



CARPATHIAN SUSTAINABLE TOURISM PLATFORM

INTERIM REPORT

Carpathian Convention Implementation Committee
10th Meeting 11-13 December 2019
Budapest, Hungary



CARPATHIAN CONVENTION'S SUSTAINABLE TOURISM PLATFORM



GOAL: Carpathian Sustainable Tourism Platform shall support cooperation between stakeholders and enhance implementation of the Carpathian Convention provisions on Sustainable Tourism



Actions deriving from CC PoW 2018 – 2020

The Parties shall actively participate in implementation of the Tourism Protocol and the Strategy for the Sustainable Tourism Development of the Carpathians;

The Secretariat shall elaborate collaborative agreements with the centers of the Carpathian Sustainable Tourism Platform (CSTP);

WG Tourism, the CSTP and its centers shall contribute to the Carpathian wide report on the implementation of the Carpathian Convention and its Protocols;

CSTP and its centers shall further elaborate on the development of the common Carpathian brand

WG Tourism shall consider the Set of Indicators for measuring the positive and negative effects of tourism in the Carpathians as a useful source for the implementation of Article 24 of the Tourism Protocol;



➤ CSTP supported Cooperation of V4+ rural tourism actors through social and digital innovation project

Support local entrepreneurs to increase the quality and the visibility of rural tourism and craft initiatives

September 2018 – February 2021

<http://www.humtour.com/for-partners/projects/carpathian-rural-tourism/>

- **Humtour Limited Liability Company – Hungary - Lead Partner**
- Ekopsychology Society – **Poland**
- Art and Craft of Stiavnica Civil – **Slovakia**
- Homeland Museum of Knjaževac – **Serbia**
- Vavel - tourism business – **Serbia**
- Brasov County Council - **Romania**



CSTP:

- ❖ *Contact and maintain the connection with ecotourism organizations, local producers, craft artists*
- ❖ *Support the project workshops' implementation with experts in the field of tourism marketing, experts on rural tourism and local product management and on community development*
- ❖ *Spread the call for application within our network, find and send participants to the workshops*
- ❖ *Collaborate to the development of the workshops' handbooks and booklets*
- ❖ *Provide support to the organization of the Carpathian Rural and Agritourism Fair 2020*
- ❖ *Promote the project and spread the outputs of the project via our CSTP, other platforms and network*



Cooperation of V4+ rural tourism actors through social and digital innovation project

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OUTPUTS

1. Digital Communication and Building Identity Marketing and Management Workshop

February 4th – 8th, 2019 Cserkút, Hungary

<http://www.humtour.com/for-partners/projects/carpathian-rural-tourism/workshops/digital-and-marketing-ecotourism-workshop/>

International partnerships for ecotourism presentation on Carpathian Convention

2. Social Entreprises and Community Development in Rural Areas Workshop (Event–Public), May 6th - 8th 2019 Uherce Minerale, Poland

<http://www.humtour.com/for-partners/projects/carpathian-rural-tourism/workshops/social-enterprises-and-community-development-in-rural-areas-workshop/>

3. Management and Marketing Tools for Rural Tourism Entrepreneur_Project Booklet

The book will offer guidance that helps rural leaders hone their entrepreneurial skills and carry out their social missions more effectively. The aim of this handbook is to understand which factors can promote entrepreneurship and the sustainability of tourism activities in rural areas.



Cooperation of V4+ rural tourism actors through social and digital innovation project

Support local entrepreneurs to increase the quality and the visibility of rural tourism and craft initiatives



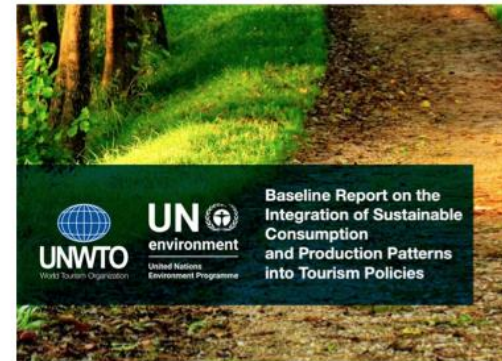
-
- Visegrad Group
-
-



- CSTP has undertaken different Carpathian Convention promotion activities by organizing info trips for opinion leaders, journalists, travel agencies



Target 12b:
Develop and implement instruments to monitor the impact of sustainable development for sustainable tourism, which create jobs and promotes culture and local products



