

**Interreg  
Danube Region**



Co-funded by  
the European Union



# Crafting Accessible Experiences

## **Product development workshop**

How to increase accessibility with the potential of further links of touch points by the idea of a complementary product/service chain and tourist experience route designs.

**Workshop**  
**13 May 2025**

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# The role of cultural heritage in sustainable tourism

## WHY IS THE WORKSHOP TOPIC IMPORTANT IN CRAFT VALORISATION?

Crafts are powerful tools for place-based storytelling and local identity. By designing better visitor experiences, we can make traditional crafts more visible, accessible, and economically sustainable

# The role of cultural heritage in sustainable tourism

Crafting Sustainable Futures: Heritage Valorisation and Tourism in the Danube Region

## Cultural Heritage as a Pillar of Sustainable Tourism

- **Cultural heritage is a key identity marker: Crafts reflect the values, history, and creativity of communities — strengthening a region's distinctiveness.**
- **Crafts are deeply place-based: They are linked to local resources, techniques, and stories — making them ideal assets for authentic tourism offers.**
- **They support all pillars of sustainability:**
  - **Environmental** – often rooted in low-impact, nature-based materials and techniques
  - **Social** – safeguard knowledge transfer, intergenerational learning, and community pride
  - **Economic** – provide income diversification, especially in rural and shrinking areas



# The role of cultural heritage in sustainable tourism

Crafting Sustainable Futures: Heritage Valorisation and Tourism in the Danube Region

## Cultural Heritage as a Pillar of Sustainable Tourism

- **Tourism offers a lifeline: By turning crafts into experiences, tourism can help keep traditions alive and make them relevant for new generations.**
- **In Central Europe, crafts are often part of everyday rural life, yet underpromoted or undervalued — repositioning them unlocks new potential for local development.**
- **Sustainable tourism strategies increasingly prioritize living heritage — not only as attractions, but as experiences, learning spaces, and creative collaborations.**



## Legislative and policy frameworks

- **Hungarikum Act (Hungary)** – multi-level heritage valorisation
- **UNESCO Intangible Heritage Lists** – international recognition of crafts
- **Creative Europe Programme** – EU support for innovation & collaboration

**Shared goal: protection + promotion + sustainable tourism use**

# The Change in Tourism

## **WHY IS THE WORKHOP TOPIC IMPORTANT IN CRAFT VALORISATION?**

In the post-Covid era, tourism is evolving into a broader visitor economy focused on meaning, authenticity, and local impact. Crafts—when thoughtfully integrated into visitor experiences—can drive inclusive, sustainable development and strengthen regional identities.

# Change in Tourism

## Why do we travel?

*How do we travel?  
Smarter? Harder? Better? Greener? More?*



# BC/AC



The main **attraction**, or draw, is at the heart of any **tourism product**, as it motivates tourists to travel. However, the attraction alone is insufficient for a fulfilling experience. A range of services such as accommodations, dining, transportation, healthcare, and currency exchange is necessary to meet the diverse needs of visitors.



# The Shift from Goods to Experiences

*In the second half of the 20th century, economic prosperity in developed societies transformed value systems.*

- Gifts are no longer objects, but experiences.
- Consumers now seek **meaningful, memorable moments**.
- In tourism, the focus has shifted to **co-creating experiences** with guests.
- Products and services are just the **stage** – the real value is in the **shared story**.

 **Tourism is no longer about what we sell. It's about what people feel.**

Imagine it's 1985. A boy gets a Walkman for Christmas. Fast forward to 2025 — the same boy, now a father, gives his child a hot air balloon ride for their birthday.

What changed?

Objects have been replaced by experiences.

And with that, the role of tourism has transformed as well:

**We no longer just sell something — we co-create experiences.**

Travel is all about **people** and unforgettable **experiences**.



# The Customer Journey Mapping and Service Route Design

## WHY IS THE WORKSHOP TOPIC IMPORTANT IN CRAFT VALORISATION?

In today's competitive tourism landscape, travelers seek seamless, personalized, and meaningful experiences.

Mapping the visitor journey and designing engaging routes helps craft producers and destinations align better with expectations, turning local heritage into lasting memories.

