

# KOZÁRD



PALÓC ÍZEK, PIHENÉS, FESZTIVÁLOK

ÉLŐ KOZÁRD

MÁRIA ZARÁNDOKÚT

Kozárdi Ízek  
Ribiszkelevár



HÉLYI  
TERMÉKEK

ÓSHONOS  
ÁLLATOK



GYÜMÖLCSÖK



VENDÉGHÁZAK



# RURAL DEVELOPMENT FOR SUCCESS

## IN RURAL TOURISM

### INTEGRATED TOURISM DEVELOPMENT IN KOZÁRD, HUNGARY



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





## RD FOR BETTER RURAL TOURISM

## INTEGRATED TOURISM DEVELOPMENT IN KOZÁRD



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



FOREST COVER MAP



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



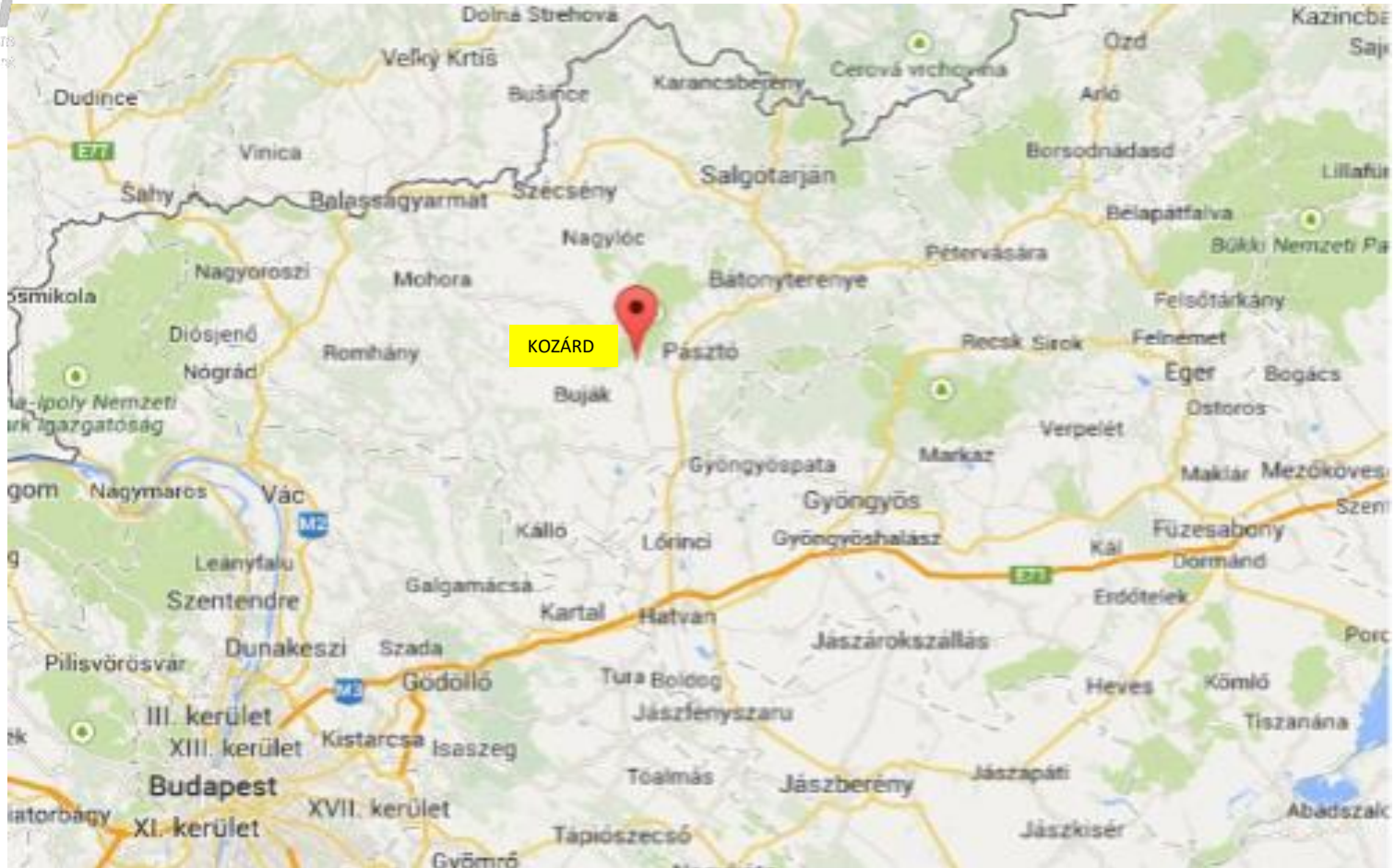


## RD FOR BETTER RURAL TOURISM

## INTEGRATED TOURISM DEVELOPMENT IN KOZÁRD



**STRD 2017**  
Sustainable tourism  
territory development



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





# CSERHÁTI TÁJCENTRUM KOZÁRDI KAPU

## Tájgazdálkodás

Kozárdi Almavölgy

Pollinator Biotop

Vizes élőhely - Madárvilág - Apróvad mintatér

Védett növénytársulások



# Kozárd

Falusi finomságok  
Almavirág Fesztivál  
Muzsikál az Erdő koncert  
Magyar Ízek Fesztivál

Vendégházak  
Sétautak, Étterem  
Szobafoglalás  
hétvégi pihenésre:  
Tel: +36-30-210-4308  
Tel: +36-20-365-5758  
E-mail: [napfeny@kozard.hu](mailto:napfeny@kozard.hu)  
[www.kozard.hu](http://www.kozard.hu)







# KOZÁRD CSODÁI SÉTA A KOZÁRDI ALMAVÖLGYBEN



Mandulavirág \* Almavirág



Kajsziifürt \* Cseresznye \* Szőlő



Fuji KIKU8 alma \* Carmen körte \* Orange red kajszi \* Gála Galaxy \* Bluefrej szilva \* Mandula



Jonagored



Topáz alma \* Golden reinders \* Ceglédi bíbor kajszi

(EurAgro a Magyar Vidék és a turizmus fejlesztéséért, 2008. Fotó & Grafika: Hajas P.)



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



# Preparation, Dilemmas

1992-2000:

- Understand local values
