Municipality of Jánoshalma (HU)
 - Municipality of Bicske (HU)
 - Municipality of Tešedíkovo (SK)
- **Vision and Mission**
- **Closing Words**





WELCOME WORDS



In 2024, the Mayor of Băile Tuşnad, Zsolt Butyka, opened the event series titled “Sustainable Tourism for a Sustainable EUrope,” which welcomed representatives from six towns across three countries. The goal of the event was to bring together delegations to discuss various aspects related to the existence of the European Union, including the actual challenges it faces: the migration crisis, the war in Ukraine, and climate challenges that also affect tourism.

During the meeting, participants engaged in various cultural activities aimed at fostering intercultural exchange between the towns. They showcased their traditional dances, songs, and culinary specialties, and took part in a tourism exhibition where they presented their natural and architectural assets, as well as EU-funded developments. These efforts contributed to the preservation of common European cultural and tourism heritage, the strengthening of cultural identity and the acceptance of diversity, the elimination of prejudices, and the enhancement of participants' EU knowledge and cooperation skills.

PROJECT BACKGROUND

The municipalities of the twin towns of Băile Tuşnad all consider continuous tourism development essential, as it significantly improves the economic and social situation of the towns. One of the cornerstones of ongoing renewal is the exchange of experiences and ideas. To facilitate this, an international meeting was organized from June 21-23, 2024, in Băile Tuşnad, where delegations from Hungary, Slovakia and Romania had the opportunity to share the tourism developments they have implemented so far (whether through their own resources or EU funding), the best practices that have increased the number of tourists and overnight stays, as well as their future concrete plans or even dreams.



BĂILE TUȘNAD

Short description

The famous spa resort, Băile Tușnad, known both in Romania and abroad, is located in the Olt Valley, south of Miercurea Ciuc. It is considered the "Pearl of Transylvania and the Carpathians" and is regarded as one of the most beautiful mountain resorts in Harghita County. Tusnádfürdő is 32 km from Miercurea Ciuc, 37 km from Sfântu Gheorghe, 35 km from Baraolt, and 67 km from Brașov, situated on the DN 12 national road. The town is seen as the main gateway to Harghita County and remains the only town in the Alcsík Basin. Nearby, you'll find Mount Csomád and Lake Saint Anne, the only volcanic lake in Romania, a natural monument.

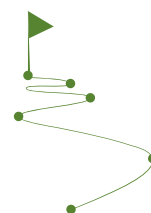
According to a legend, in 1842, a shepherd boy noticed the healing effects of the mineral springs in the swamps of what is now Băile Tușnad. This area was called "Beszédmező" (Speech Field), and the reputation of its medicinal springs quickly spread throughout the region.

In 1845, the local authorities of Tușnad, Vrabia, Cozmeni, and Lăzărești, led by farmer Lajos Élthes, founded a six-member joint-stock company and leased the land owned by the villages for 99 years. The number of shareholders soon rose to 42, and by 1848, 40 villa-like wooden houses had been built to accommodate the growing bathing community. The Bishop's House was constructed from a donation by Miklós Kovács, Bishop of Transylvania, and the Guesthouse was completed, becoming the first hotel in the resort.

In 1948, the settlement underwent rapid development. The villas were nationalized, the Bath Treatment Enterprise was established, and water supply and sewage systems were introduced. By the 1960s, the spa and therapeutic treatments of Băile Tușnad became accessible to everyone. Facilities for health treatment and those for leisure visitors were separated.

1968 marked a significant period in the town's history, when, during the administrative reorganization, Băile Tușnad was granted city status.

Today, Băile Tușnad is known as Romania's smallest city, with a population of 1,371.





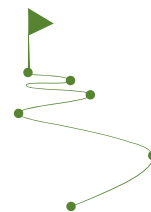
BĂILE TUȘNAD

PAST - Developments so far

In recent years, the city has undergone numerous developments aimed at modernizing the area.