# Customer Journey Mapping and Service Design in Tourism

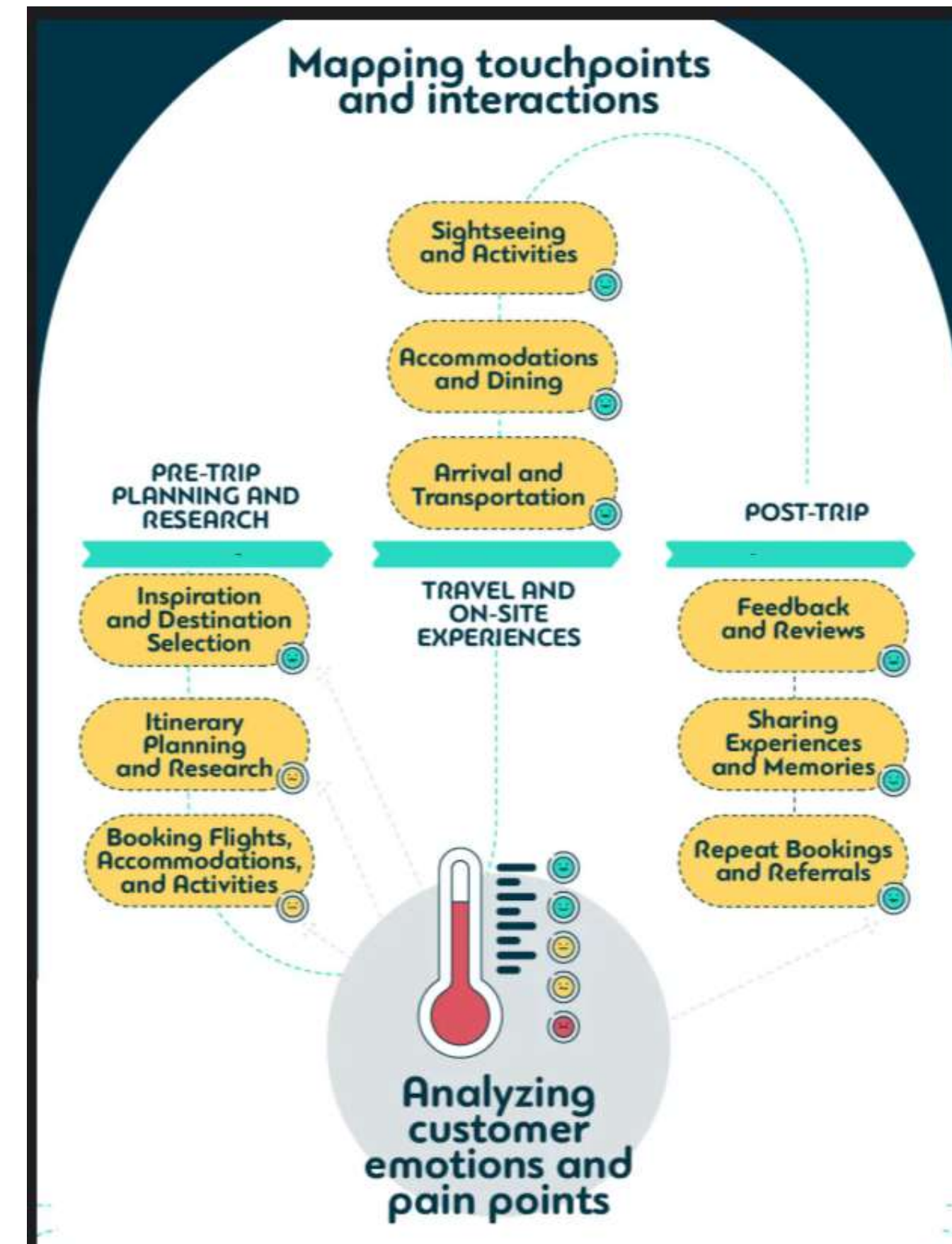
