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Good Practice – Hortobágy National Park

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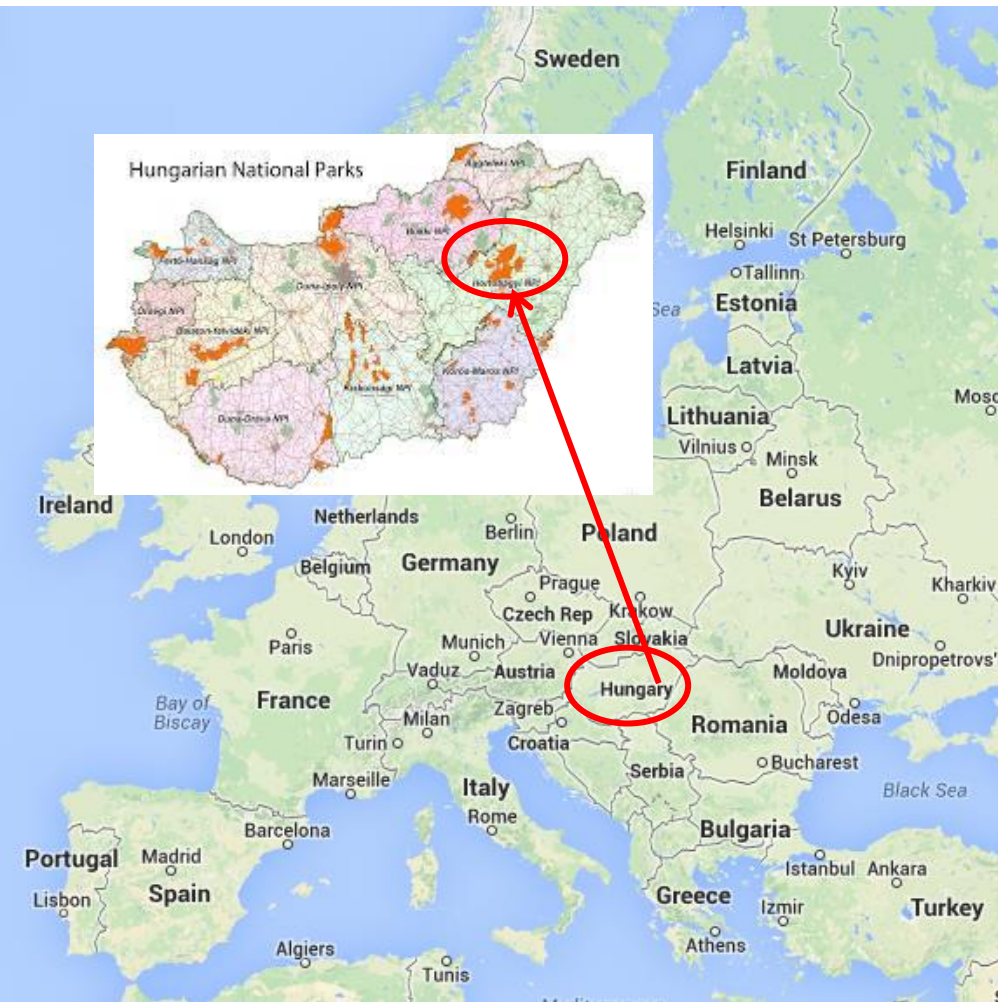
22 June 2021, Debrecen



Egyesült Nemzetek
Nevelésügyi, Tudományos és
Kulturális Szervezete



Basic facts



Established: 1973 (1st in H)
Total area: 82 kha: 74.8 kha
WHS (largest in H)

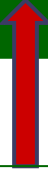
Designations:

- NP (1973)
- BR (1979)
- Ramsar (1979)
- WH (1999)
- NATURA 2000 (2007)
- Silver Tier Dark Sky Park (2011)



The Hortobágy National Park – the Puszta World Heritage Site is an exceptional surviving example of a cultural landscape constituted by a pastoral society. The landscape of the Hortobágy National Park maintains intact and visible traces of its traditional land-use forms over several thousand years, and illustrates the harmonious interaction between people and nature.

