



MINISTRY
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CARPATHIAN CONVENTION COP5

10-12 October 2017, Lillafüred, Hungary

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Setting the scene

Background

The **Framework Convention on the Protection and Sustainable Development of the Carpathians** (Carpathian Convention) was adopted and signed by the seven Parties (Czech Republic, Hungary, Poland, Romania, Serbia, Slovak Republic, Ukraine) in May 2003 in Kyiv, Ukraine, and entered into force in January 2006;

The **Strategy for Sustainable Tourism Development in the Carpathians**, under the framework of the Carpathian Convention

Main goal:

Identify **concrete measures** to avoid and/or to mitigate existing and potential negative impacts of tourism development.

- **Measurement requirement**
- Need to **monitor and to assess** the Strategy implementation against similar standards and thresholds
- Need to create a **common framework**, in order to ensure comparability between destinations in the Carpathians
- Need to ensure the **correct and qualified measurement** of the positive and negative effects caused by tourism flows in this mountain area, as well as the identification of risk and potential benefits.
- **The Ecological Tourism in Europe (ÉTÉ) project 2016**
- ***“Support for the Implementation of the Strategy for Sustainable Tourism Development in the Carpathians”*** financed by the German Federal Ministry for Environment, Nature Conservation, Building and Nuclear Safety

About methodology (1)

The Study took into account **the historical evolution of the policies and measurements systems** recognized at International and European level, in the tourism sector and what can be learnt from existing systems/schemes, such as INSTO, GSTC, ETIS, EMAS/Ecolabel among others, that **fit to the specificities of the Carpathian region as well.**

The **rationale behind** the selection of the **core and possible supplementary indicators in the Carpathian region**, is based on the following criteria:

- *Relevance to the key issues of a destination*
- *Practicality of generation and user friendliness*
- *Feasibility of obtaining and analysing needed information (avoid time-consuming)*
- *Credibility, clarity and ability to be used as benchmark for comparison over time and with other destinations;*
- *Dynamic procedure and continuous improvements of information sources and processing aiming at more accurate indicators*

About Methodology (2)

- The compilation of **25 core indicators + 35 supplementary indicators**, is the result of a combination of already-existing indicators and the input from various international experts (ETE team). The “*Carpathian approach*” will be to downscale the selected existing indicators to this region, in order to be easy applicable for destinations

Existing schemes/methodologies/systems of indicators

- UNWTO 2004 Guidebook
- GSTC (Global Sustainable tourism Criteria), criteria & indicators
- ETIS toolkit April 2016 (European Tourism Indicator System)
- European Environmental Agency - EEA
- ETE and UNESCO-BRESCE, 2008 ‘*Criteria for sustainable tourism for three biosphere reserves Aggtelek, Babia Gora and Sumava*’
- **Source of information**
- The fact that data are available from a particular source does not mean that these data can be easily accessed. In addition, some indicators will have data that are missing or that need expanding. This information can be obtained by **conducting surveys, questionnaires and other type of activities.**

A (draft) set of 25 core indicators

[1]

Section A: Destination sustainable management

A.1 Sustainable destination strategy criteria

- A.1.1 Political commitment to implement the multi-year destination plan, through the existence of an enabling system (e.g. capacity building, measures for local stakeholder's participation) – **Indicator**

A.2 Private commitment to sustainability -criteria

- **A.2.1** Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility- **Indicator**

Section B: Economic value

B.1. Tourism flow (volume and value) at destination - criteria

- **B.1.1.** Number of tourist nights per month – **indicator**

B.2. Quantity and quality of employment – criteria

- **B.2.1.** Direct tourism employment as percentage of total employment in the destination - **indicator**

Section C: Social and cultural impact

• C.1 Community/social impact- criteria

- **C.1.1.** Number of beds per 100 residents – **indicator**

• C.3. Inclusion/accessibility- criteria

- **C.3.** % of touristic infrastructure (e.g. accommodation, transport, attractions) accessible for people with disabilities – **Indicator**

• C.4 Attraction protection, local identity and assets – criteria

- **C.4 4.**Percentage of areas locally/ecologically managed, to maintain natural and cultural sites, including build heritage and rural and urban scenic views and its identity – **indicator**

Section D: Environmental dimension

D.1 Low-impact transportation- criteria

- **D.1.1.** Percentage of visitors using low-impact transportation (electric public transport, cycle route, pedestrian areas etc.) - **indicator**

Challenging issues for the Carpathian

Governance and local identity

- Problem of **connectivity** and **capacity building** (governance issue),
- identification of positive messages, to **motivate**, especially **mountain destinations**, to **added value** to day to day **reporting activity**
- capitalize the **best story-telling** (genius loci, local identity and eco-experiences) and provide more visibility to the excellences, national and transnational level
- Improving **destination sustainable management** (e.g. by establishing Destination Management Organizations-DMOs), following an holistic approach on the territory
- **use of non-traditional data** and their relevance at destination level (e.g. by gathering information from the IT application)

Transnationality and cooperation

- Developing **transnational projects** by using the EU financial resources and other financial opportunities/technical support, such as **smart specialization strategies**,
- Bring the industry and the SMEs into the loop, fostering **internationalization**, **cooperation**, innovation and ICT)
- Enhance the role of **transnational and European thematic networks** (sustainable tourism, cultural routes, protected areas and parks, creative and cultural industries clusters)
- Balance between /investments/additional costs and benefits

•Next steps

Political commitments

- The engagement of the public institutions/administrations, in terms of **political commitment**, is fundamental to support the entire process;
- The establishment of, under the umbrella of **International Sustainable Tourism Observatories** INSTO, and with the endorsement of the UNWTO, can be considered as desired milestone in the next years.
- Implementing the **UN 2030 Agenda for sustainable development Goals (SDGs)**, focusing **Goal 12** 'Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promote local culture and products'
- Development of **collaborative new business and eco-friendly model**, in order to establish a respectful and sustainable **public and private partnership**, with the involvement of the local communities;

Operational engagements

- **The role of coordination team** (and or the local coordinator manager at destination level) is necessary to ensure the efficient management and coordination, engaging the wider expert community,
- investing on **educational and knowledge skills set**, to be able to gathering information, analysing, interpreting data and organizing peer review.
- The selection of **qualified technical partners** is crucial for the evaluation and assessment process, in order to **plan effectively sustainable measures**, maximizing the benefits and minimizing the costs, for the Carpathian region