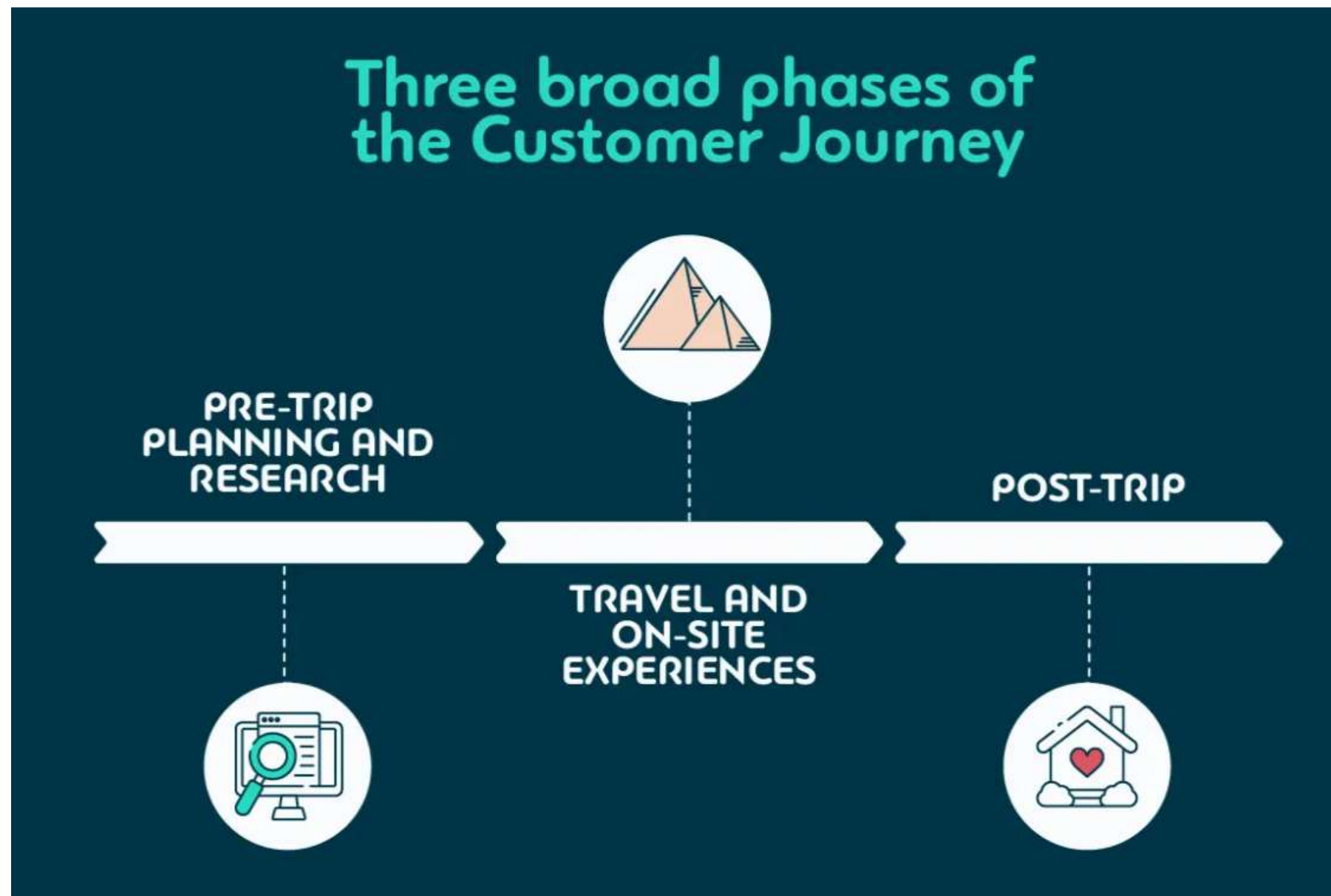
Travelers expect **personalized, memorable experiences**

