Report of the Third Meeting of the Carpathian Convention Working Group on Sustainable Tourism

Rytro, Poland

9-10 September 2010

REPORT OF THE THIRD MEETING OF THE CARPATHIAN CONVENTION WORKING GROUP ON SUSTAINABLE TOURISM

9-10 September 2010
Rytro, Poland

Editors:

Tamara Mitrofanenko (UNEP-ISCC)
Nagnouma Nanou Kone (UNWTO)
Lena Kolbe (UNWTO)
Michael Meyer (UNWTO)

Bonn/Vienna, 29 September 2010

Table of Contents:

I. Attendance

The Third Meeting of the Working Group on Sustainable Tourism of the Carpathian Convention was attended by governmental delegates from all seven Carpathian Convention Countries (Czech Republic, Hungary, Poland, Romania, Slovak Republic, the Republic of Serbia and Ukraine), NGOs, administrations of protected areas, as well as international tourism experts and observers.

32 participants from the following countries attended the workshop: Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia, Ukraine, Austria, Germany and Spain. The full list of participants can be found in Annex 3, p.16.

II. Opening of the Meeting

The meeting officially opened at 09:30 AM on Thursday, 9 September 2010.

Welcome remarks were made by **Maria Andrzejewska**, **Director, and Piotr Mikolajczyk, Chief Environmental Specialist of UNEP/Grid – Warsaw**.

Maria Andrzejewska welcomed the participants, informed them that they were hosted by the Carpathian Conference, the closing meeting of a project, which has been realised by UNEP/ Grid-Warsaw in partnership with Ekopsychology Society and ANPED.

- The Organisers expressed hope that the results of the projects will support activities of the Carpathian Convention, in the field of Sustainable Tourism Development;
- Ms. Andrzejewska welcomed the participants to join the Conference, although in Polish language, and expressed hope that the polish colleagues will help our participants understand.

Piotr Mikolajczyk introduced the project in more detail, as the project coordinator; he explained that the project was funded by the Norwegian funds. The Goal was to raise awareness of the Polish rural population about the challenges and opportunities of the Carpathian Convention, and to build partnerships for encouraging sustainable tourism projects in Poland.

- o Through the project, a guidebook was published in 2009 on how to build partnerships, best practices, good funding sources, etc.
- o A series of Carpathian seminars and sessions on sustainable tourism were organised.
- o A virtual Carpathians web portal was developed and launched, using cartography and GIS. The user-interactive portal allowed interested users to make comments and suggestions.
- o A project competition for the Carpathian Communities was announced and 20 best practices selected as representative projects, such as cross – country ski trails, etc; the winners to be announced on the second day of the conference.

Welcoming remarks were made by **MS. Cordula Wohlmuther (CW), Deputy Regional Representative for Europe, UNWTO,** participating in the meeting on behalf of the Secretary General of UNWTO. Ms. Wohlmuther stressed the importance of a joint cooperation, and the need to understand the challenges as well as the importance of the Carpathian Convention. Ms. Wohlmuther highlighted the workshop as a unique opportunity for the seven countries to join efforts, an exemplary model for other regions and a strategy that many regions are trying to frame.

Ms. Wohlmuther gave examples of other similar efforts throughout the globe (Israel and Palestine, the Baltic countries, the Black Sea countries and the Caucasus countries). She expressed understanding on behalf of UNWTO that such process entails a great challenge, due to potential variations in national policies, but that the Carpathians Countries are several steps ahead, because they already have the Carpathian Convention, which supports them in working on the Tourism Protocol, and on the Tourism Strategy.

Ms. Wohlmuther acknowledged the efforts of **Michael Meyer (MM),** from the UNWTO Consulting Unit on Tourism and Biodiversity and assured the participants of the willingness of UNWTO on the highest level to give them support, and to be of assistance to them in other matters, if needed.

Mr. Harald Egerer (HE), Head, UNEP Vienna Interim Secretariat of the Carpathian Convention (ISCC): introduced UNEP Vienna and the work of the Interim Secretariat of the Carpathian Convention. UNEP Vienna services the Carpathian Convention on the Interim Basis.

There are only two mountain conventions worldwide so far: the Alpine and the Carpathian. Mr. Egerer introduced other existing Working Groups and protocols developed: Working Group on Biological Diversity (the protocol ratified), protocol on sustainable forest management: ready for signature at the next COP 3 of the CC, which is planned to take place in Slovakia.

Mr. Egerer stated support for the Sustainable Tourism Working Group, and thanked UNWTO and Michael Meyer for helping UNEP putting it together.