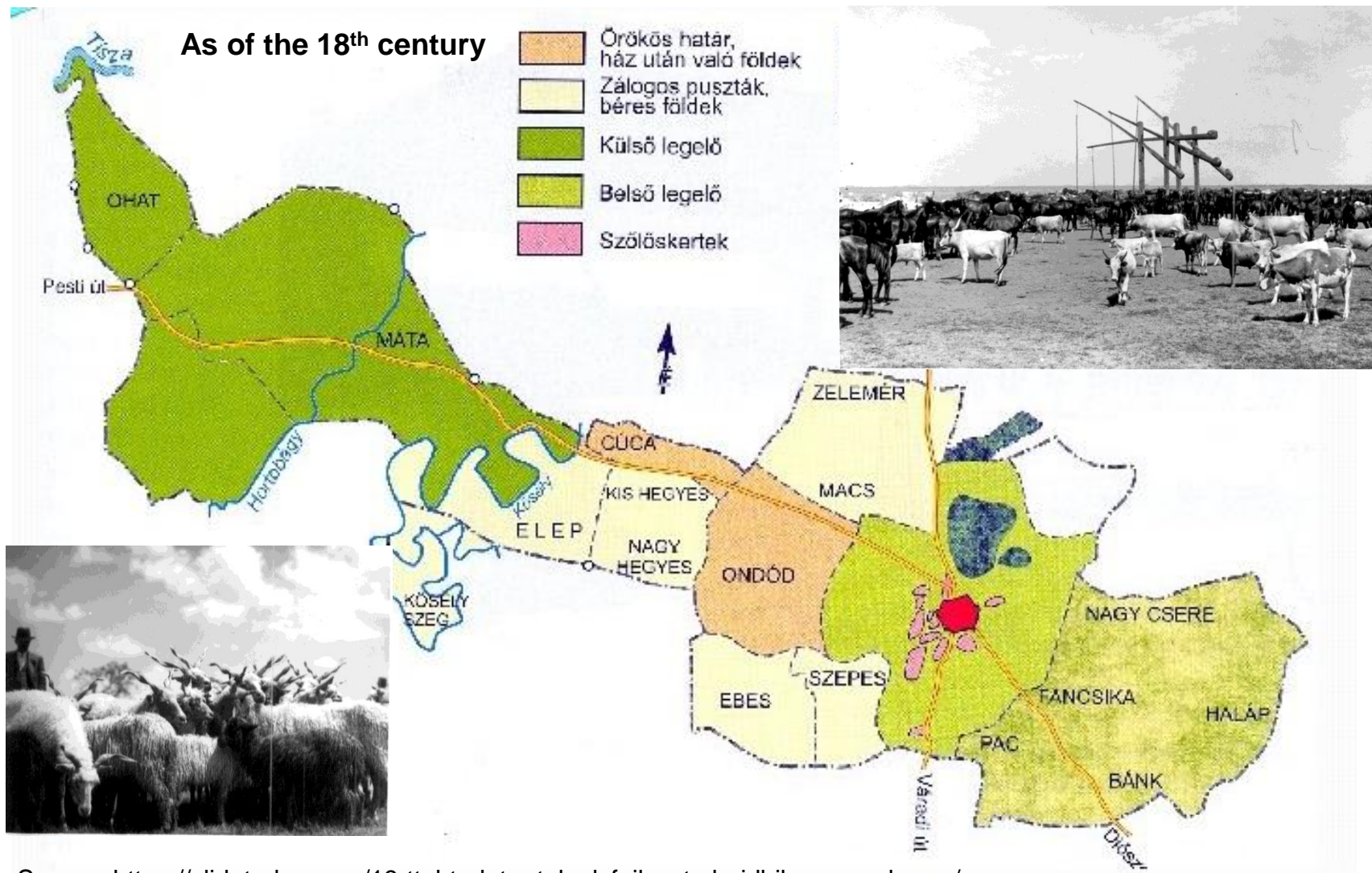
Positioning the landscape



Hortobágy National Park - the Puszta: shaped by nature and humans



Historic perspective of the Hortobágy-Debreceen links



From commons to national park

Until 1952 – Debrecen owns a substantial part of the Hortobágy

Nationalized cooperatives 1948 onwards until the 1990's

1973 – Hortobágy National Park

Commons of Debrecen

Cooperative lands

State ownership 98%

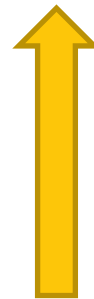
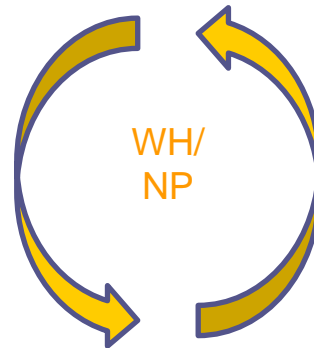
Nature and culture as mutual benefactors