- Honour rural/village heritage & values
- Need new way: complexity

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





2000:  
Regional „Flagship  
Project”:  
**AgroTourism & Fruit  
Development**



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZARD



2002: New Mayor  
elected in Kozard!  
2003: Gained  
experiences for RT  
projects in Jaen, Spain

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZARD



2003:

Water harvesting  
New Lake,  
Irrigation,  
Fishing, Tourism  
*Mangalica Pig Farm*



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



## First steps

2004: New concept for village rehabilitation:

- ***Coalition among Citizens-  
Local business-Village leaders***
- ***RD Investments towards  
sustainable tourism dev.***

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





# **1. Create clean, pleasant & green environment**

***Sewage canalisation & local cleaning – Clean streams***  
***Start planting perennial flowers***

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT & FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



***2. Improve human  
environment  
Village House,  
Chapel, Bell tower  
New jobs in the village  
RT Guesthouses***

**PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.**





## ***2002-2005: Important***

- ***Civil acceptance***
- ***Territorial marketing***
- ***RT definition of Kozard***
- ***Logo, Trade Marks***



2003-2005. Marketing

*Kozárd Apple Valley*

**AgroTourism**

**AgroTourism**

*Arca  
Deli*



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



2003.

Trade Mark 2

*Primalma*

Real identity!







## 2004-2006: Italian impacts >

- ***Terra-Madre – Slow Food***
- ***Apple Flower Festival***
- ***Gastronomy and  
Fruit Festival***
- ***Singing Forest***



