



## National parks - in your pocket!

National parks play an important role in raising public awareness on natural values and the importance of environmental protection. Visitors are attracted by colourful brochures with photos of landscapes, plants and animals. But no matter how beautiful such brochures may be to look at, they are often not particularly handy to carry around or to fit into one's pocket. The Hungarians have a solution to that problem.

### Pocket-size guides

In cooperation with the national tourism board, the Hungarian Ministry of Environment and Water has produced a series of pocket-size guides for the 10 national parks. Each guide presents the tourist services of each individual national park with maps, sights, contact information, opening hours etc. The guides are available in Hungarian, English and one also in German.

### Advantage of joint marketing

"We definitely intend to keep the individual uniqueness of the ten Hungarian national parks even if the framework is a common layout", explains chief advisor OLÁH Tünde from the Ministry of Environment and Water. "We and the national park authorities now see the advantages of marketing their services under one umbrella".

### Common website

In addition to the guides, a common website has been established. It provides one entry point to the websites of the 10 Hungarian national parks.

Contact OLÁH Tünde for more information ([olah@mail.kvvm.hu](mailto:olah@mail.kvvm.hu)) or visit the website at:

<http://www.nationalpark.hu> (English)

<http://www.nemzetipark.gov.hu> (Hungarian)

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