„Countries which set tourism as priority at national level have public policies with a higher engagement towards sustainable development“

<https://www.e-unwto.org/doi/pdf/10.18111/9789284420605>



Carpathian Route - exploring, promoting and protecting the richness of the cultural and natural heritage of the Carpathian Region



➤ CSTP supported the submission of the project proposal Carpathian Route to the first call of EEA and Norway Grants Fund for Regional Cooperation

- **Marshal's Office of the Podkarpackie Voivodship - Poland - Lead partner – Public**
- International Charitable Organisation Information Center "Green Dossier" – **Ukraine** - NGO
- Brasov County Council – **Romania** – Public
- The Homeland Museum of Knjaževac – **Serbia** – Public
- Wallachian Open Air Museum - **Czech Republic** – Public
- Humtour Limited Liability Company - **Hungary** – Private
- Institute of Ecology of the Carpathians NAS of Ukraine – **Ukraine** - University or research institution
- The Monument Board of the Slovak Republic - **Slovakia** - University or research institution
- **International Commission for the Protection of the Alps CIPRA – Liechtenstein - Expertise partner – NGO**
- **UN Environment Vienna Office - Secretariat of the Carpathian Convention – International - Expertise partner - International organisation**
- **Stiftelsen GRID-Arendal – Norway - Expertise partner**



ThreeT - Interreg Europe

June 2018 – November 2022; Budget: 1.892.764 eur

<https://www.interregeurope.eu/threet/>



1. Livorno Province Livorno Italy – Lead partner
2. Tuscany Region Florence Italy
3. Regional Council of Jyväskylä Finland Central Finland
4. Planning Authority Floriana Malta
5. **Kujawsko-Pomorskie Torun Poland Voivodeship**
6. Local Government of Santa Cruz Spain the island of Tenerife de Tenerife
7. **Brasov County Brasov Romania Council**
8. **Self-Government Dunántul Hungary. Office of Vas County**
9. Regional Giessen Germany Management Central Hessen GmbH

186.275 EUR

184.511 EUR

182.871 EUR



Make "thematic trails" sustainable eco-tourist means for enhancing protected, accessible and visible territorial natural and cultural assets. Facilitating: **inter-modality; human-powered (“green” or “soft”) mobility; asset visibility** - 3 key-factors leading to the successful development and sustained use and maintenance of trails, ultimately triggering territorial development.

Main benefits for the participating regions (**CSTP**) are:

- ❖ Public accessibility and forms of sustainable enhancement of cultural and natural heritage improved
- ❖ New practices about green mobility, inter-modality and innovative information adopted
- ❖ Effective system for monitoring the Action Plan to assess the actual influence of its actions on regional development strategies
- ❖ Increased competence and skills of partner staff and key-stakeholders.



- **Bory Tucholskie project in the Labyrinths of Nature** - Development of parking points, campsites along the route of the canoe trail and the construction of a bicycle path.
- **Tourist Passport 2018 – Kujawsko-Pomorskie "zakaMARKI" Constellation of good places.** Information campaign encouraging tourists to discover new, little-known places of the region.
- **Industrial heritage management: the thematic route of the TeH2O Water, Industry and Crafts Trail** : combining the history of fifteen places inscribed in the city space organically associated with water.
- **Nature tours entitled „Along the Lower Vistula Fortifications Trail“** : examples of integrated protection of cultural heritage and natural environment, including active protection of bats.





Via Sancti Martini – The Establishment of Saint Martin’s International Pilgrimage



Three T Thematic Trail Trigger

alpannonia®
hiking
without
borders



Iron Curtain Trail: Sustainable mobility along the newest EuroVelo route





Eco-
touristic
trail
network in
Poarta
Carpatilor

Three T
Thematic Trail Trigger

Transylvanian Highlands - hiking and cycling routes to connect the villages with fortified churches

Thematic trails within Piatra Craiului National Park

Connecting ecological trails Rasnov

Michael Meyer_ external expert of ThreeT Project set of indicators measuring the positive and negative impacts caused by tourism in the Carpathians, developed by ETE in cooperation with experts from e.g. UNWTO and with the support of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety.