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



# *Hun ting Tour ism*



**PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.**



RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZARD



**2006: Italian-Hungarian  
LEADER Cooperation  
Processing and marketing of  
Local Products**

***Salami, Bacon, Jam,  
Apple juice, Wine  
Palinka***



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





**PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.**



## **2004: Wildflower Restaurant**

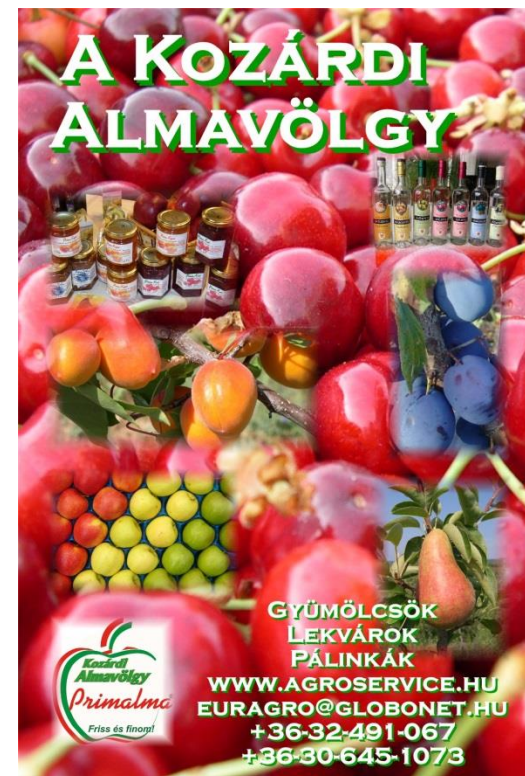
***Local and regional raw materials:  
Fruit, vegetables, pork  
(Mangalica), salami, beef, goat,  
sheep and cow cheese, wild game  
meat (Phaesant, deer, muflon,  
wild boar, rabbit...)***

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





# 2007: Going abroad with Kozard products Perugia, Roma, Barcelona, Szlovákia, Czech, Lithuania



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





**2008:**

***Tourism Award***

**2012:**

***Rosemary Award***

**2012:**

***European Tourism Award***



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZARD



STRD 2017  
Sustainable tourism  
for rural development

2002-2006-2010-2014: Mayor re-  
elected

More and more  
Hungarian  
And foreign  
Study Groups  
Visit Kozard



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



**Annual visitors:**

***1995: No tourism***

***1998: May be 200-300***

***2000: 500 (First guesthouse)***

***2001: 800***

***2002: 1000 (2. Guesthouse)***





**Annual visitors:**

***2003: 1500 (Restaurant opened)***

***2004: 2000 (First festivals)***

***2005: 5000 (két fesztivál, étterem)***

***2006: 5500 (3-4. guesthouse)***

***2007: 6500 (More local products)***

***2008: 8000 (5-6. Guesthouse)***



Annual visitors:

**2009: 9000 (*Professionals*)**

**2010: 13 000 (*gastro boom*)**

**2011: 14 000 (*Conferences*)**

**2012: 16 500 (*Palóc Galopp*)**

**2013: 13 500 (*Gastro Fest  
cancelled*)**

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



# 2010>: More Art and Culture:

1. *Paintings,*
2. *Sculptures*
3. *Nature Photo*
4. *Frequent music perf.*



## MEGHÍVÓ

Uzonyi Ferenc festőművész  
"Tavaszi Impressziók"  
című festménykiállításának megnyitójára.  
Helyszín: Kozárd község Faluház.  
Ideje: 2014.09.13. 13.00 óra  
Megnyitó szavakat mond: Dr. Tóth László

**Magyar Ízek**  **Magyar Színek**

10. Gasztronómiai és Gyümölcsfesztivál

**Kozárdi**    **Szüret**   
 **2014.szeptember 13.** 

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZARD



STRD 2017  
Sustainable tourism  
for...

2005-2016: International Conferences,

Projects:

*Rural Tourism Europe*

*ECEAT International*

*„Leonardo” tourism projects*

*Ecobiag, Ecolabel*

*EUROCITIZEN, DAGENE, SAVE*

*Paleontology, GeoPark*

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT & FAMILY  
FARMER IN KOZARD, NORTH HUNGARY

STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZARD



# GastroAdventure: **22 jams**

**Kozárdi Lekvárrium**  
**MÁLNALEKVÁR**

Készítette:  
Dr. Hajas Pál  
Családi Gazdasága  
(3053 Kozárd, Zrínyi köz 5.)  
a Kozárdi  
Agroservice Lekvár  
Manufaktúrában  
MGSZH eng.szám:  
111087/2009  
Összetevők:  
86% Narancs  
14% Cukor  
Tartósítószer  
nem tartalmaz.

**86%**

Nettó tömeg:  
220 g  
Fogyasztható:  
2015.06.30

Rendelhető: E-mail: [hajas@euragro.hu](mailto:hajas@euragro.hu) Tel: +36-30-2104308

**Kozárdi Lekvárrium**  
**BIR-SALMA**

Készítette:  
Dr. Hajas Pál  
Családi Gazdasága  
(3053 Kozárd, Zrínyi köz 5.)  
a Kozárdi  
Agroservice Lekvár  
Manufaktúrában  
MGSZH eng.szám:  
111087/2009  
Összetevők:  
70% Birsalma  
30% Cukor  
Tartósítószer  
nem tartalmaz.

