

49th Georgicon Conference

**Development of Nature Parks
as
Chance for Rural Development
and
Maintenance of Rural Heritage**

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INTERREG III B CADSES



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Content:

1. Interreg IIIB project Parks & Economy (2006 – 2008)
2. Procedures and methods
3. Results and experience so far (example Tisza Microregion)



- Sustainable Regional Development
- take the advantage of synergies of regional potentials
- Nature parks, sustainable tourism, local products
- Cooperation of stakeholders, shape regional identities
- concrete implementation of trademarks, marketing



- Coordination: Province of Teramo (I)
- Scientific partners from Austria and Hungary
- Public authorities and NGOs in pilot regions (Italy, Germany, Slovakia, Bulgaria, Bosnia-Herzegovina, Hungary, Greece)



- Onferno, Rimini (I)
- Teramo (I)
- Muldental (G)
- Tisza microregion (H)
- Popove Polje (BiH)
- Vrachanski Balkan Park (B)
- Lidoriki (Gr)
- Kysuce (SK)



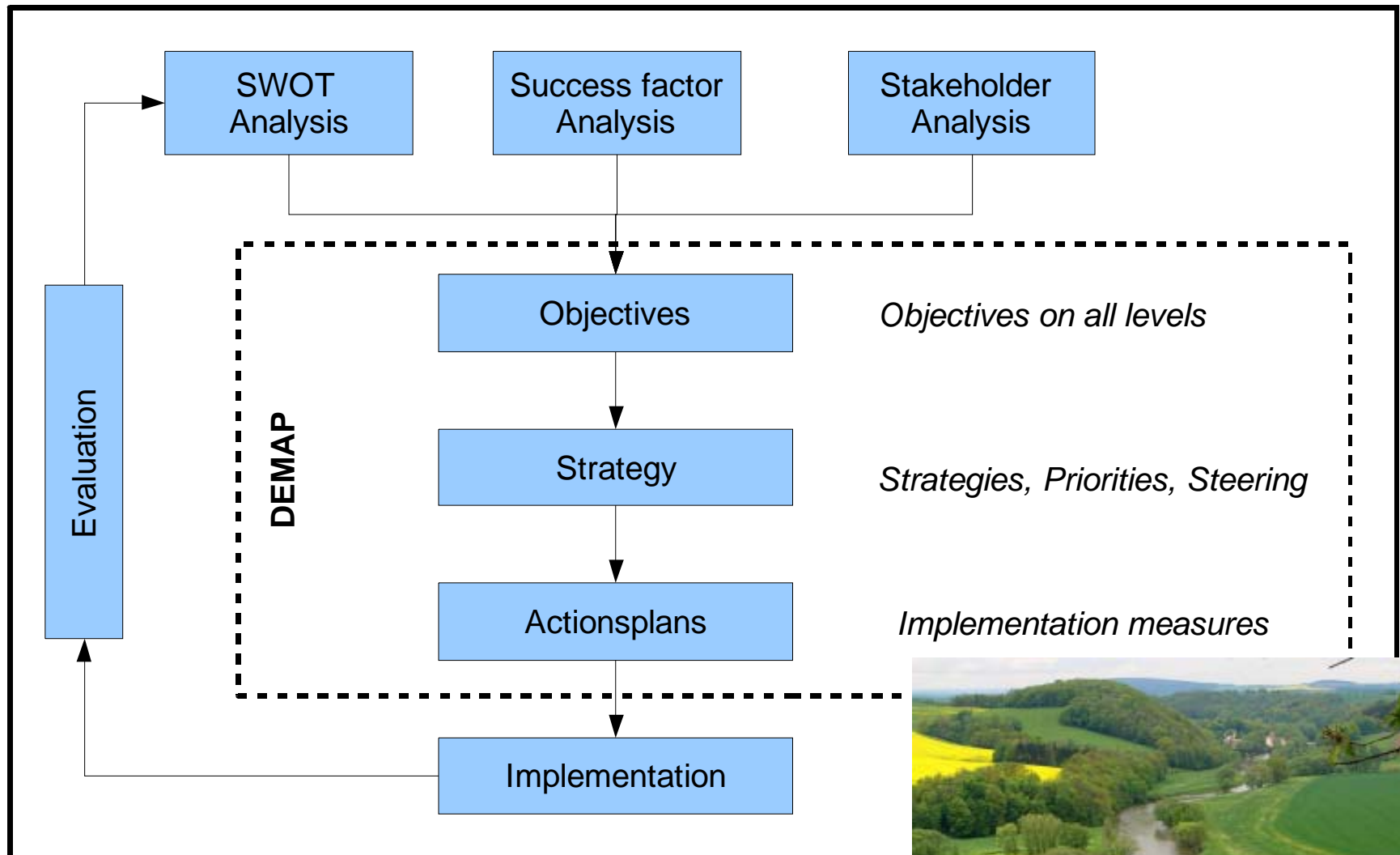
WP1
**Project coordination
and dissemination**