The most significant projects include:

- Renovation of the "Borvizek Útja" (Mineral Waters Route): This route is approximately 40 km long, starting from Sâncrăieni, passing through meadows, clearings, and forests, touching the Sólyomkő Nature Reserve, and reaching the banks of the Olt River in Băile Tușnad. From there, it crosses a suspension bridge over the Olt River and eventually arrives at Bixad.
- Construction of a wellness center
- Renovation and modernization of the central park
- Complete renovation of central parking areas
- Development of the Local Volunteer Fire Service
- New school furniture and equipment
- Electric cars for the local government





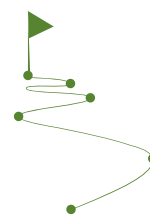
BĂILE TUȘNAD

PRESENT - Individual plans

The city leadership has many ideas and plans that are essential for ensuring a modern future for the town. Considering that Băile Tușnad is a small, continually developing tourist town that strives to harness its potential, it is important to focus on the safety and proper services for both the city and its visitors. Therefore, it is necessary to renovate and modernize the drinking water supply pipeline and network of Băile Tușnad.

The water supply system in Băile Tușnad was put into operation in 2012. Since its installation, a significant amount of supply and distribution pipelines have been damaged, leaving the town without drinking water on several occasions, even to this day. To resolve this ongoing issue, addressing the problems related to the water supply is crucial and indispensable.

Soon, the city's new kindergarten, with extended hours, will be completed. An integrated voluntary waste yard, a recreational spa, and energy efficiency improvements at the school are currently under construction. There are also plans for building nZEB apartment blocks for young professionals, as well as an Integrated Community Center.



MUNICIPALITY OF JÁSZKARAJENŐ

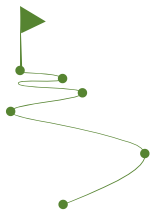


Short description



Jászkarajenő is located in the south-east corner of Pest County, between the Danube and the Tisza. Surrounding the village there is traditional farmland area with original farmhouses. In addition to know the rich fauna and flora of the saline steppe, it is possible to explore the local history hiking trail or the 8 km long Márton Csonka educational trail. In the Lovas Centrum addition to individual and group riding lessons, also offers summer riding camps, riding programs at weekends.

PAST - Developments so far



Jászkarajenő has undergone several key developments in recent years, improving both infrastructure and community spaces. One notable project is the expansion and renovation of local playgrounds, enhancing recreational facilities for children and families. Additionally, there have been updates in the health sector, including improvements to the medical and dental care facilities, ensuring that residents have access to better healthcare services. The municipality has also focused on enhancing the cultural life of the town, with new initiatives aimed at promoting local arts and culture.

Present - Individual plans



Looking ahead, Jászkarajenő's future plans include further development in infrastructure and community services. The town aims to modernize its public transportation and utility networks, ensuring a more sustainable and efficient system for residents. Moreover, there are ongoing discussions about expanding educational and social facilities, such as schools and social services, to better accommodate the needs of the growing population. Additionally, the local government is working on securing funding for green initiatives, which would include energy-efficient projects and environmental sustainability programs.



MUNICIPALITY OF HARKÁNY



Short description

Harkány is the best known and most popular Mediterranean spa resort in South Transdanubia and one of the 5 most important spa towns in the country. It is located 25 km from Pécs and a few km from the Villányi wine region, with a population of 5,481. The sulphurous thermal water, unique in Europe, is suitable for the treatment of many diseases and is the town's greatest treasure. Harkány and its surroundings offer a wide range of accommodation, restaurants and leisure activities, with almost 230,000 overnight stays a year by domestic and foreign tourists. The Spa, which will be 200 years old in 2023, has been awarded the 5-star rating several times. The settlement is part of the Pécs-Villány tourist destination with a health tourism profile.

PAST - Developments so far

EU-funded tourism-related investments: Reconstruction of the Arboretum area (plant stock, educational trail, running track, playground), and creation of outdoor sports and leisure facilities at the sports hall (streetball court, skateboarding track, chess table, table tennis court)

The complex development of the Spa was carried out in several phases with domestic funding (interior spaces - changing rooms, wellness area, sauna world, mini children's world, paddling pool, rest areas - and the construction of a new indoor "Harka" pool hall with adventure pools, whirlpools, slides and outdoor children's world pools on 1200 m²)

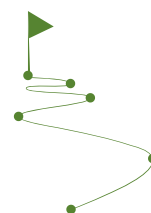
<http://harkany360.hu/>

PRESENT - Individual plans

Harkány, as a health resort of major importance, is continuously developing its spa, tourism and wellness offer. Tourism has always played an important role in the economy of the town, the most important pillar of which is the thermal waters of the town. The aim is to improve the quality of health, health tourism and medical-wellness attractions and services based on thermal water, and to expand services, which will help to increase the number of visitors and their length of stay.

