



Magyarország-Horvátország
IPA Határon Átnyúló Együttműködési Program

The development of ecotourism in Somogy County



Definition of ecotourism

That form of environmentally responsible tourism that involves travel and visitation to relatively undisturbed natural areas with the object of enjoying, admiring, and studying the nature (the scenery, wild plants and animals), as well as any cultural aspect (both past and present) found in these areas, through a process which promotes conservation, has a low impact on the environment and on culture and favors the active and socioeconomically beneficial involvement of local communities. IUCN

The aims of research and method

- **The research targeted at the organisations and tourism service suppliers in ecotourism sector.**
- **The perception studies were based on a questionnaire and interviews in which we were interested in the market position cooperation network and the future expectations**



Conditions of ecotourism in Somogy County

- There are a great number of unique attractions
- There are several protected areas and unique natural value
- Regional planning and development issues in protected areas
- Historical and cultural heritage in p.a.

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- Riverside of the Drava
 - Kapos-valley
 - Zselic
 - Important tourism products: ecotourism, rural or village t., health t. cultural t. active t. wine and gastronomy t.



Ecological potential in Somogy County

Nationals parks:

Danube – Drava National Park

Balaton Uplands National Park

Local protected areas:

Zselic Local Protected Area

Boronka-brook Local Protected Area





Case studies

- **Ecovillage (Krishna valley) – Somogyvámos**
- **motto: simple life, high thinking**
- **Focused: to be self sustainable and are dealing with organic farming, other useful and interesting activities**



● **Visnyeszéplak- ecovillage**

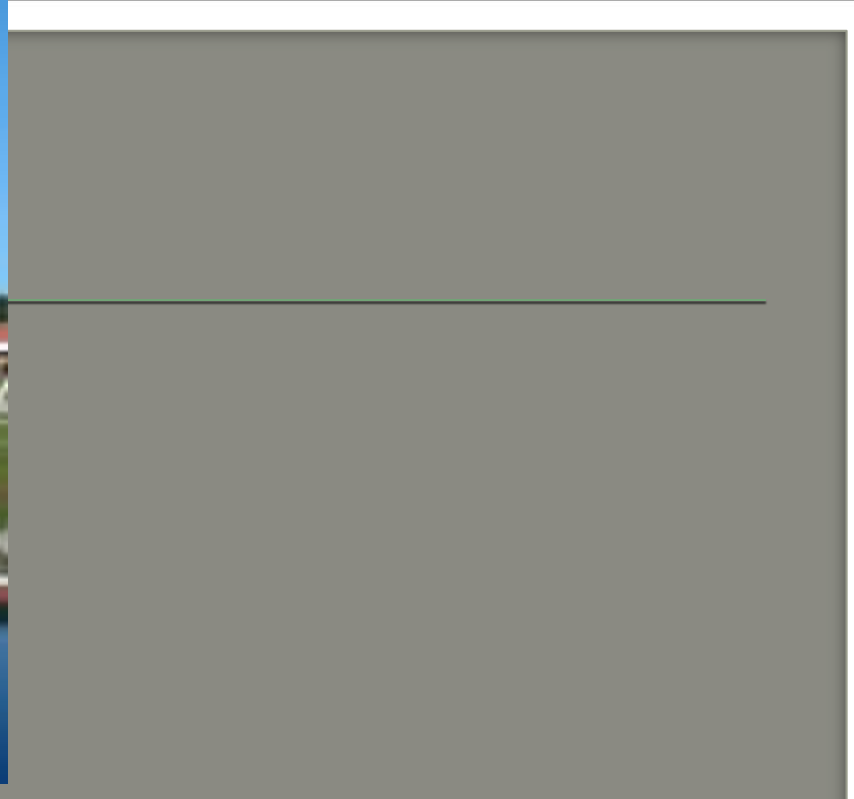
Several year ago, some young people started to create an ecovillage in the hills of Zselic. Apart from implementing an ecological way of life, their association also works on local nature protection and environmental education.



- **Katica Tanya - Ladybug Farm- Patca
Recreation and Leisure Centre**

It has a unique portfolio of leisure activities (indoor and outdoor play areas)

The Ladybug Farm has been created to provide a first class experience on revival and preservation of the traditions, education about sustainability and the environment and enabling action-packed recreation – an ideal place for resting!



Experiences, sights

Continuous investment

Better marketing

Obtaining sources

Cooperations (cluster or TDM)

Reliable and educated employee