WP2
**Spatial Development
and management plans
(DEMAP)**

WP3
Networking

WP4
Development & Marketing





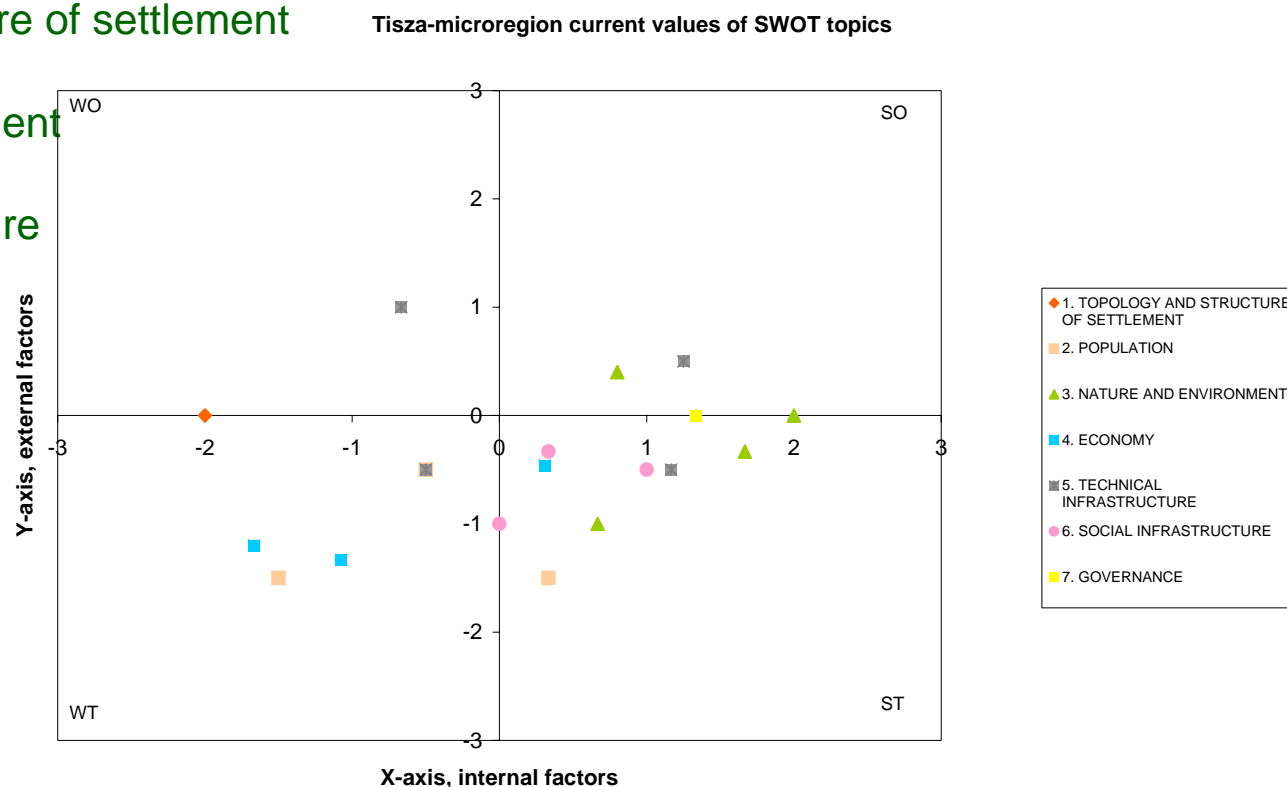
Tisza Microregion:

- Location: Heves, western bank of lake Tisza (Eger, Lasko confluence)
- Sea level: 86 m
- 6 municipalities, 12.000 inhabitants, 50 km from Eger
- GDP 73% of national level, 75% of EU level
- Characteristics: backwaters, sandbanks, islands, dead channels, reed, gallery forests, saline areas, grassland, bird population
- 65% agricultural are, 4% forests
- Leader+ region



- SWOT Analysis
- weighed internal factors (Strength / Weakness)
- weighed external factors (Opportunities / Threats)
- 128 quantitative and qualitative indicators in 7 topics:

- topology and structure of settlement
- population
- nature and environment
- economy
- technical infrastructure
- social infrastructure
- governance

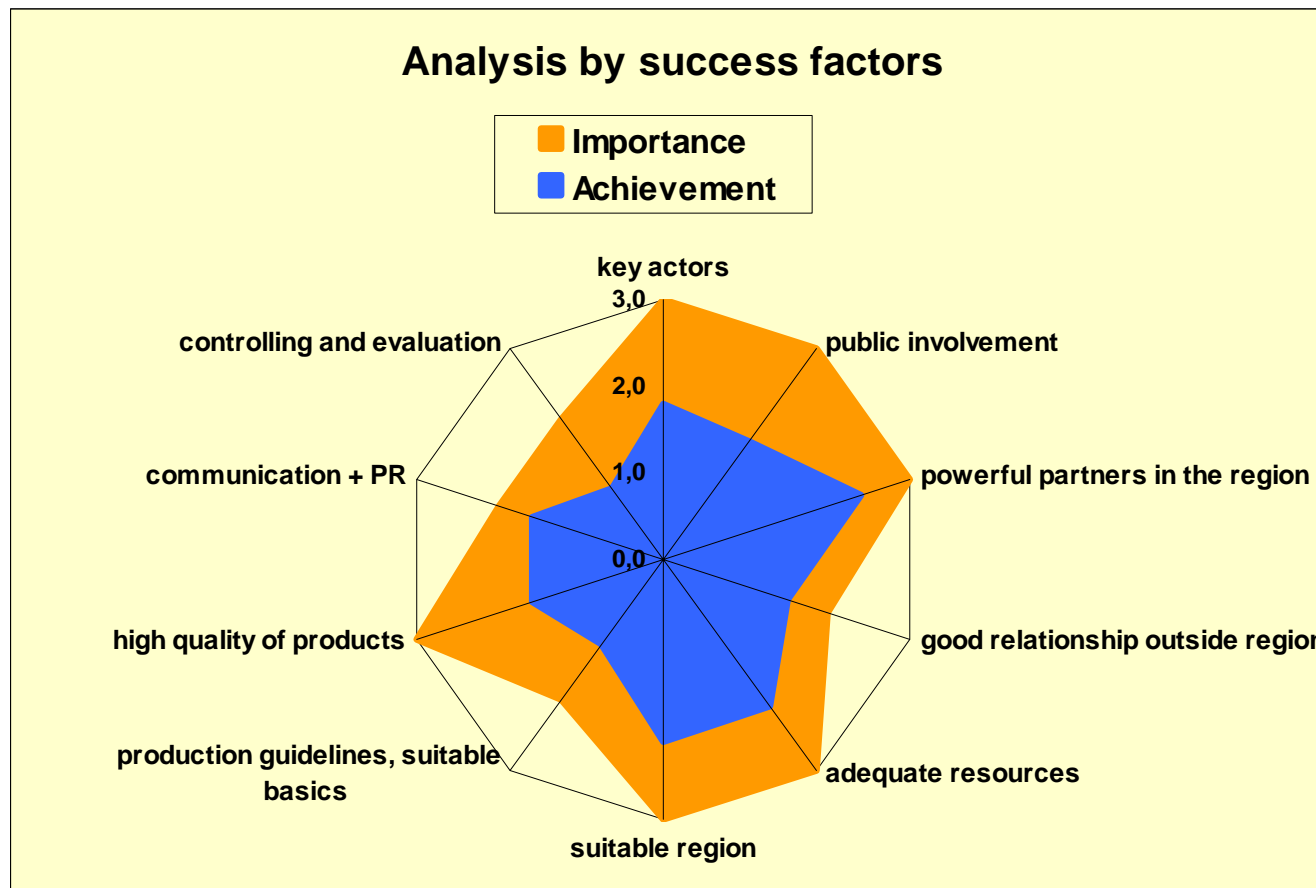


SWOT Analyses - summary

	Kysuce		Lidoriki		Muldenland		Popovo polje		Rimini		Teramo		Tisza		Vratchansky		Mean values	
	X	Ycurrent	X	Ycurrent	X	Ycurrent	X	Ycurrent	X	Ycurrent	X	Ycurrent	X	Ycurrent	X	Ycurrent	X	Ycurrent
1. TOPOLOGY AND STRUCTURE OF SETTLEMENT	1,683	1,230	-0,007	0,330	1,113	0,410	-0,018	-0,570	0,113	-0,010	0,213	-0,010	-2,888		-0,208	-0,040	0,888	1,340
General data - area	1,803	1,298	-0,527				-1,197	-1,702	0,223	0,218	0,473	0,218			-0,777	-0,032	0,527	1,032
Greater position of the nature park	1,431	0,969	0,381	-0,161	0,631	-0,081	1,031	0,369	-0,169	-0,431	-0,169	-0,431	-3,369		0,231	-0,231	1,369	1,831
2. POPULATION	-0,655	-0,483	-0,575	-0,733	1,345	1,378	-0,575	-1,653	0,865	1,038	0,865	1,038	-0,135	-0,573	-1,135	-0,013	-0,425	-0,598
General data - population	0,521	0,845	-0,559	-1,575	-0,479	0,095	-0,229	-1,905	1,101	1,425	1,101	1,425	-0,729	-0,405	-0,729	0,095	0,229	-0,095