Nature

- Soil, climate, vegetation favours grazing
- High habitat and species diversity is sustained
- Good ecological condition

Culture

- Extensive landuse - grazing
- Traditional breeds
- Distinct built heritage
- + distinct intangible cultural heritage



Attributes



Alkaline soil microforms (in spring)



Alkaline soil vegetation



Traditional breeds and animal husbandry practices



Traditional structures – the „squatting” sheep shed



Traditional structures – the Puszta draw well



Ancient burrial mounds – kurgans: testimony of ancient herder peoples



Csárda – traditional inn for tradesmen and the Puszta people



Intangible heritage



Potentials in food sustainability

Adaptation potentials in connection to climate change

- The mosaic composition of habitats might shift towards grassland dominance over wetlands, but it is well **within the ecological tolerance of key species** – as of current projections



- Traditional breeds are **more resistant and adaptive.**
- **High quality organic produces** (they grow more slowly, today they are less profitable)

Main stakeholders: animal owners as tenants of pastures

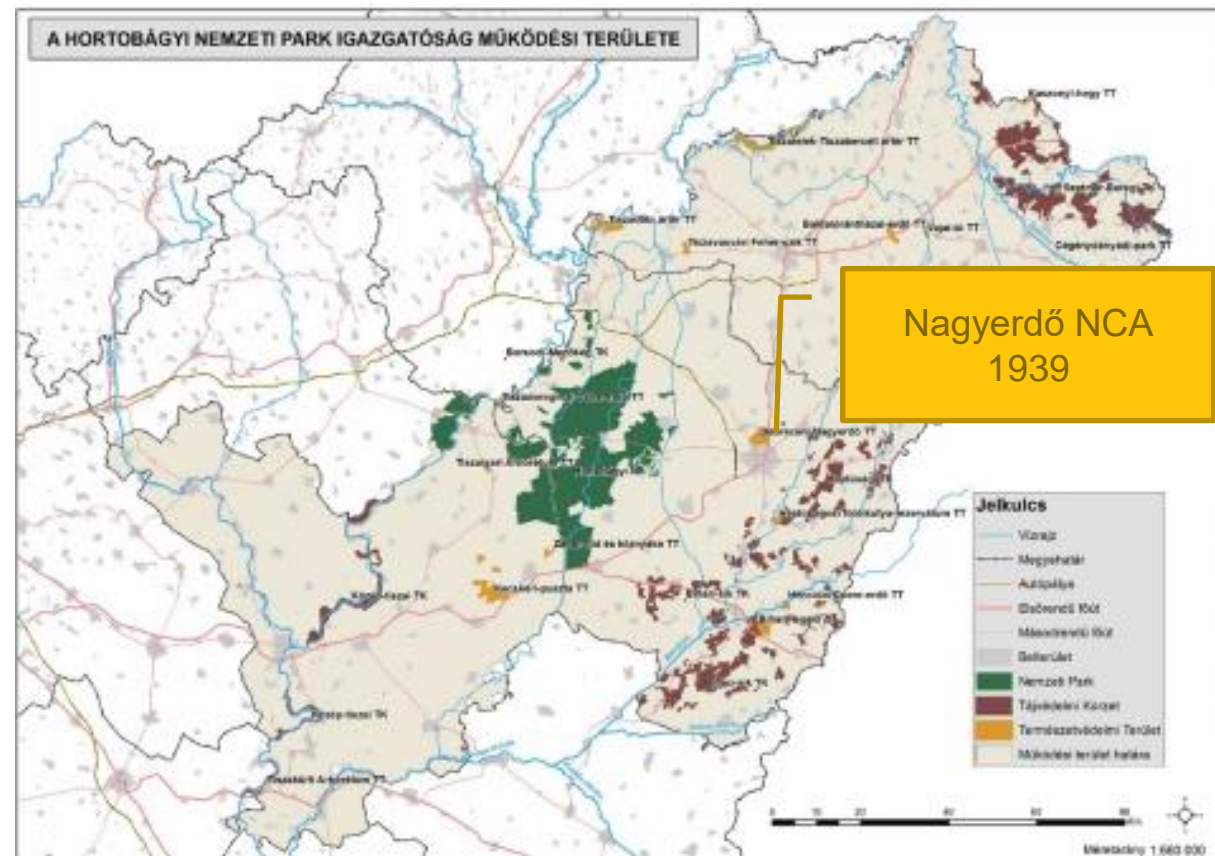
Shifting priorities in the future?