- **Tech and social media** give access to more options than ever
- **Customer journey mapping** shows key stages of a traveler's interaction with your brand
- **Service design** puts customer needs at the center — shaping the entire experience from first contact to farewell

**A customer's traveling process can be complex and multi-faceted as it involves interacting with various service providers across multiple touchpoints, such as airlines, hotels, and activities.**

**Zendesk conducted a customer experience trend report and found that “61 percent of consumers would switch to a company's competitor after just one bad customer service experience.”**

# Customer Journey Mapping and Touchpoints



# Accessibility

## **WHY IS THE WORKSHOP TOPIC IMPORTANT IN CRAFT VALORISATION?**

True craft valorisation is only possible if everyone has the chance to access, understand, and enjoy it.

Addressing physical, linguistic, and social barriers ensures that cultural heritage becomes inclusive and welcoming for all visitors.

# Accessibility

**Beszélsz magyarul? :)**

**The language barrier**

**Is it worth the detour?**

**Do we have the  
capacity/time for selling the  
products?**

**Are we accessible for those  
with special needs?**



# Accessibility

**Craft products – can you buy them at the airport?**

## HUNGARIAN DESIGN DETAIL

In the case of the Budapest store, the ceiling, walls and shelves are black with half of the shop devoted to best-selling international spirits and confectionery, and the other half exclusively given over to **regional specialities and souvenirs**. In this latter area, the dark walls are covered with bright flowers: a pattern based on **traditional Kalocsa embroidery**, and china painting motifs are being added in January during regular opening hours by staff from the Kalocsa porcelain factory.

“Passengers can experience something entertaining this January; **they can watch the painters at work and see how the pattern slowly spreads throughout the shop,**” says Janach.



Heinemann has underlined its commitment to localising its retail offer with a new concept called Regionals Market which has appeared first at Budapest’s Ferenc Liszt International Airport (BUD)

# Trends in Repositioning Traditional Crafts

## WHY IS THE WORKSHOP TOPIC IMPORTANT IN CRAFT VALORISATION?

Traditional crafts are evolving from heritage artifacts into dynamic tools for place branding, sustainability, and cross-sector innovation. Understanding these trends helps us better connect crafts to contemporary tourism experiences and economic opportunities.

# Trends in Repositioning Traditional Crafts

## ◆ From Object to Experience

1. Traditional crafts are no longer seen only as products but as part of immersive experiences (e.g., workshops, live demonstrations, storytelling).
2. Example: Visitors learning embroidery in Romania or pottery in Hungary or Sichuan bean paste in China as part of cultural tourism packages.



# Trends in Repositioning Traditional Crafts

## 1. Digital Transformation

1. Craft businesses and artisans increasingly use e-commerce, social media, and virtual tours to reach new audiences.
2. Trend: 3D scanning for virtual craft museums, online craft fairs, or augmented reality (AR) guided craft routes.

## 2. Sustainability & Localism

1. Crafts are repositioned as sustainable alternatives to mass-produced goods, aligned with the slow movement and green tourism.
2. Emphasis on local materials, traditional knowledge, and short supply chains.



## Trends in Repositioning Traditional Crafts

### 3. New Narratives & Identity

1. There's a growing effort to link crafts to regional identities, heritage interpretation, and minority cultures (e.g., Roma, Saxon, Serbian communities).
2. These narratives often support place branding and destination uniqueness.

### 4. Cross-Sectoral Integration

1. Crafts are being linked with other sectors like fashion, architecture, gastronomy, and wellness.
2. Example: Textiles used in boutique hotels, or herbal traditions integrated into spa products.



# Trends in Repositioning Traditional Crafts

## 5. Supportive Policy & Funding Trends

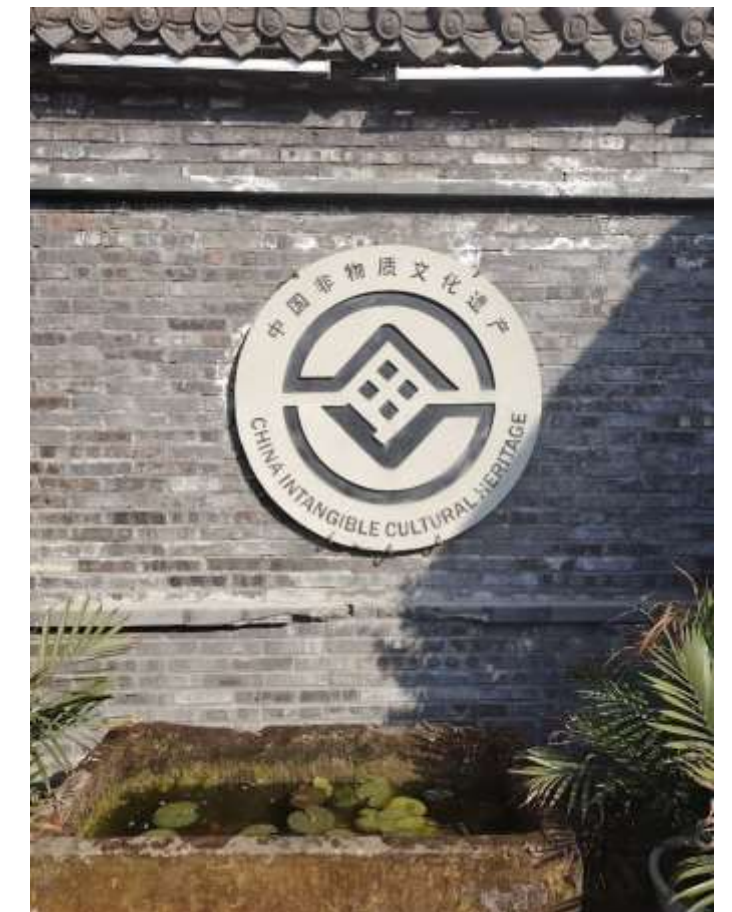
1. EU-funded projects and UNESCO initiatives increasingly focus on craft valorisation in rural development, creative industries, and youth engagement.

