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WELCOME TO THE FIRST EDITION OF THE SOUTH TRANSDANUBIAN HERITAGE TOURISM CLUSTER NEWSLETTER!

Dear Reader!

You are reading the first newsletter of a new tourism cooperation. We would like to introduce our organization, our goals and objectives.

The South Transdanubian Heritage Tourism Cluster is one of the 7 tourism clusters operating in our region. Organizations involved in the utilization of cultural heritage for tourism purposes had been preparing a closer cooperation since 2010, and as a result of a successful tender in 2012 cooperation within the cluster has begun.

We would like to share with you our activities, goals and objectives, and if you are interested, you can follow us by subscribing to our newsletter.

Goals of the South Transdanubian Heritage Tourism Cluster

The cooperation aims to promote and preserve the cultural heritage of the South Transdanubian region and also to facilitate its sustainable utilization.

We would like to:

- improve awareness of local cultural heritage among locals and foreign visitors;
- draw locals' and visitors' attention to the importance of continuous protection and preservation (with special attention to endangered heritage);
- provide opportunities to get to know and understand each other, in spite of language and cultural differences;
- organize workshops, explore the best practices existing in Hungary in order to increase awareness (and as a result, recognition and prestige of private and public institutions involved in the preservation and heritage will increase);
- promote cultural heritage sites and the activities of institutions operating them;
- encourage and spread the use of modern visitor management tools and 21st century interactive exhibition installation techniques;
- promote the acceptance of cultural differences and diversity;
- strengthen the sense of identity, the ties with the place of residence and country and play a key role in the search for identity and the strengthening of collective consciousness.



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With regard to the diverse content and hopefully growing membership the key to effective communication is the establishment of a framework which is well noticeable, impressive but allows the appearance of the unique character of the individual participants. This is why great emphasis is put on joint marketing within the cluster.

The main objectives of our marketing activities:

1. Well-targeted, direct reach of regional and in particular national and international market demand
2. Effective marketing communication of cultural-heritage-based tourism product development
3. Trademark-function: strengthening of identity in regional communication, display of quality assurance system in „external” communication (outside the region)
4. Effective joint marketing activities with the use of online marketing tools in particular, as part of a common marketing strategy

Target groups of heritage tourism services:

- visitors to World Heritage sites, committed cultural tourists
- visitors to heritage sites of the Tentative List
- heritage tourists visiting Pécs
- heritage tourists visiting Baranya County
- tourists visiting the region
- potential tourists

In marketing and hospitality the expanding circle of target groups determines the tasks and activities:

- serving the needs of visitors, providing rich experiences
- helping visitors in orientation with modern visitor management tools
- attracting visitors by applying marketing tools reaching out to a greater scope of the market, principally by offering packages
- attracting foreign visitors to the region by national level targeted promotion of complex city or regional packages prepared in cooperation with tourism organizations and service providers, with the involvement of tour operators reached by direct marketing
- more effective utilization of the potentials of the region by attracting university students, channeling school trips, company events into heritage sights.



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THE MARKET POSITION OF THE PRODUCT

“Heritage suddenly appeared everywhere: it is in the news, on the screen, in the shops, in short everywhere, from the galaxy to the genes.” – writes David Lowenthal British American geographer. We have indeed witnessed in the last 2-3 decades that the history of cultural heritage inseparably connected to nation-building and the reconstruction of national

identity and appeared as a possible contemporary motif of the creation of national unity. In national cultural heritage sites impacting education and visual interests of the average man the visitor closely connects to the sight, the sacred objects and spaces create special forms of vision and interaction, independently from the object of representation. Current data of “cultural consumption” show a picture worse than national average: The number of those regularly participating in high culture events, and also cultural spending per capita is low in the region.

Pécs, within the framework of the ECoC programme, has accomplished such an investment program and organized a series of events which can result in significant cultural tourism development. Its traditions, art life and education, World Heritage status, unique multiculturalism, architectural assets and its “openness” bring significant competitive advantages on which the increase of the appeal of the region can be based. This is why professionals preparing the regional operational programme gave special priority to the development of heritage tourism and supported the clustering process of organizations involved in it, so that the dynamic and intensive development could begin.

In the hope of the above our cluster has started its activities.

Thanks for your attention!

If you think you received this email by mistake and do not want to receive our newsletter in the future, please send a message to friedwaldkft@gmail.com.

Thanks for recommending us to those interested by forwarding our newsletter.

Best regards,

István Szász
cluster manager