Population development	-1,541	-1,500	0,129	0,500	1,459	1,830	-1,541	-2,000	1,459	1,500	1,459	1,500	0,789	-1,000	-2,211	-0,830	-0,459	-0,500
Educational level	-0,953	-0,953	-1,283	-1,283	3,047	2,047			0,047	0,047	0,047	0,047	-0,453	-0,453	-0,453	0,547	-1,047	-1,047
3. NATURE AND ENVIRONMENT	-0,010	0,595	0,660	0,145	-1,060	-0,025	0,160	-0,465	-0,160	0,215	-0,010	0,365	-0,260	-1,395	0,680	0,565	1,540	1,165
General data - climate		0,500	0,500		-0,500	-0,500	0,500	0,500	-0,500	-0,500	-0,500	-0,500			0,500	0,500	1,500	1,500
Nature	0,875	1,875	0,875	-0,125	-1,125	-0,125	-0,125	-1,125	-1,125	-0,125	-0,125	0,875	-0,125	-1,125	0,875	-0,125	2,125	1,125
Diversity	0,999	1,915	-0,001	-1,085	-1,001	-0,085	-0,001	-1,085	-0,331	0,585	-0,331	0,585	-0,331	-1,415	0,999	0,585	2,001	1,085
Nature protection area	0,039	0,688	-0,291	0,688	-1,291	0,188	0,709	-0,313	0,209	0,188	0,209	0,188	-0,621	-2,313	1,039	0,688	1,291	1,313
Environmental impacts	-1,981	-2,219	2,219	1,231	-1,381	0,181	-0,281	-0,519	0,719	0,481	0,719	0,481	0,019	-0,619	-0,031	0,981	0,781	1,019
4. ECONOMY	0,259	0,749	-0,601	-0,661	-0,101	0,679	0,569	-1,761	0,589	0,629	0,599	0,619	-1,101	-1,191	-0,211	0,939	0,291	0,191
General data - economy	-0,020	0,171	-0,510	-0,729	-0,210	0,461	0,290	-1,829	1,000	0,811	1,290	1,061	-1,380	-1,029	-0,460	1,081	-0,290	-0,171
Agriculture and forestry	0,365	1,041	0,165	-0,199	-0,575	0,871	0,355	-1,849	0,655	0,661	0,645	0,641	-1,535	-1,729	-0,075	0,561	0,465	0,399
Tourism and culture	0,466	1,059	-1,424	-1,021	0,516	0,749	1,076	-1,571	-0,074	0,179	-0,114	0,179	-0,364	-0,781	-0,084	1,209	0,674	0,321
