

1st Open Call- Normal Projects	
Project code	ROHU-115
Project title	FOBTA From one bridge to another
Priority axis	1-Joint protection and efficient use of common values and resources (Cooperating on common values and resources)
Investment priority	6/c: Conserving, protecting, promoting and developing natural and cultural heritage.
Implementation period	48 Months (March 01, 2018 – February 28, 2022)
Objective	The main overall objective of the project is to enhance efficient and sustainable touristic use of joint natural values of the cross-border area of Sălacea and Hortobágy, by supporting and promoting natural heritage of the addressed target area, in view of increasing the number of visitors and of tourist overnight stays.
Partners	Lead Beneficiary : Sălacea Commune (Romania)
	Project Partner: PP2: Local Government of Hortobágy Village (Hungary)
TOTAL Budget	€ 1,611,547.26 out of which ERDF is € 1,369,815.16
Summary	<p>The project aims to increase the tourist attraction capacity of the cross-border area of Hortobágy and Sălacea, seen as an integrated tourism destination, due to the increased number of natural sites worth visiting.</p> <p>Main activities:</p> <ul style="list-style-type: none"> • Creating a new cross-border thematic route that connects two bridges and addresses both families with children and young couples in search of adventure in nature • Promoting the new cross-border thematic route by creating 3000 brochures with map included, 1000 albums and a documentary film presenting Hortobágy and Sălacea regions • Organizing events for promoting the cross-border thematic route (2 cross-border nature protection volunteer camps, 4 travelling photo exhibition events presenting Hortobágy and Salacea regions) • Promoting the didactic route on Hortobágy River, as a key element of the cross-border thematic route (1000 booklet presenting the didactic route and mobile friendly webpage)

	<ul style="list-style-type: none"> • Conserving and improving the Salacea pasture by forming an ecological corridor especially for amphibians and insects (1 study concerning amphibians and vegetation groups, 2 information panels presenting the species, 1 ecological corridor connecting the two sides of Salacea Pasture and 1 evaluation document) • Creating a natural heritage based visitor infrastructure in the neighbourhood of Salacea Pasture (a new building hosting the tourist reception and information area, a parking lot, a pedestrian alley network, an environmental education area for children, a thematic and education track system, an observatory and a resting place for tourists) • Constructing a bike track and rehabilitating the brick bridge • Developing the light pollution-free, public illumination of Hortobágy Village • Developing 1 evaluation study supporting the establishment of a protected area of local importance, 1 nature conservation management plan <p>The Programme Output Indicator are CO09 <i>Sustainable Tourism: Increase in expected number of visits to supported sites of cultural and natural heritage and attractions</i> and CO23 <i>Nature and biodiversity: Surface area of habitats supported to attain a better conservation status</i>. Through the project ROHU-115, the expected number of visits to supported sites of cultural and natural heritage and attractions increased with 5000 and 968 ha of land, has a better conservation status.</p>
<p>Main results</p>	<p>The project results are related to the two new cross-border thematic routes created in Sălacea and Hortobágy region. The touristic area upgraded with a building hosting the tourist reception and information area, a parking lot, a pedestrian alley, a bike track and a new public illumination. All this investment have as a result the increased number of tourists in the area.</p>

