

## PROJECT PARTNERS:

### Lead partner:

Pons Danubii European Grouping of Territorial Cooperation (Slovakia)

### ERDF co-funded partners:

University of Natural Resources and Life Sciences, Vienna (Austria)

Institute for Tourism (Croatia)

CEEweb for Biodiversity (Hungary)

Development Centre of the Heart of Slovenia (Slovenia)

Harghita County Council (Romania)

Zala County Government (Hungary)

Local Action Group "Central Istria" (Croatia)

Regional Development Agency with Business Support Centre for Small and Medium-sized Enterprises (Bulgaria)

Donautal-Aktiv e.V. (Germany)

### IPA co-funded partner:

Regional Economic Development Agency for Šumadija and Pomoravlje (Serbia)

### Associated strategic partners:

Plovdiv District Administration (Bulgaria)

Istrian Region – Administrative Department for Tourism (Croatia)  
Komárom-Esztergom County (Hungary)

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# INSiGHTS

## Integrated Slow, Green and Healthy Tourism Strategies



 **Interreg**  
EUROPEAN UNION  
Danube Transnational Programme  
**INSiGHTS**



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# Tourism in a green and healthy way?

**It is the only way!**

## How can we make regions more attractive to tourists in a green and healthy way?

The project INSIGHTS is about finding solutions for this question by developing tourism strategies, which not only make a region more attractive to tourists, but also protect its natural and cultural resources. Regions in INSIGHTS all have outstanding natural and cultural resources, and at the same time they have a great potential related to the fast-growing recreational trend of slow, green and healthy tourism.

### What is slow tourism?

It is a relatively new concept. It means:

- that people are travelling to destinations more slowly and in an environmentally more responsible manner;
- they are exploring the local history, culture and people at a relaxing pace;
- they experience cultural and natural heritage in a more involving and active way
- and they are supporting the environment and local culture.

### Why slow tourism?

It does not endanger the preservation of cultural heritage, it is an eco-conscious form of tourism and it is the fastest growing segment of the global tourism industry.



### Why do we need projects like INSIGHTS?

To achieve a more effective coordination of sustainable tourism development in the Danube region.

### What are the main outcomes of the project?

The development of eight integrated sustainable tourism strategies that will be developed by the partner regions and will be adaptable all across the Danube-region.

### What are the outputs of the project?

- Smart card system
- Tourism packages
- Trail guide applications
- Eco-education related new tourism services encouraging environmentally-friendly and healthy living
- Slow tourism network offering recreational programmes
- Eco-tourism model for urban areas