5. TECHNICAL INFRASTRUCTURE	-0,485	0,031	-0,355	0,261	0,515	0,351	-0,235	-0,849	0,995	0,821	1,085	0,911	-0,255	-0,609	-1,265	-0,919	0,565	0,739
Transport	0,329	0,723	0,329		0,299	-0,167	-1,841	0,973	0,449	0,263	0,449	0,263	0,329	-1,527	-0,341	-0,527	0,841	1,027
Communication	-0,643	-0,667	-1,643		-0,143	-0,167			1,857	1,333	1,857	1,333	-0,643	-1,167	-0,643	-0,667	0,143	0,667
Supply situation	0,193	0,816	-0,308	-0,351	0,363	0,149	-0,808	-0,851	0,863	0,819	0,863	0,819	0,443	-0,351	-1,608	-1,051	0,808	0,851
Waste management	-1,831	-0,853	0,169	0,978	1,499	1,478	1,499	-2,853	1,169	1,148	1,169	1,148	-1,171	0,478	-2,501	-1,523	0,501	0,523
6. SOCIAL INFRASTRUCTURE	-0,106	1,853	-0,416	0,853	0,364	0,483	-0,256	-1,978	0,284	0,353	0,394	0,453	-0,376	-1,258	0,114	-0,758	0,816	0,648
Education	-0,025	1,563	-0,625	0,563	0,375	0,963	1,175	-2,438	-0,025	0,363	-0,025	0,363	0,175	-0,938	-1,025	-0,438	0,825	0,438
Regional supply situation	0,250		-1,750		0,250	0,833	0,250	-1,167	0,750	1,333	0,750	1,333	-0,750	-1,167	0,250	-1,167	0,750	0,167
Public life	-0,585	2,083	1,085	1,083	0,415	0,083	-2,245	-1,918	0,415	0,083	0,415	0,083	-0,585	-1,248	1,085	-0,248	0,915	0,918
7. GOVERNANCE	0,184	0,716	0,704	1,646	-1,496	-0,354	0,684	-2,014	0,414	0,596	0,304	0,606	0,524	-0,684	-1,316	-0,514	1,146	0,684
Administrative conditions	0,064	0,704	0,434	1,634	-0,956	-0,026	0,404	-2,026	0,294	0,554	0,294	0,554	0,064	-0,696	-0,596	-0,696	1,266	0,696
Financial management			1,024		-1,976	-0,790	1,024		0,524	0,710	0,354	0,540	1,024		-1,976	-0,460	0,976	0,790