Sustainability over growth

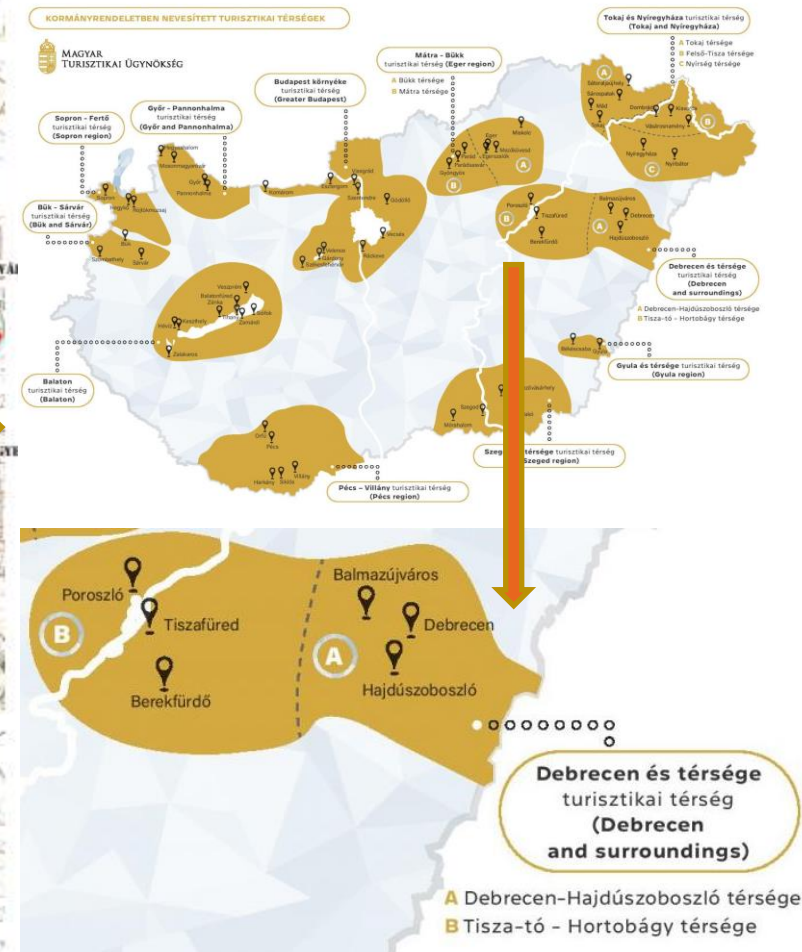
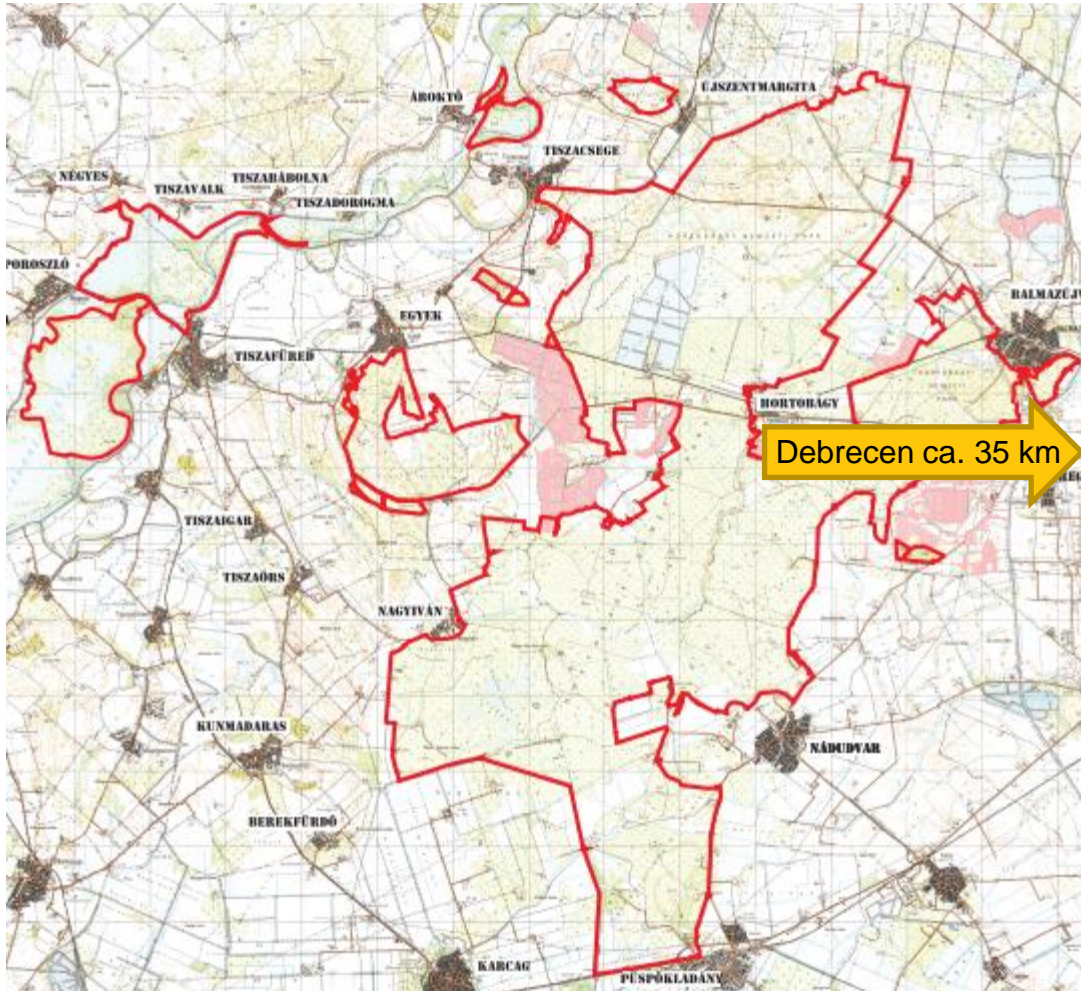
Broadening partnerships and cooperation