Strategic development objectives of Harkány as a certified spa

- Improving the infrastructure and expanding the services of the spa and thermal baths
- Restoration of the image of Harkány, marketing and positioning of the municipality
- Development of the spa hospital services
- Development of quality accommodation



MUNICIPALITY OF JÁNOSHALMA

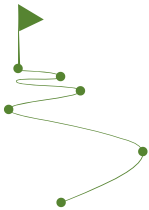


Short description



Jánoshalma, located on the border of Bácska and Kiskunság in the South Great Plain, offers stunning landscapes and rich architectural sights, perfect for endless hikes and explorations. Visitors can enjoy local gastronomy, including excellent wines, fruits, and traditional peasant dishes. The nearby ancient juniper forest invites long walks, and the town provides cultural and active recreational opportunities like hunting, horseback riding, cycling, and various popular events, making it an ideal destination for both relaxation and adventure.

PAST - Developments so far



In recent years, Jánoshalma has made significant strides in developing its agricultural sector, particularly through the creation of an agro-logistics center. This includes a state-of-the-art fruit processing facility and cold storage units, supporting local farmers and enhancing the town's agricultural infrastructure. The development has strengthened the region's economic base and created new jobs.

Present - Individual plans

Looking to the future, Jánoshalma plans to expand these capabilities further, with a focus on increasing agricultural productivity, developing regional infrastructure, and supporting export growth to ensure sustainable development and long-term prosperity for the community.



MUNICIPALITY OF BICSKE



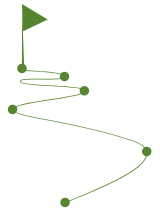
Short description

Bicske is located in the Zsámbék Basin, in the northern part of Fejér County, and serves as a district center. Due to its location between Budapest and Tatabánya, it handles significant rail and road traffic, with recently built bike paths aiding its tourist access. Notable attractions include the Batthyány Castle and its English park, Bicske Heart Park, and the Lajtha House Cultural Center.



PAST - Developments so far

In recent years, significant tourism-related developments have taken place in Bicske, greatly enhancing the city's appeal. One of the most prominent projects was the complete renovation of the 12-hectare English park surrounding the Batthyány Castle, which was carried out with 237 million HUF of European Union funding. The renewal of the park provides new recreational opportunities for both local residents and tourists. Additionally, the construction of the Bicske-Tarján-Etyek bicycle path has made the city's natural surroundings more accessible, connecting it to nearby attractions and becoming a popular route for cycling tourists. Another important development was the construction of a running track and an athletic field in Bicske Szíve Park, offering new opportunities for those interested in a healthy lifestyle. Moreover, the cultural life of the city received a significant boost with the renovation of the Petőfi Cultural Center building, which reopened its doors in 2024, along with the opening of the new Lajtha House Cultural Center, now serving as the city's main cultural hub.



PRESENT - Individual plans

The management of Bicske is not resting on its laurels and continues to work on further developments. Planned investments in the near future include the expansion of the existing bicycle paths to make the surrounding tourist attractions even more accessible to a broader audience. Furthermore, there are plans to further develop Bicske Szíve Park, providing even more modern and diverse recreational activities for both residents and visitors. Another key tourism-related plan is to convert the former kindergarten building on József Attila Street into a tourist attraction with innovative new functions, making the city even more appealing to visitors.



MUNICIPALITY OF TEŠEDÉKOVO

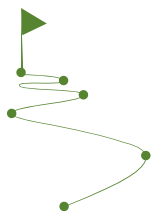


Short description



Tešedíkovo (Hungarian: Pered) is a village located in the southern part of Slovakia, in the Nitra Region, part of the Šaľa District. It is situated near the Váh River, which contributes to its rich agricultural land. The village is historically tied to its Hungarian roots, and the majority of the population still identifies as Hungarian. Tešedíkovo's name honors Samuel Tešedík, a prominent educator and reformer who played a significant role in Slovak and Hungarian history.

