



Assumptions for the Work Plan

Carpathian Sustainable Tourism Platform 2021 - 2023

*(based on the Protocol on Sustainable Tourism to the Carpathian Convention
and the Strategy for sustainable tourism development of the Carpathians)*

14 of April 2021

Plan of the presentation

- Information on Carpathian Euroregion
- CSTP Problem analysis / Challenges
- Mission and aim
- Cooperation system
- Priorities
- Tasks



I. Carpathian Euroregion
II. Polish part of the CE – Association Carpathian Euroregion Poland

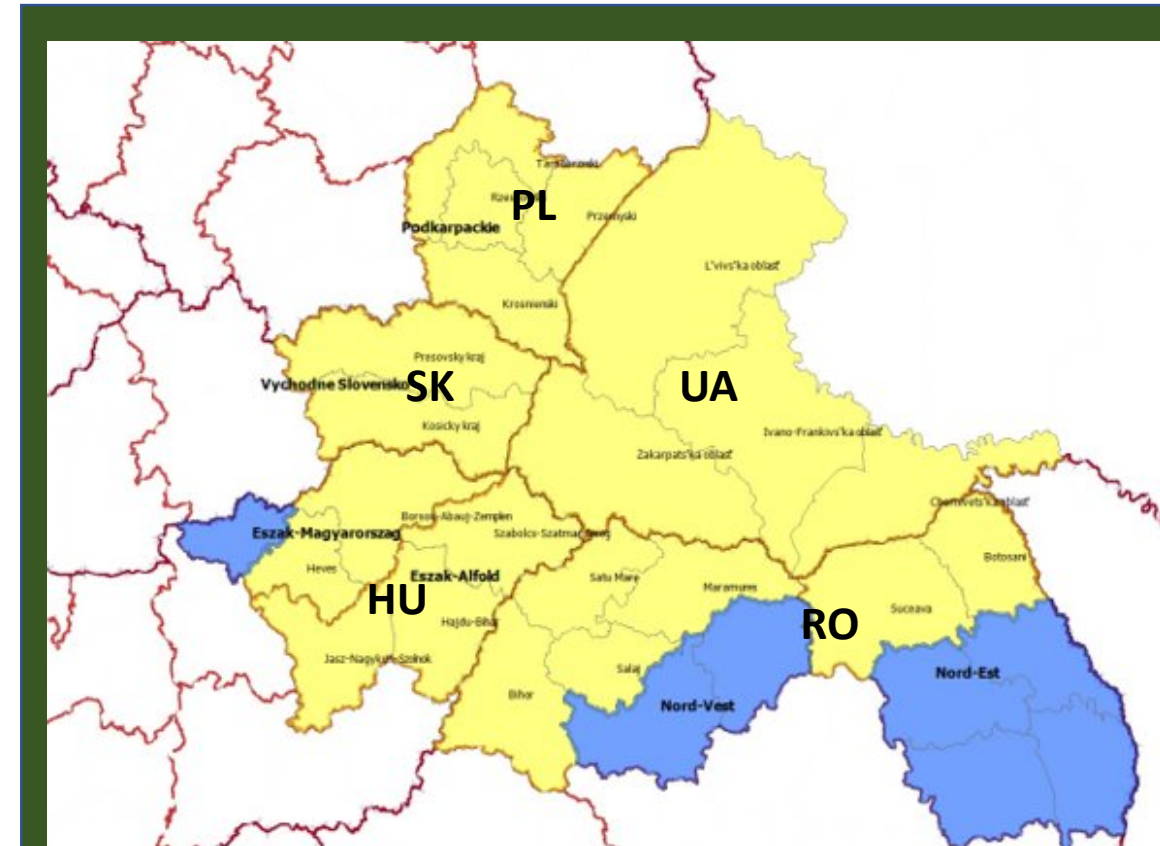


I CE

1. Biggest in Europe
2. 156 000 km²
3. ca 15 mln of inhabitants
4. 5 countries: Poland, Ukraine, Slovakia, Romania, Hungary
5. Founded in 1993

II ACEP

1. Legal status – association. Now transforming into CB legal body
2. Members – selfgovernments (67), organizations (2), people (31)
3. More than 1000 institutional partners in Carpathians
4. Implementation institution for INTERREG programs
5. More than 500 CBC projects financed (ca 50 000 000 of EUR)
6. Owner of the Carpathian Brand CARPATHIA
7. Active member of the AEBR
8. Strategy Carpathian Horizon 2030



CARPATHIAN HORIZON 2030 Strategy



MISSION:

To create common socio-economical space in Carpathians

ROLE:

Linking potentials

PARADIGMAS:

Integration – commercialisation - internationalization

PRIORITIES:

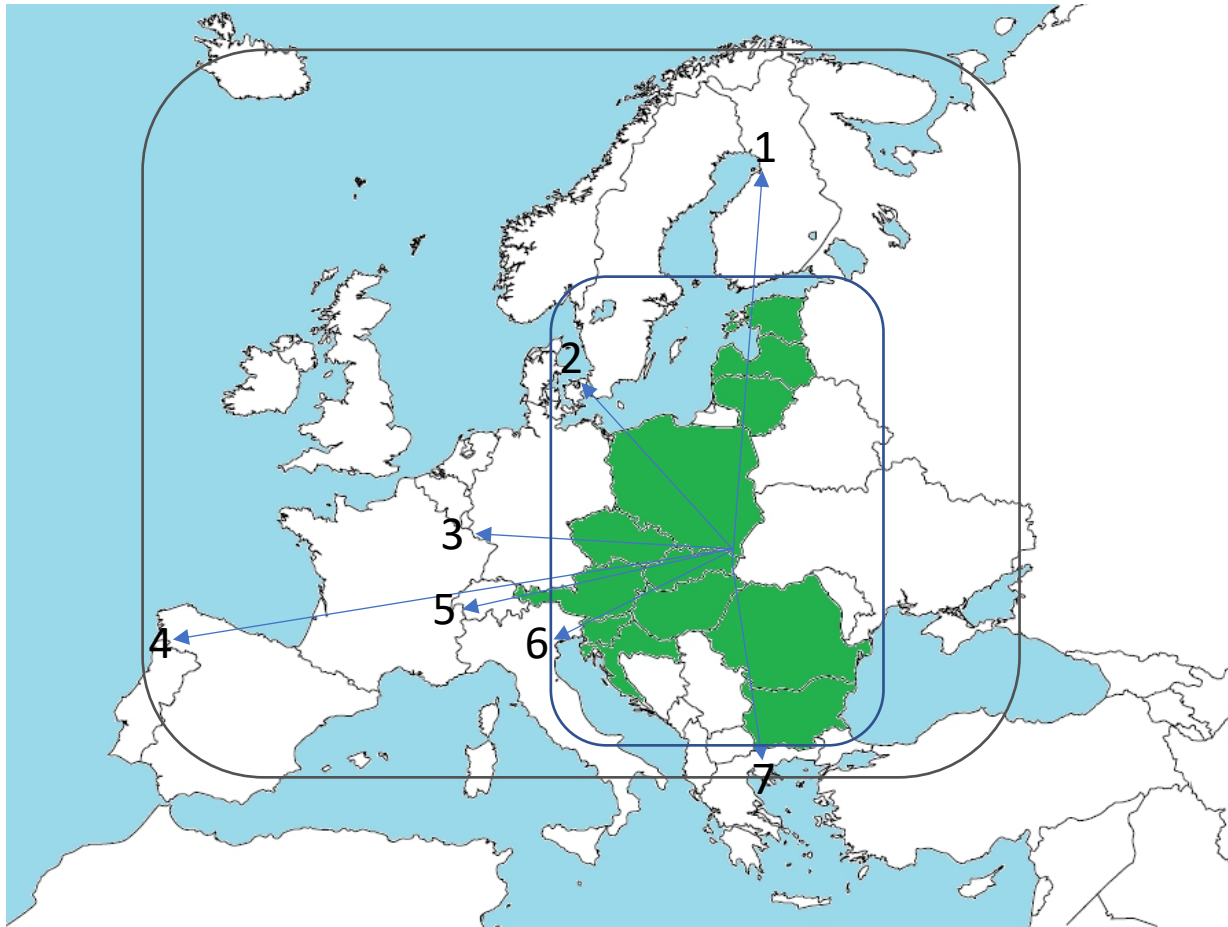
P1 IB – P2 Turism

HORISONTAL POLICIES:

Education – innowation – Researches



INTERNATIONALIZATION



China – strategic partner for carpathian brand



Carpathian – chinese study tour for tuoroperators 2019



Tools

Carpathian brand



Inspired by



CB Functional Areas



CSTP – diagnosis



Problem analysis

Lack of an effective cooperation network of institutions - potential partners, low institutional potential of individual actors in the process, with scarce coordination function at the forefront, and unstable or inadequate sources for financing activities in this regard.

Challenges

- Cooperation at the international level within the CSTP was very limited, there are no links between the individual nodes of the CSTP structure. Additionally, it is incomplete.
- Redefine the goals of CSTP and design architecture of the cooperation system based on the participants / partners determined to cooperate.
- Programme of institutionalization and professionalization of the CSTP should be prepared with options of operation financing models.
- CSTP customers/ clients/stakeholders should be strictly identified and offered services corresponding to their needs
- Apply the principle of concentration - identify and focus efforts on up to three goals and priorities.
- Provide effective lobbying and promotion of CSTP activities.

