

3rd Restricted Call for Proposals - Concept Note	
Investment priority	6/c: Conserving, protecting, promoting and developing natural and cultural heritage
Project Title	Easing Access to Systemic Discovery of Our Origins and Resources
Project no.	ROHU-349
Partnership	<p>LP: Self-government of Szabolcs-Szatmár-Bereg County</p> <p>PP2: Szabolcs-Szatmár-Bereg County Regional Development and Environmental Management Agency Nonprofit Ltd</p> <p>PP3: „KÖLCSEY” Television Program Service Nonprofit Limited Liability Company</p> <p>PP4: Territorial Administrative Unit of Satu Mare County</p> <p>PP5: Satu Mare County Museum</p>
Total ERDF budget	<p>€ 296,502.07 for CN</p> <p>€ 10,622,290.92 estimated for FAF</p>
Objective	The project aims at the sustainable development of the target region by organizing a single, coherent cross-border touristic area based on natural, historic, and cultural heritage, resulting in the increased number of visitors.
Contribution to indicators	Increase in expected number of visits to supported sites of cultural and natural heritage and attractions: 30,000
Summary	<p>The PPs wish to address the following challenges in the eligible area:</p> <ul style="list-style-type: none"> the touristic initiatives and attractions are mainly isolated from each other, their operators are rarely cooperating, and the attractions are covering smaller areas or less members of the target groups <p>The project's main activities are:</p> <ul style="list-style-type: none"> establishing interactive exhibitions and renewing museums; developing an 'eco-centre' with the innovative element of 'covered educational path', operating through the whole year for decreasing seasonality in the area; refurbishment of churches, that will be linked to the already existing thematic routes; establishing the second phase of a historic boardwalk with exhibition, that can be a link / interface between religious and cultural tourism; establishing small media/marketing centers to promote the cultural events and heritage based attractions of different parts of the cross-border target area. developing a mobile phone application, IT background (integrated access point), and 'umbrella'-type marketing initiatives for tourism attractions of the affected cross-border target area; developing interactive content of exhibitions, museum, etc. <p>Main expected results of the project are the following:</p> <ul style="list-style-type: none"> developing linked touristic initiatives, thematic tours that provide an opportunity to the tourists visiting the region to be part of a multi-day cultural trip, involving programs on both side of the border.