Tourism zone Haloze-Zagorje (Croatia-Slovenia CBC)

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Map of the TZ Haloze-Zagorje

Red - outline of the Tourism zone Haloze-Zagorje

Yellow - the state border between Croatia on the South, and Slovenia on the North
Characteristics

Territory:

- 301 km² (Croatia 62% - Slovenia 38%)
- Includes 7 municipalities from Slovenia and 7 municipalities from Croatia (+1 town, partially)
- On the Croatian side: Varaždin County and Krapina-Zagorje County.
- On the Slovenian side: Administrative unit Ptuj

Population:

- 55,728 (Croatia 61% - Slovenia 39%)

Ptujska Gora (Slovenia), one of the attractions in Haloze-Zagorje
Regionally specific features

220 tourist attractions of various types:

- Castles
- Monuments
- Natural features, landscapes, mountains
- Old traditional houses
- Churches and chapels
- Ethnographic collections
- Castle/town complexes
- Bicycle and hiking routes

The famous castle Trakošćan (Croatia)
Brief history of cooperation

Historical background:

• Long history of co-existence under same rule: Austro-Hungarian Empire (1867-1918); Kingdom of Yugoslavia (1918-1944) and Socialist Federative Republic of Yugoslavia (1945-1992)

• No real language barriers

• Shared heritage and culture

After the disintegration of SFRY, the need for renewing mutual ties emerged
Establishing the cross-border cooperation

• 1999. - letter of intent;
• 2003. - agreement on cooperation in tourism: administrative zone established;
• 2003/2004 - Elaborate on the establishment of the zone prepared, maps of the tourism zone created;
• April 22nd 2004. - zone officially declared and recognized by the Committee for Frontier Trade and Cooperation (SOPS)
• May 19th 2006. - contract between EU and partners from Slovenia and Croatia signed (INTERREG IIIA cross border programme project)

SOPS: agreement between Croatia and Slovenia on the governmental level. Defines specific terms regarding trade and cooperation within a defined cross-border area
The project management team

Order of appearance (from left to right): upper row: Vladimir Pernek, president of the Municipality of Đurmanec; Anton Buloten, county prefect of Žetale; Dragutin Čehok, project advisor; Rado Radošek, representative of the Municipality of Marčane, Ivica Lukaček, representative of the Municipality of Gornja Voća; lower row: Vera Borak, project leader on the Croatian side; Mirko Korotaj, mayor of the Municipality of Cestica, Jasminka Grabar, secretary of the Municipality of Bednja, Sonja Golc, project leader on the Slovenian side.
The structure of the cooperation

*Council of the Tourism Zone Haloze-Zagorje*

- Consists of mayors of the municipalities and the staff engaged in the project preparation and implementation
- Main organizational unit
- Functions: decision-making, coordination, execution

- Two main seats: in Cestica (Croatia) and Cirkulane (Slovenia)
- Mayors act as the leaders of the zone
- No official decisions on the working organ: responsibilities and exact structure unclear

- No professionalized organizational structure/working organ
- Staff of the municipalities carries out functions *ad hoc*
Why have we chosen TZ Haloze-Zagorje for our case study?

1. History of cooperation accompanied by good visibility
Very few similar cross-border cooperation initiatives between actors in Croatia and Slovenia. In addition, the existing ones have very poor history of joint activities and almost no visibility that would serve as a base for learning setting up cooperation.

2. Actual joint activities
While other cross-border initiatives mainly represent purely formal networks with no real function, actors in Haloze-Zagorje have at least some joint activities prepared and implemented jointly (projects, anniversaries, fairs, exhibitions etc.)

3. Early example of cross-border cooperation in the region - „breaking the ice”
Establishment of the tourism zone Haloze-Zagorje was one of the first successful projects in the field of cross-border cooperation in the region that was financed by the EU. As such, it encouraged other local actors for conducting similar initiatives on their own.
Thank you for your attention!

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