**Creative Europe, Interreg,** and **Erasmus+** supporting craft-related innovation, cross-border cooperation, and creative industries.

UNESCO, through its intangible heritage framework, helps **elevate crafts to international visibility** and offers protection and tools for sustainability.



**unesco**  
Intangible Cultural Heritage



# Case #1

## Idrija

### Lace

## Idrija lace – a case study

- Mining traditions – Mercury mine – The Mercury Route UNESCO WH
- Ladies were bored... lace making – a good story
- Stunning natural environment, historical town centre, good reuse of the former castle as Mercury Museum
- Fresh minds brought new life into lace making traditions
- Fashion, Workshops, 40+ Lace Festival, etc.

**43rd Idrija Lace Festival**  
**June 13-15 2025**

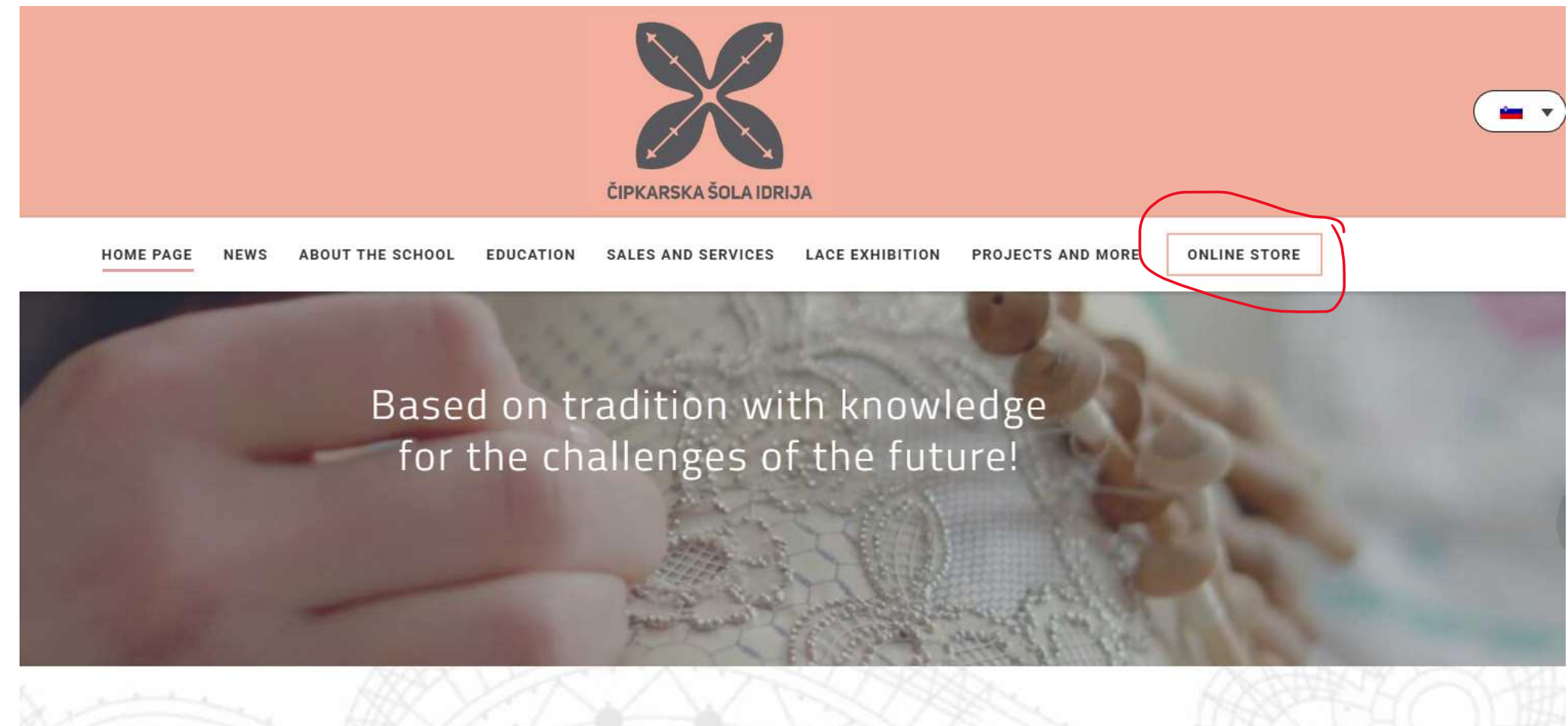


# Case #1

## Idrija Lace

### Idrijalace – a case study

- Idrija Lace School – Since 1876
- Annually 400 youth + 100 adults
- Idrijan Lace Making Tradition - UNESCO List of Intangible Heritage



# Case #2

## Zsolnay Porcelain Pécs

### Zsolnay – Case study

- Local craft brand with 170 years of history.
- Innovation brought world fame in the 19th Century
- Communism -> Mass production
- Privatisation -> New management structure, new challenges



SINCE 1853

#### CREATING LUXURIOUS PORCELAIN

Zsolnay has been associated with uniqueness, artistic quality, and innovation for 170 years. Over the course of its history, the manufactory has always contributed something new and distinctive to every period. Our handpainted products are made in Pécs, Hungary.

[Our History](#)



