

Zala TermálVölgye

Zala TermálVölgye Egyesület LEADER Local Action Group

LAG area

Country: **Hungary**
Region: **West Transdanubian Region**
County: **Zala**
Surface area: **462 km²**
Population: **31.739 inhabitants**
Number of settlements: **34**
Density: **68,7 inhabitants/km²**

Contact

Chairperson: **Erzsébet Guitprechné Molnár**
LAG manager: **Tibor Szabó**
Spoken languages: **Hungarian, English, German**
E-mail: **info@zalatermalvolgye.hu**
Web: **www.zalatermalvolgye.hu**
Telephone: **+3683361305**
Address: **Hungary, H-8790 Zalaszentgrót, Dózsa Gy. u. 9.**

Main characteristics of the region

The Zala Thermal Valley is situated in the western part of Hungary, in the northeast of Zala County. Our microregion is bipolar. The developed part, the world famous tourist centre is Hévíz and the surrounding settlements. The undeveloped part, long-ago decisively an agricultural area, underprivileged in social and economic aspect with high rate of unemployment is Zalaszentgrót and the surrounding settlements. The nature is well preserved (*Natura 2000, Balaton Uplands National Park*). The traditions in agriculture (*e.g. fruit production*) and in handicraft give the opportunity to boost rural economy producing local products. Our micro region is rich in thermal water and most of the settlements are close to the River Zala.

Our Local Development Strategy

The comprehensive goal of local development strategy is to reduce the economic and social disparity inside the microregion. We plan to carry out complex actions which take as a basis our environmental and cultural heritage, and our traditions.



Lake Hévíz is the second largest thermal lake of the world



NEW HUNGARY
RURAL DEVELOPMENT PROGRAMME
2007-2013



MINISTRY
OF RURAL DEVELOPMENT

Main aims of the Zala Termálvölgye LDS

- Economic development: supporting local product, local tourism
- Improving quality of life in settlements of Zala Termálvölgye
- Preservation and sustainable using of natural and cultural values
- Development of human capacity in Zala Termálvölgye
- Strengthening the cohesion of Zala Termálvölgye

Main LEADER projects supported by the LAG

- Development of local products (*e.g. fruit spirit, juice, wine, cheese, pumpkin seed oil, handicraft products*)
- Supporting traditional fruit (*apple, stone fruit, pear*) production (*support planting and machinery used in land farming*)
- Building „Swallow Houses” (*temporary home for young adults, no renting fee for max 5 years*)
 - *In the microregion there are a lot of small villages. The inhabitants getting older, young people move in towns in hope of job opportunity. This project idea supported the setting of young people in rural areas. The main goal of the project was to reconstruct older houses. Qualified, young people (under 40 years old), who has job in the settlement, or the surroundings can apply for the houses.*
- Building „Centre of the Swallow Houses” (*network for Swallow Houses and their young residents*)

Axis 3 measures implemented in the frame of LDS

- Prevention rural heritage
 - External and internal renovation of building under local or national protection
- Village renewal and development
 - Infrastructure development project enhancing the environment and appearance of the village (*parks, rest areas, promenads etc.*)
 - External renovation of public buildings
 - Building playgrounds
 - Building new markets for agricultural product market access
- Encouragement of tourism activities
 - Renovation or building new high quality private (*non-commercial*) accomodations in relation of village tourism
 - Renovation or building new high quality accomodations in relation of youth tourism
 - Development services which promotes employment (*horse riding services, ecotourism services, fishing tourism, wine tourism, hunting and forest tourism, etc.*)
- Support for business creation and development:
 - Supporting new and existing micro-enterprises

Potential areas of transnational cooperation

- Development local products: trainings for SME's, marketing development, sharing good practices (studies and study tours), etc
- Supporting young people – setting of young adults in rural areas
- Development rural tourism
- Supporting traditional fruit production