➤ 02-04.10.2019, CSTP organised the **9th Cultural Routes Annual Advisory Forum**

proposals were also presented for new cultural routes, including the **Transhumanity Route** - a Carpathian Route from Romania to Poland (11.12.2019 **Transhumance** wins **UNESCO** Intangible Cultural Heritage status) and extending the **European St. Martin Cultural Route** from Szombathely to Brasov



- During the annual INSTO meeting in Madrid, Spain with the support of Michael Meyer (Ecological Tourism in Europe), **a meeting with the Sustainable Tourism Observatory of South Tyrol was established for February 2020.**



**The Sustainable Tourism
Observatory of South Tyrol
(Italy) _meeting in Feb 2020**

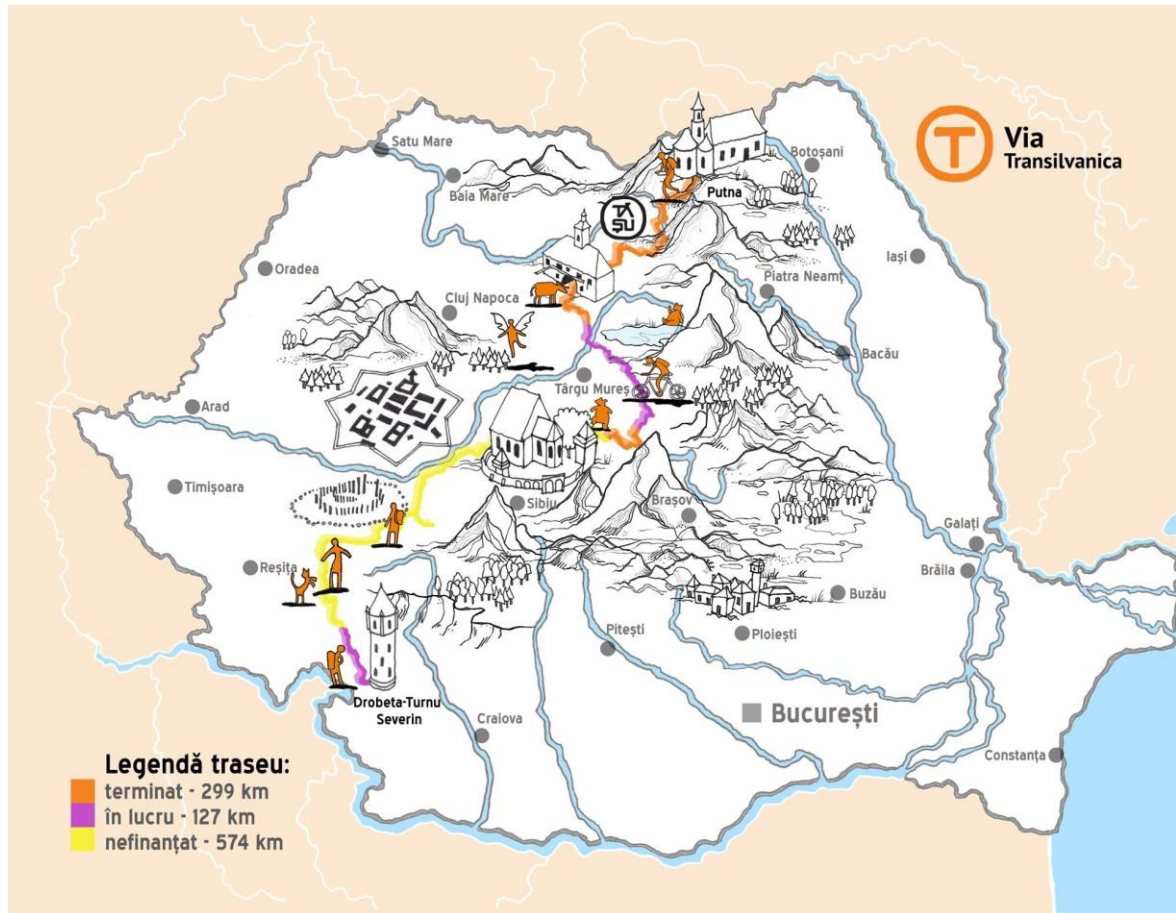


➤ **CSTP** supported the organization in Brasov by the Society of Mountain Guides and International Mountain Leaders of the **Congress Union of International Mountain Leader Associations (UIMLA) 7-10.11.2019**

