VIRTOUR project

Title of the project: Sustainable and virtual tourism development in the Nógrád-Hont cross-border region

Project acronym: VIRTOUR

Identification of the Call for proposals: SKHU/1601

Project registration number: SKHU/1601/1.1/212

Title of the Programme: Interreg V-A Slovakia Hungary Cross Border Cooperation Programme

Priority Axis: PA1 | Nature and culture

Specific objective: SO1.1 | To increase the attractiveness of the border area

Type of action: Cooperation and development of cultural heritage sites

Name of the Lead Beneficiary: Bánk Község Önkormányzata

Name of the Beneficiary2: Mesto Dudince

Name of the Beneficiary3: RTDM Rétság Nyugat-Nógrád Megyei Turisztikai Desztináció Menedzsment Nonprofit Korlátolt Felelősségű Társaság

Project start date: 02.2018.

Project end date: 02.2020.

Project summary:

The project aims to develop and increase the attractivity of the Nógrád-Hont border area through protection, reconstruction and development of the region's cultural and natural heritage. The Nógrád-Hont cross-border region is not currently being considered a well-known and attractive tourism region, mainly due to the vicinity of famous and acknowledged regions like Budapest, the Danube-Bend, and the Low-Tatras. However, this disadvantage could be turned into a prime advantage as nowadays tourists and locals are looking more and more for niche products, new territories, and new

experiences. With the combination of classical - tourist information point construction, spa areal revitalization, - and virtual tourism development the project will lay the foundation for a new tourism development methodology.

Currently there are some augmented reality AR based tourism development initiatives on the market but there are no records of any implemented location based (LB) AR tourism tool or attraction motivating people to travel longer distances and perform specified tourism activities. This is motivating us to develop AR-LB tourism tools and attractions and to promote the Nógrád-Hont region as the first region using these developments. In order to reach this objective, beside the classical tourism development we will develop and test an AR-LB mobile application using 3D content, utilizing aerial photographs, historical records, etc., and we are inviting tourists and locals to take on a virtual challenge that will make them travel across the border and visit the region's attractions and service providers, performing specified activities in order to complete each challenge rewarded through points providing discounts at various tourism service providers.

During the project implementation we will also develop various action plans and methodologies that will summarize the experiences of the above presented pilot actions.

Total budget: 1 597 871,20 EUR

ERDF contribution: 1 358 190,51 EUR

National co-financing: 159 787,11 EUR (Hungary: 84 238,87 EUR, Slovakia: 75 548,24 EUR)

Own contribution: 79 893,58 EUR (Own public contribution: 63 996,23 EUR, Own private contribution: 15 897,35 EUR)

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Webpage of the Programme: www.skhu.eu

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