Mission and aim

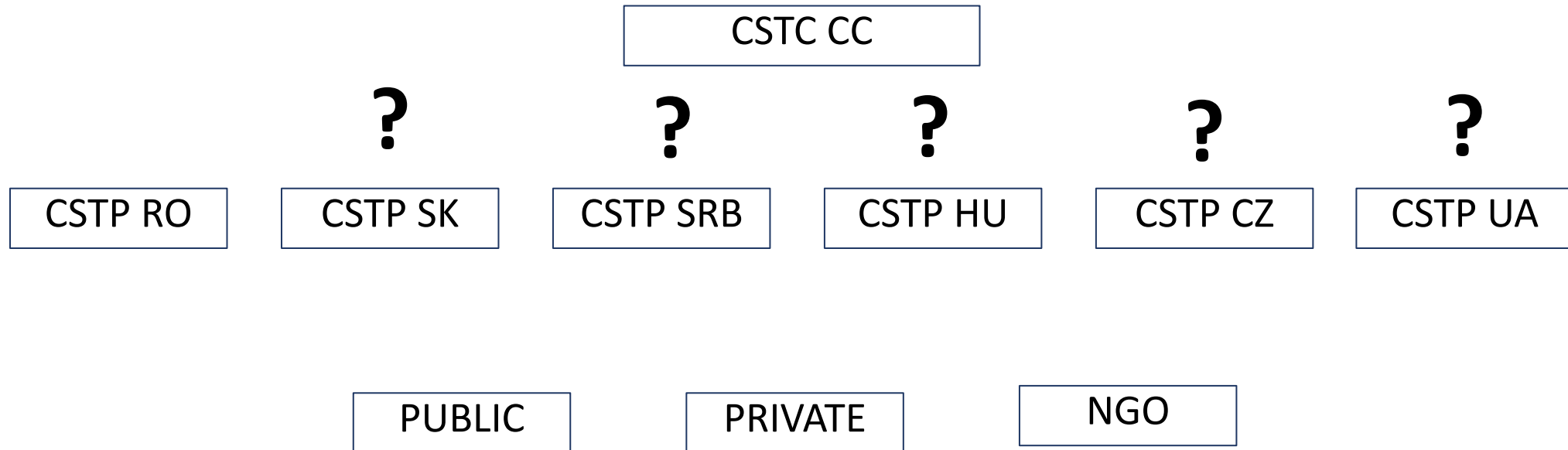


*The **mission** of the Carpathian Sustainable Tourism Platform - Centre Poland is: **Creating the Carpathians a global destination for sustainable tourism***

*The **aim** of the Carpathian Sustainable Tourism Platform - Centre Poland is:*

Creating an effective Cooperation System within CSTP, capable of coordinating activities of entities involved in the implementation of the CC Protocol on Sustainable Tourism and the Strategy for sustainable tourism development

Cooperation system



CSTP Priorities – *proposal*



- P I. **Institution building** – revitalization of the cooperation system within CSTP. In the n+3 (2023) perspective, there is a professional, complete CSTP Cooperation System, capable of autonomous operation and coordination in real time, and not in the project cycles of development processes in sustainable tourism in the Carpathians. This thematic category also includes active role of the Carpathian Convention Working Group on Sustainable Tourism.
- P II. **Carpathian Tourism Observatory** – creation of the Carpathian Centre and Information System for the tourism industry. In the n+3 perspective (2023), there is a professional institution managing the information necessary to coordinate the development of sustainable tourism in the Carpathians. It runs websites, analyses and manages information in terms of the client of sustainable tourism (tourist) and the institutional client participating in the development policy.
- P III. **Carpathian Culture** – creating a product offer based on the cultural resources of the Carpathians as part of the Carpathian Brand addressed to "premium" customers. On foreign markets and the internal market (the Carpathian area) in the n+3 perspective, there are offers and packages of incoming tourism to the Carpathians based on cultural

Action plan



Stages

Year n+1 (2021)

Tasks: audit, verification of stakeholders, restart of the Working Group, identification of key strategic partners of the CSTP, development of new architecture and functionality of the cooperation system within CSTP, preparation of assumptions for projects in each of the priorities, establishment of partnerships

Year n+2 (2022)

Tasks: Restarting the CSTP Cooperation System, implementation of key projects in priority areas, on-going coordination stakeholder recruitment. Activity monitoring.

Year n+3 (2023)

Tasks: Implementation of key projects, generation of new related projects, planning the next development period, incorporating new fields of cooperation and development, monitoring.

WG support



- Diagnosis (survey – questionnaire)
- Identifying and verification of the key partners
- Support on the project preparation and implementation level



Thank you

Dawid lasek

dlasek@karpacki.pl