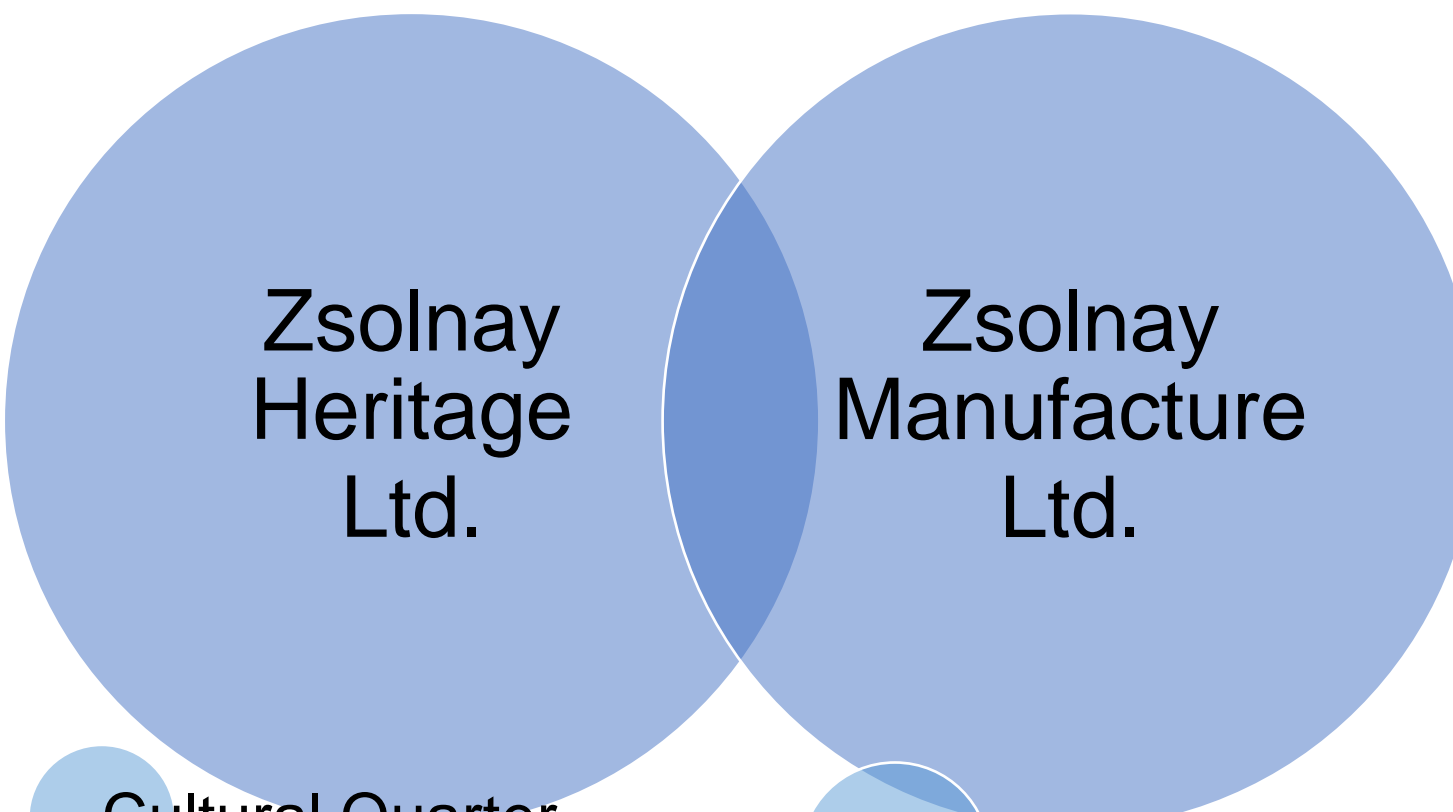
# Case #2

## Zsolnay Porcelain Pécs



## Zsolnay – Case study

Pécs 2010 – European Capital of Culture



Cultural Quarter

Heritage management,

Events, Festivals

Exhibitions

Experience – interactive walks

Live Manufacture

Craft workshops

Premium tableware

Fine porcelain

Building ceramics

Zsolnay Home

Luxury product

### Transformation

### From factory grounds to Cultural Quarter



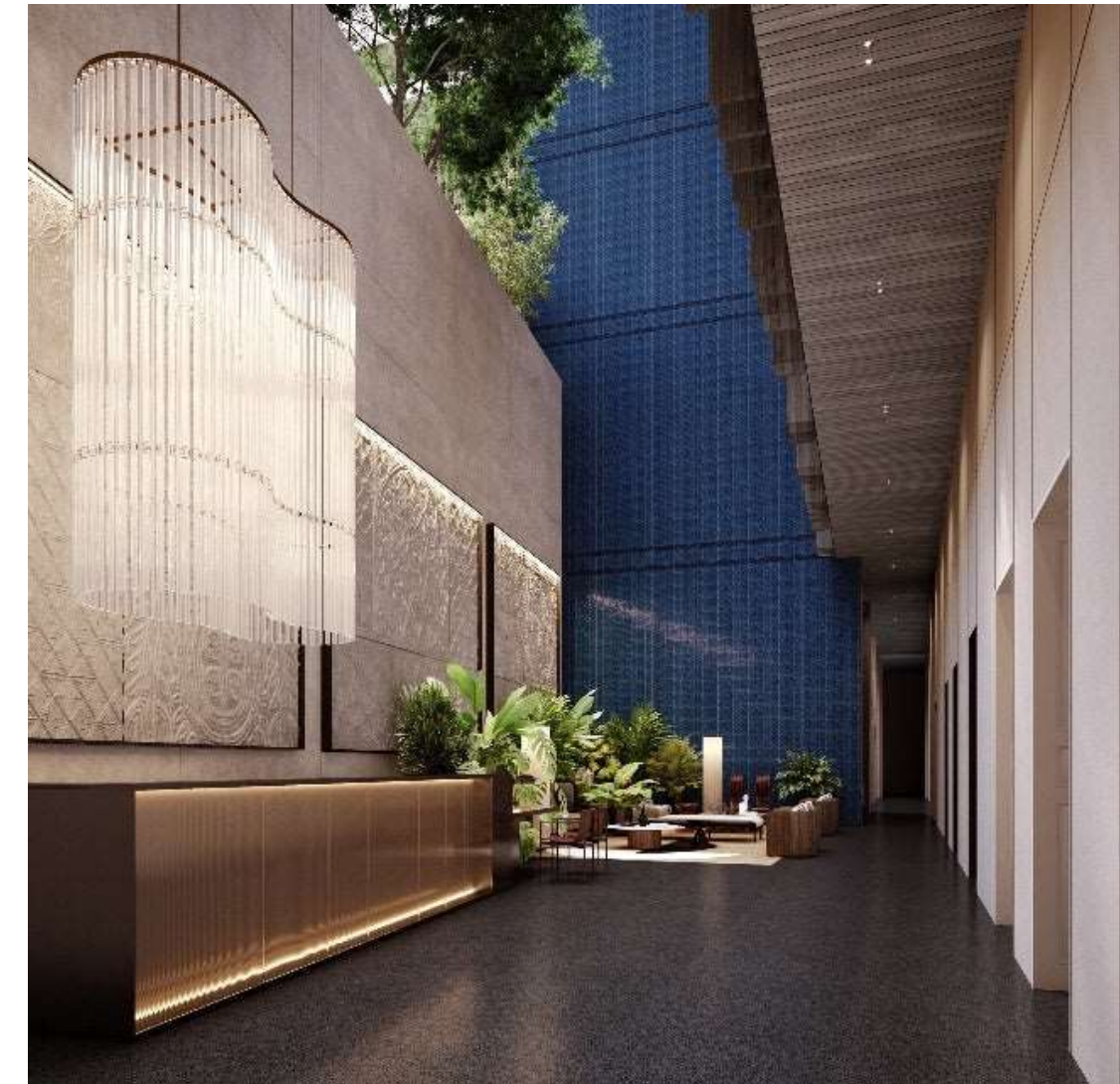
# Case #2

## Zsolnay – Case study

Building ceramics, ornaments – Matthias Church and Hotel Dorothea

Zsolnay X Fashion brand Sugarbird

Zsolnay X Búzavirág Gin



# Zsolnay Cultural Quarter in Pécs, Hungary



[Wonders of Hungary - Zsolnay Cultural Quarter, Pécs](#)

# Case #3

## Busó Festivities in Mohács

Where Tradition Comes to Life

### 1. UNESCO Heritage in Action

- The Busó Festivities of Mohács are not just a local tradition — they are a *UNESCO Intangible Cultural Heritage of Humanity* (2009).
- Each February, thousands of visitors come to Mohács, a small town in southern Hungary, to witness this unique celebration rooted in centuries-old customs.