The village has a vibrant cultural life, with annual events such as local festivals, community gatherings, and celebrations of local traditions. Agriculture continues to be a significant part of the local economy, with recent developments focusing on infrastructure improvements and enhancing the quality of life for resident



PAST - Developments so far

Tešedíkovo has seen notable developments in recent years. In 2023, the municipality achieved a financial surplus, increasing the community's reserve fund by over 200,000 euros, despite rising costs. Among the successful projects was the completion of new streetlights, a modern sound system, and the renovation of playgrounds, all funded by the local budget. In 2024, a new community space was developed with an outdoor oven and grilling area, thanks to the contributions of local groups like VINIPER. Additionally, a much-needed new bus was purchased to replace the old Karosa bus, enhancing transportation options for local organizations and school groups. A key achievement was the installation of an elevator in the retirement home, improving accessibility.



Present - Individual plans

The municipality has exciting projects lined up for 2024 and beyond. Plans include the completion of the community oven and continued investment in infrastructure, such as road and sidewalk repairs. The most ambitious project is the full renovation of the cemetery fence, set to start in late 2024. The local government is also focused on maintaining zero debt, ensuring long-term sustainability for future initiatives. If additional external funding becomes available, projects like the renovation of the Állomás Street sidewalk are expected to move forward in 2025. The community remains committed to improving both infrastructure and quality of life for residents through responsible financial management and collaboration with local organizations.



VISION & MISSION

Vision

Our vision is to foster sustainable and innovative growth for the benefit of all partner municipalities by enhancing tourism, infrastructure, and cultural exchange. By harnessing local strengths, such as our rich natural resources, unique tourist attractions, and community spirit, we aim to build resilient economies and vibrant, inclusive communities. We envision a future where each town thrives independently yet collaborates closely, creating shared value for residents, visitors, and businesses alike. Together, we will continue to preserve our cultural heritage, embrace sustainability, and build a lasting legacy of unity across borders.

Mission

Our mission is to strengthen cooperation among the partner municipalities to enhance tourism, infrastructure, and local economies, while fostering innovation and sustainability. Through joint projects, strategic planning, and the exchange of ideas, we will:

- Renovate and modernize critical infrastructure, such as the drinking water system in Băile Tuşnad.
- Expand the tourism and wellness offerings of key locations like Harkány and Băile Tuşnad, promoting them as premier health and wellness destinations.
- Facilitate professional exchanges among local producers, like the collaboration between Transylvanian beekeepers and Harkány's honey producers, to foster knowledge sharing and economic growth.
- Build new partnerships with municipalities from underrepresented Hungarian areas, enhancing cultural and economic ties.
- Organize professional meetings between tourism centers with similar profiles, such as thermal bath complexes in Băile Tuşnad and Harkány, to explore ideas for development and best practices.
- Promote sustainable practices in tourism and local development, while preserving the unique cultural and environmental heritage of each municipality.

Through these efforts, we aim to create a more connected and prosperous region, building on shared values and common goals.





CONTACTS

BĂILE TUȘNAD



<https://primariabailetusnad.ro/>



office@primariabailetusnad.ro



+40266.335006

MUNICIPALITY OF JÁSZKARAJENŐ



<https://jaszkarajeno.asp.lgov.hu/>



jkaraph@t-online.hu



+36 53/366-001

MUNICIPALITY OF HARKÁNY



www.harkany.hu



titkarsag@harkany.hu



+36 72 480 100

MUNICIPALITY OF JÁNOSHALMA



www.janoshalma.hu



polghiv@janoshalma.hu



+36 77 501 001

MUNICIPALITY OF BICSKE



<https://bicske.hu/>



hivatal@bicske.hu



06-22-565-464

MUNICIPALITY OF TEŠEDÉKOVO



<http://www.tesedikovo.sk>



tesedikovo@tesedikovo.sk



+421 31 590 2885



TABLE OF PICTURES