*UIMLA is an international governing body based in France which is representing the IMLs from Andorra, Argentina, Austria, Bulgaria, Belgium, **Czech Republic**, Croatia, France, Germany, Great Britain, Italy, Macedonia, The Netherlands, Peru, **Poland**, **Slovakia**, Spain, **Romania** and Switzerland. One of the most important targets for UIMLA is to represent the profession at the international level as well as setting equal standards of qualifications for all International Mountain Leaders IMLs. UIMLA also promotes the profession and supports the cooperation between IMLs from different countries.*



- **CSTP supported Via Transilvanica** _ A long-distance trail, to be covered walking or by bike, aims to explore the cultural heritage of the Transylvania. It starts in Drobeta Turnu Severin and stops in Putna, or the other way around, a road that maybe resembles Camino de Santiago, through ten counties in Transylvania, on a 950 km distance.



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- **CSTP has undertaken different** promotional and marketing campaigns, including the presentation of the Carpathian Brand “Carpathia” and hiking tourism offers



METHODOLOGY Place Brand Trigger

Model of place brand implementation

- 1. Establishment of DMO**
- 2. Development of the Carpathian key of experiences**
 - 1. Development of flagship products**
 - 2. Marketing communication**
 - 3. Commercialization of the offer**





2. EtnoCarpathia - increasing the attractiveness and visibility of the Polish-Slovak border region through the use of cultural heritage resources

Partners:

1. Association of the Carpathian Euroregion
2. Municipal Cultural Centre in Vranov nad Topľou (SK)
3. Ethnographic Museum in Rzeszów (PL)



CSTP:

- ❖ ethnographic groups of the borderland: Polish Uplanders (Pogorzans), Lemkos, Boykos, former inhabitants of contemporary Šariš, Zemplín and Zamagurie.
- ❖ A tourism product “EtnoCarpathia” offering authentic experiences related to the Carpathian culture and creating a coherent offer of cultural heritage cognition.
- ❖ the project will positively affect the consolidation of elements of culture being at risk of disappearing and will prepare local communities to create and promote their own cultural offer, thus enhancing their cultural identity



- CSTP supported the establishment in Ożenna near Krempna of the **Cross-Border Functional Area (CFA) "Low Beskids"** was established. The territorial scope of the CFA "Low Beskids" includes on the Polish side: Krosno, Jasło and Gorlice Counties, Krosno City with county rights, and on the Slovak side: Svidnik, Stropkov and Bardejov Districts.

The **Association of the Carpathian Euroregion Poland** is responsible for the coordination of activities on the Polish side, and the **Association of the Carpathian Euroregion Slovakia-North** together with the town of Svidnik is responsible for the Slovak side. Ultimately, the “Low Beskids” CFA have to be a model example **of the cross-border use of innovative development mechanisms**. It will also be a "laboratory" for pilot implementation of the Carpathian Brand "CARPATHIA" using the potential of the indicated area.



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МЕМОРАНДУМ
про взаємодію між Закарпатською обласною радою, Закарпатською
обласною державною адміністрацією та Громадською спілкою „Регіональна
туристична організація Закарпаття” у 2018 – 2020 роках у галузі туризму

м. Ужгород

„27” вересня 2017 року

Закарпатська обласна державна адміністрація в особі голови Москаля Геннадія Геннадійовича, який діє відповідно до Закону України „Про місцеві державні адміністрації”, Закарпатська обласна рада в особі заступника голови Гридика Петра Васильовича, який діє відповідно до Закону України „Про місцеве самоврядування в Україні” та Громадська спілка „Регіональна туристична організація Закарпаття” в особі Шандора Федора Федоровича та Волошина Валентина Мироновича, які діють відповідно до Статуту (далі – „Сторони”),

успішною є важливість об’єднання зусиль щодо створення сприятливих умов для розвитку туризму в Закарпатській області, щорічного відзначення Всесвітнього дня туризму та з метою реалізації завдань Стратегії розвитку туризму та курортів на період до 2026 року, а також Програми розвитку туризму та курортів у Закарпатській області на 2016-2020 роки, домовились про:

- спільну координацію заходів Програми розвитку туризму та курортів у Закарпатській області у 2018-2020 роках;

- передавання облдержадміністрацією у тимчасове користування Громадській спілці „Регіональна туристична організація Закарпаття” офіційного туристично-інформаційного порталу „Вітаємо на Закарпатті” для подальшого адміністрування та інформаційного наповнення;