The Hortobágy National Park Directorate – operational area

- 1 NP
- 4 PLA
- 20 minor NCA



The HNP and its regional context in tourism



21 + 12 municipalities (not Debrecen), but within one tourist region

Heritage tourism as a framework in cooperation/1

Interpreting heritage

- Exhibitions, museums (GINOP)
- Interpretive sites (e.g. Máta Horse Stud, Egyek-pusztakócs sites)
- Programmes (e.g. driving out – spring, driving in – autumn, etc.)

Main stakeholders:

- HNPD
- Hortobágy NP Ltd.
- Municipalities
- Herdsmen
- Small businesses



Heritage tourism as a framework in cooperation/2

Outreach and environmental education:

- Trainings (e.g. tour guides)
- Local/regional school offers:
 - ❖ Contests
 - ❖ On-site thematic programmes
 - ❖ Greens school programmes
 - ❖ Teacher outreach and open days
- Camps
- Thematic programmes for children and families

Main stakeholders:

- HNPĐ
- Hortobágy NP Ltd.
- Municipalities
- Schools
- NGO's



Heritage tourism as a framework in cooperation/3

Hortobágy as a brand

- Logo
 - Website
 - Marketing
- (No formal agreement yet.)



- National park product
<https://nemzetiparkitermek.hu/>

Potentials for enhanced cooperation between Debrecen and the HNP

- Increased visitor flow within the destination
- Shared programmes
- Building on the historic relationship
- Trainings, education (UNI-DEB, vocational e.g. herdsman)
- Products of the region, market power



Aligning with PROSPERA

- Objective: Preserving natural and cultural heritage + sustainable growth
- It aligns with PROSPERA leverage: **Sustainable public-private partnership and Eco-Lo(gi)cal Value Chains**
- How?
 - by working with different stakeholders (farmers, visitors, settlements etc.) to manage the area
 - by bringing local products to the market (label of National Park)
 - by raising public awareness
 - by educating

Role and aims of different stakeholders

- Key challenges for Debrecen:
 - preserving protected areas in Debrecen that managed by the Directorate
 - improve the relations with Hortobágy:
 - importance of tourism (touristic region)
 - strenghten urban-rural linkages (that existed back in history)

- The Directorate's goals are the following:
 - management of different protected areas
 - tourism
 - environmental education
 - managing a UNESCO World Heritage site
 - branding the region (with local products)

- Strong connection with GP4 (Matúra Natúra)



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Thank you!

Questions welcome



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