### 2. What Is It About?

- The Busó Festivities mark the end of winter and the welcoming of spring, blending pagan rituals and local legends.
- According to tradition, the masked Busós once scared away the Ottoman invaders — today, they chase off winter with noise, fire, and celebration.



# Busó Festivities in Mohács

Where Tradition Comes to Life

## 3. The Masks – Craftsmanship and Identity

- At the heart of the tradition are the *hand-carved wooden masks*, typically made from willow, painted with natural pigments, and topped with real sheepskin.
- Local artisans, often from families who have passed down this knowledge for generations, still carve each mask by hand — no two are alike.

## 4. Experience-Based Tourism Opportunity

- Busójárás is more than a spectacle. It's *immersive heritage tourism*.
- Visitors can not only watch the parades and dances but take part in mask carving workshops, traditional food tastings, and community storytelling sessions.



# Busó Festivities in Mohács

Where Tradition Comes to Life

## 5. Reviving the Busó Tradition

- Early 2000s: declining participation, craft endangered
- City investment and local engagement reversed the trend
- Growth from 200 Busós to over 2,000 participants today
- UNESCO Intangible Cultural Heritage status boosted visibility
- Now attracts 100,000+ visitors over 6 festive days annually



Busójárás



# Busó Festivities in Mohács

Where Tradition Comes to Life

## 6. Why It Matters Today

- In a world full of digital and mass-produced experiences, the Busó Festivities offer *authenticity, craftsmanship, and a strong sense of place.*
- They are an example of how cultural heritage can be a powerful tool for *place branding, community involvement, and sustainable tourism development.*



*"The Busó mask is not just a souvenir — it's a symbol of identity, resistance, and shared joy. When we promote events like this, we're not only preserving the past; we're shaping the future of experience-based tourism."*

# Q&A

- What are **your region's** key **craft assets**?
- What challenges do you face in their valorisation?



**Thanks for  
your attention!**

# COMMHERITOUR

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