- визначення пріоритетів розвитку туристичної галузі області;

- розробку комплексної обласної Стратегії розвитку туристичної галузі до 2026 року;

- просування туристичної продукції області через участь у виставкових заходах в Україні та за кордоном;

- підготовку та випуск інформаційних довідників, промо-матеріалів про відпочинок на території області;

- здійснення ознакування та маркування туристичних шляхів;

- реалізацію Рамкової конвенції про охорону та сталий розвиток Карпат у частині виконання завдань щодо сталого розвитку туризму, в тому числі – створення Головного офісу Спільної координаційної платформи сталого туризму Карпатського регіону у м. Ужгород.

Меморандум укладено у 3 (трьох) примірниках для кожної зі сторін.

На підтвердження зазначених положень, меморандум підписали:

Геннадій Москаль
Голова Закарпатської
обласної державної
адміністрації

Петро Гридик
Заступник голови
Закарпатської
обласної ради

Фелір Шандор
Президент
Громадської спілки
„Регіональна
туристична
організація
Закарпаття”

Валентин Волошин
Голова Правління
Громадської спілки
„Регіональна
туристична
організація
Закарпаття”

MoC between State Regional
Administration of Zakarpattia and
Regional Tourism Organisation for the
years 2018-2020 «...on implementation
of Carpathian Convention, incl. creation
of the office of the Cordination
platform for sustainable tourism of the
Carpathians in Uzhhorod»

**FORMAL STRUCTURE to be reinforced
after the transfer of tourism functions
to Ministry of Culture, Youth and Sports**

**PROJECT Regional State Administration, Regional Tourism Organisation,
Agency of Regional Development for the years 2019-2021**

- Has a separate subbudget on CSTC operations, run by the Regional Tourism Organisation
- Has a separate subbudget for one CC WG Tourism meeting



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- **CSTP with CSTC_RO, CSTC_PL, CSTC_UA made steps towards collecting data on the level of implementation. However, due to lack of dedicated personnel and funding or frequent changes in governments, the activity of the Centers is insufficient to provide a clear image of the degree of the implementation of the Protocol on Sustainable Tourism and its Strategy therefore more support is needed from the Secretariat and all the Parties**



Forecast on challenges for the next reporting period



- Sign agreements between CSTC_RO and CSTC_UA and the Secretariat as soon as the formal structure is reestablished;
- Proposal to organise to 10th WG Tourism of the Carpathian Convention in Brasov
- Enable each CSTC and all the Parties to individually upload information on their status of implementation of the Strategy CSTC-staff, contact details, location, activities, events, etc., current projects, events calendar, link to National Tourism Organisations.
- Increase connectivity between projects and inclusive cooperation
- Continue the Work Programme of the CSTP 2018-2020



CCIC 2019 recommendations/next steps prior COP6

- 1) The CCIC reiterates its request to the Carpathian Sustainable Tourism Platform (CSTP) to provide a written interim report on CSTP activities;
- 2) The CCIC reiterates its advice to the CSTP partners to provide an update on progress in CSTP Centers establishment and their formal structure;
- 3) The CCIC welcomes the comments received from Poland on the Memorandum of Cooperation between the CSTP Centres Poland and the Secretariat; thanks the Secretariat for drafting the MoC and request the relevant CSTP Centres to provide comments to the draft;
- 4) **The CCIC welcomes the implementation of the “Cooperation of V4+ rural tourism actors through social and digital innovation project” under the Visegrad Fund and encourages the CSTP to share the result of the project;**
- 5) **The CCIC welcomes the implementation of the “Etno Carpathia” project related with the already existing international Carpathian brand CARPATHIA, under the cross-border Interreg Poland-Slovakia Programme, and encourages the CSTP to share the result of the project;**
- 6) **The CCIC welcomes the implementation of the project “Thematic Trail Trigger” under the Interreg Europe Programme and encourages the CSTP to share the result of the project;**
- 7) **The CCIC welcomes the proposal of **Romania (or other)** to organize the next meeting of the WG TOURISM and requests the Secretariat to facilitate its organization;**





Thank you for
your attention!

Alina Szasz
CSTP - CSTC Romania

alina.szasz@judbrasov.ro
www.carpathianconvention.org
<http://cstp.center>



***"Coming together is a beginning.
Keeping together is progress.
Working together is success"***

Henry Ford