**70%**

Nettó: 220 g

Fogyasztható:  
2016.12.31.

Rendelhető: E-mail: [hajas@euragro.hu](mailto:hajas@euragro.hu) Tel: +36-30-2104308

**Kozárdi Lekvárrium**  
**ALMALEKVÁR**

Készítette:  
Dr. Hajas Pál  
Családi Gazdasága  
(3053 Kozárd, Zrínyi köz 5.)  
a Kozárdi  
Agroservice Lekvár  
Manufaktúrában  
MGSZH eng.szám:  
111087/2009  
Összetevők:  
100% alma  
Tartósítószer  
nem tartalmaz.

**100%**

Nettó tömeg:  
410 g  
Fogyasztható:  
2015.06.30

Rendelhető: E-mail: [hajas@euragro.hu](mailto:hajas@euragro.hu) Tel: +36-30-2104308

**Kozárdi lekvárrium**  
**KÖRTE**

Készítette:  
Dr. Hajas Pál  
Családi Gazdasága  
(3053 Kozárd, Zrínyi köz 5.)  
a Kozárdi  
Agroservice Lekvár  
Manufaktúrában  
MGSZH eng.szám:  
111087/2009  
Összetevők:  
98% körte  
2% cukor  
Tartósítószer  
nem tartalmaz.

**98%**

Nettó tömeg:  
220 g  
Fogyasztható:  
2015.06.30

Rendelhető: E-mail: [hajas@euragro.hu](mailto:hajas@euragro.hu) Tel: +36-30-2104308

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZÁRD



Planned projects for 2017 and  
beyond:

***Kozárd  
Fruit  
Pálinka,  
Nature's***



***Treasure, Impressionist Gallery***

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.





RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZARD



STRD 2017  
Sustainable tourism  
for the greater good

# GastroAdventures, 2014

## *Mangalica, Grey Cattle dishes*



PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



## Vitality Summary:

***Through the Eco-, Agri- and Gastro Tourism, Rural areas are getting „vitality infusion” and contribute to development of the region***

PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT & FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.



## **Vitality Opportunities - 2016-2022**

- ***Six villages with Kozard join forces...***
- ***Wide variety of attractions offered...***
- ***Access to the area is better with new roads...***
- ***Slow but sure digitalization is taking place...***
- ***Hope in a steady increase of visitors and tourism revenue***

**PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZARD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.**





## Summary and Conclusions:

*In a short 15 years of Kozard village renewal as vitality example demonstrated the importance of a symbiotic impact of the well planned rural development using rural tourism as a useful tool.*



**2005-2013: International tourism  
conferences in Kozárd:**

***Rural Tourism Europe 2006***

***DAGENE – SAVE Assembly: role  
of indigenous breeds in rural  
tourism and gastronomy 2007***

***ECOBIAG project 2008***

**PROF. DR. PAL HAJAS, DIRECTOR OF RURAL DEVELOPMENT &  
FAMILY FARMER IN KOZÁRD, NORTH HUNGARY  
STRD 2017 CONGRESS, BERGAMO, ITALY 15-17. 02. 2017.**



RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZÁRD



STRD 2017  
Sustainable tourism  
for rural development

A település-marketing szerepe Kozárd integrált turizmusfejlesztésében



GASTROFESTS







RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZÁRD



STRD 2017  
Sustainable Tourism  
for Rural Development

A település-marketing szerepe Kozárd integrált turizmusfejlesztésében



Home baked paloc sweets





## RD FOR BETTER RURAL TOURISM

## INTEGRATED TOURISM DEVELOPMENT IN KOZÁRD



STRD 2017  
Sustainable tourism  
for rural development

A település-marketing szerepe Kozárd integrált turizmusfejlesztésében





RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZÁRD



STRD 2017  
Sustainable tourism  
for rural development  
A település-marketing szerepe Kozárd integrált turizmusfejlesztésében

## Muzsikál az Erdő







RD FOR BETTER  
RURAL TOURISM

INTEGRATED TOURISM  
DEVELOPMENT IN KOZÁRD



STRD 2017  
Sustainable tourism  
for rural development  
A település-marketing szerepe Kozárd integrált turizmusfejlesztésében

***Thank you for  
your attention  
Come and see  
Kozárd, Hungary!***