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**GOOD PRACTICE, that successfully promotes sustainable development and regional attractiveness through peri-urban areas.**

**PART ONE - Characterize the selected Good Practice**

**What** - Short summary of the practice

**Managing UNESCO World Heritage site – The case of Hortobágy**

The Hortobágy National Park – the „Puszta” is an exceptional surviving example of a cultural landscape constituted by a pastoral society and maintains intact and visible traces of its traditional land-use forms over several thousand years and illustrates the harmonious interaction between people and nature. This outstanding universal value was acknowledged by UNESCO in 1999 with inscription of the site in the World Heritage List. The Hortobágy is one of the largest alkaline grasslands in Europe, which has several cultural and natural values. Managing/maintaining these values and touristic attractions will contribute to natural heritage protection and to promote regional attractiveness.

Touristic attractions which can be shown as good practices:

* Hortobágy Wild Animal Park and Puszta Animal Park
* Hortobágy Great Fishponds and Narrow Gauge Railway
* Nature Trails
* Dark Sky Park
* Inns (in Hungarian it is called “csárdák”)

Activities which can be shown as good practices:

* Bird hospital
* Hortobágy Equestrian Days
* Gene Preservation of domestic animals (Hortobágy
* Environmental Education programs
* Bird watching
* Bridge-fair (Gathering of herdsmen, animal market, traditional crafts)
* Product Trademark by the National Park (it proves that the product is produced locally)

Which PROSPERA leverages are core of this GOOD PRACTICE? **: (2) Eco-Lo(gi)cal Value Chains**

**Why** - Origin and aim of the practice

The aim of the practice is to demonstrate the management of different kinds of attractions of a UNESCO World Heritage Site.

On the one hand, Hortobágy **has several natural values** thanks to its natural grasslands, loess ridges, alkaline pastures, meadows and smaller and larger wetlands. On the other hand, these conditions were ideal for pastoralism and appearance of large animal-breeding cultures thus **Hortobágy is considered as a cultural landscape.**

**Building on its traditions and natural values the aim of the practice is to show how to manage a World Heritage site in a way that:**

**1) attracts tourists**

**2) preserves and promotes cultural and natural heritage**

**3) does not harm the eco-system**

**4) organizes environmental education programs**

**5) strengthens urban-rural linkages by presenting pastoral lifestyle and domestic animals and producing handmade crafts**

**Where** is the practices implemented

At Hortobágy, Hungary

It is important to mention that Hortobágy belonged to Debrecen until 1952, when it became an independent settlement. This means that Hortobágy was a part of Debrecen’s history, and it is an existing example of the city’s rich agricultural traditions, thus an example of peri-urban context.

**When** – duration of the practice

The activities mentioned above take place throughout the year.

**Who** is involved in the coordination and the implementation

1. Hortobágy National Park Directorate (HDNP)

2. Bird hospital in Hortobágy

3. Village of Hortobágy

4. Hortobágyi Nonprofit Ltd.

**How – What are the resources (staff – costs)**

The staff of the HDNP (180 workers) and Bird Hospital (10 workers), Hortobágyi Nonprofit Ltd. (180 workers)

Expenditures of HDNP in 2018 was HUF 1,5 billion (approx. EUR 4.6 million)

Expenditures of the Bird Hospital in 2017 was HUF 85 million (approx. EUR 258,000)

Expenditures of Hortobágyi Nonprofit Ltd. in 2017 was HUF 2 billion (approx. EUR 6 million)

**PART TWO - Evaluate the selected Good Practice**

**Evidence** of **success** (result achieved)

It is listed in the short summary (first paragraph) as touristic attractions and activities.

1) It is listed on the UNESCO World Heritage List

2) The region of Hortobágy and Lake Tisza was appointed by national law as a major touristic region in 2017

Which are the **core** elements /**key** elements of succes?

Managing/maintaining natural and cultural values as well as touristic attractions in its complexity, in an integrated way, can contribute to a successful natural and cultural heritage protection and to promote regional attractiveness.

Potential for **learning** or transfer (already some communication material available?)

<http://www.hnp.hu/uploads/documents/the-hortobagy-national-park--the-puszta.pdf>

<http://www.hnp.hu/uploads/documents/narrow-gauge-railway-of-hortobagy-great-fishponds.pdf>

<http://madarpark.hu/madarmento-fuzet-2/>

**Challenges** encountered (optional)

* How do preservation and development align?
* What is the added value / downside of the label national / Unesco?
* The tensions/difficulties to the preservation of natural/cultural heritage

*Further information on this Good Practice (URL) :*

<http://www.hnp.hu/en>

<http://www.hnp.hu/uploads/files/turizmus/VIL%C3%81G%C3%96R%C3%96KS%C3%89G/Outstanding%20Universal%20Value_HNP.pdf>

<http://web.axelero.hu/pusztadr/e_alapitvany.html>