- Success Factor Analysis - Tisza Microregion



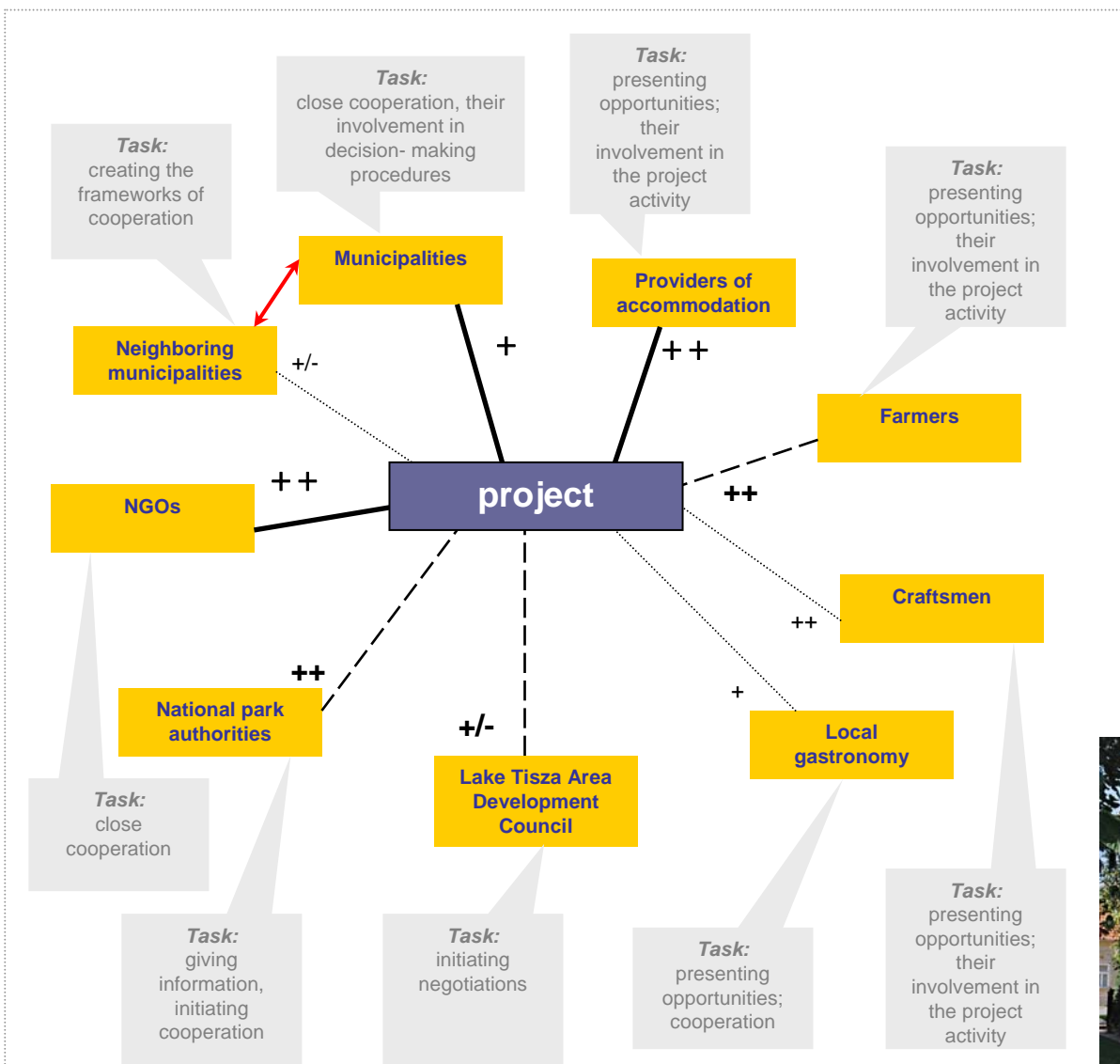
- Success Factor Analyses summary

Success factor	Kysuce	Lidoriki	Muldenland	Popovo Polje	Rimini	Teramo	Tisza Microregion	Vratchansky Balkan
Key actors	1,0	1,5	1,1	-	1,0	1,0	1,2	1,0
Public involvement	1,5	1,5	1,1	-	1,0	0,5	1,3	1,5
Powerful partners in the region	1,5	1,0	1,0	-	-0,5	1,0	0,6	1,0
Good relationship outside region	0,5	2,0	1,1	-	-0,5	0,0	0,5	1,0
Adequate resources	1,5	1,0	1,1	-	1,0	2,0	0,9	1,5
Suitable region	0,5	-0,5	0,8	-	0,0	0,0	0,9	0,5
Production guidelines, suitable basics	0,5	1,0	0,9	-	0,5	0,5	0,8	0,5
High quality of products	1,0	1,0	1,0	-	1,0	0,0	1,4	1,0
Communication + PR	1,0	2,5	1,2	-	1,0	1,0	0,4	1,0
Controlling and evaluation	1,0	1,0	1,0	-	1,0	1,5	1,0	1,0

	danger for project success
	preventive measures necessary
	neutral
	better than necessary



Stakeholder Analysis –Tisza Microregion



Development and Management Plan Tisza Microregion:

Objectives (derived from previous analyses, indicators for measurements, risk factors)

- Realisation of a nature park,
- participation and acceptance of key actors,
- elaboration and registration of a regional trademark,
- promotion of local and healthy food,
- improving of the relationship local suppliers – customer,
- improvement of controlling and evaluation of a regional trademark

Strategies (time frame, responsibilities,
budget, priorities)

Actions (concrete responsibilities, timeframe,
budget, funding)



Actionplan Tisza Microregion (2007/2008: €~16.000,-)

- Study on eco-trademark regarding nature conservation aspects
- Marketing study of the eco-trademark
- Determining the quality requirements of the eco-trademark
- Elaboration of a uniform design
- Ensuring the joining of producers and service providers
- Registration of the official eco-trademark
- Promotion of the eco-trademark
- Study on the nature park regarding nature conservation aspects
- Economic and marketing study of the nature park
- Local workshops for stakeholders
- Contact with the press
- Brochure on the Parks&Economy project results