Mr. Egerer mentioned some of the projects under the CC, such as the Carpathian Project, bringing the concept of the Carpathian Space, and the publication VASICA as the outcome, and the work on the Danube and Carpathian strategy, and the new submitted project BIOREGIO, focusing on management of natural areas for regional development and the sustainable tourism.

Mr. Egerer addressed the tasks of the WGST meeting: to prepare the tourism protocol for adoption at the Ministerial Conference (COP 3), and called for the participants to build a partnership and a programme to promote sustainable tourism. He advised the participants that the private sector involvement in this area should be promoted, and gave an example of promotion: the Alps invented Alpinism, and it became a world known brand, and proposed to create a new "Carpathianism", - as a form of diversified sustainable tourism, ecotourism, cultural tourism, etc.

The official opening of the meeting was followed by a short introduction round of the participants. The participants introduced themselves, their organizations and the relevance of the Carpathian Convention Tourism Strategy and Protocol to their perspective countries.
An introduction of the meeting agenda by MM (UNWTO Consulting Unit on Tourism and Biodiversity) concluded the opening of the meeting (Annex 2). MM asked the participants to dedicate the second day of the workshop to the Tourism Strategy and the Via Carpatica Project and asked the Slovak republic for more information on taking the lead position in the project, and the possibility of applying for the project funding.

MM noted that the second Working Group on Sustainable Tourism workshop was chaired by the Czech Republic and moderated by CEEweb and ETE. Since none of the seven countries had a mandate from their government to chair the meeting, it was proposed that Harald Egerer (UNEP) and Michael Meyer (UNWTO Consulting Unit on Tourism and Biodiversity) co-chair the meeting, in order to facilitate the negotiation and discussion processes regarding the amendments of the draft Tourism Protocol and the Tourism Strategy. No objections were raised.

III. Update of the Tourism Working Group

MM presented the **Summary of the decisions relevant to the work of CC-WGST that were taken by the Conference of the Parties of the Carpathian Convention and its Implementation Committee and the Timeline till Carpathian Convention COP 3.**

MM stated that it was most important that the official representatives were present from all seven Carpathian countries. However, he expressed concern that representation of NGOs was very week, as they are the ones working on the ground. He also informed about the lack of funding organizations, but that UNWTO and UNEP-ISCC will continuously working on this issue.

The meeting had a clear mandate, according to the terms of reference of the working group, to further elaborate on the protocol and the strategy.

Summary of the decisions of COP 1 and COP2 and timeline tin COP 3

Decisions of the Carpathian Convention COP 1 and COP2:

COP 1

1. Appreciates the contribution of CEEweb and the EU INTERREG IIB CADSES Carpathian Project.
2. Supports the establishment of the WG on Sustainable Tourism under the Carpathian Convention Implementation Committee (goal reached).
3. Requests the Interim Secretariat to convene the first meeting of the WG (goal reached).
4. Welcomes input from CEEweb and invites governments at all levels, international and non-governmental organizations, indigenous and local communities, the private sector and other stakeholders to contribute to the implementation of a framework for sustainable tourism (goal reached but not enough of NGO representation).
5. Invites national, regional, international and private funding organizations to financially contribute to the implementation of the Carpathian Convention in the framework of sustainable tourism (goal not reached).

COP 2

1. Thanks the WG on sustainable tourism for its work and report; appreciates the valid contributions by CEEweb.
2. Invites all stakeholders and urges all Parties to ensure proper follow-up and implementation of the recommendations produced by the WG.
3. Appreciates the preparatory work towards the development of a Tourism Protocol and Strategy on Sustainable Tourism, and requests (the interim) Secretariat to coordinate the further development and negotiation process (in due course).
4. Urges Parties to nominate delegates for the development of the Protocol on Sustainable Tourism (goal achieved).
5. Calls upon countries and relevant institutions to support the development of the Protocol, and/or future projects/programs (goal not achieved, Via Carpatica).

Timeline till COP 3

1. Circulation of new draft tourism protocol to CC-WGST members until 1 October 2010.
2. Submission of draft tourism protocol to CCIC members until 1 November 2010.
3. Submission of draft tourism protocol to the national consultation (15 November 2010-15 April 2011)
4. Carpathian Convention Implementation Committee Meeting (29-30 November 2010).
5. Tentative 4th meeting of CC-WGST in February 2011 (funding from SK pending).
6. Tentative meeting of CC-WGST members during UNWTO Regional Meeting for Europe in Poland (May 2010).
7. Submission of tourism protocol for adoption to the 3rd Conference of the Parties (May/June 2011).
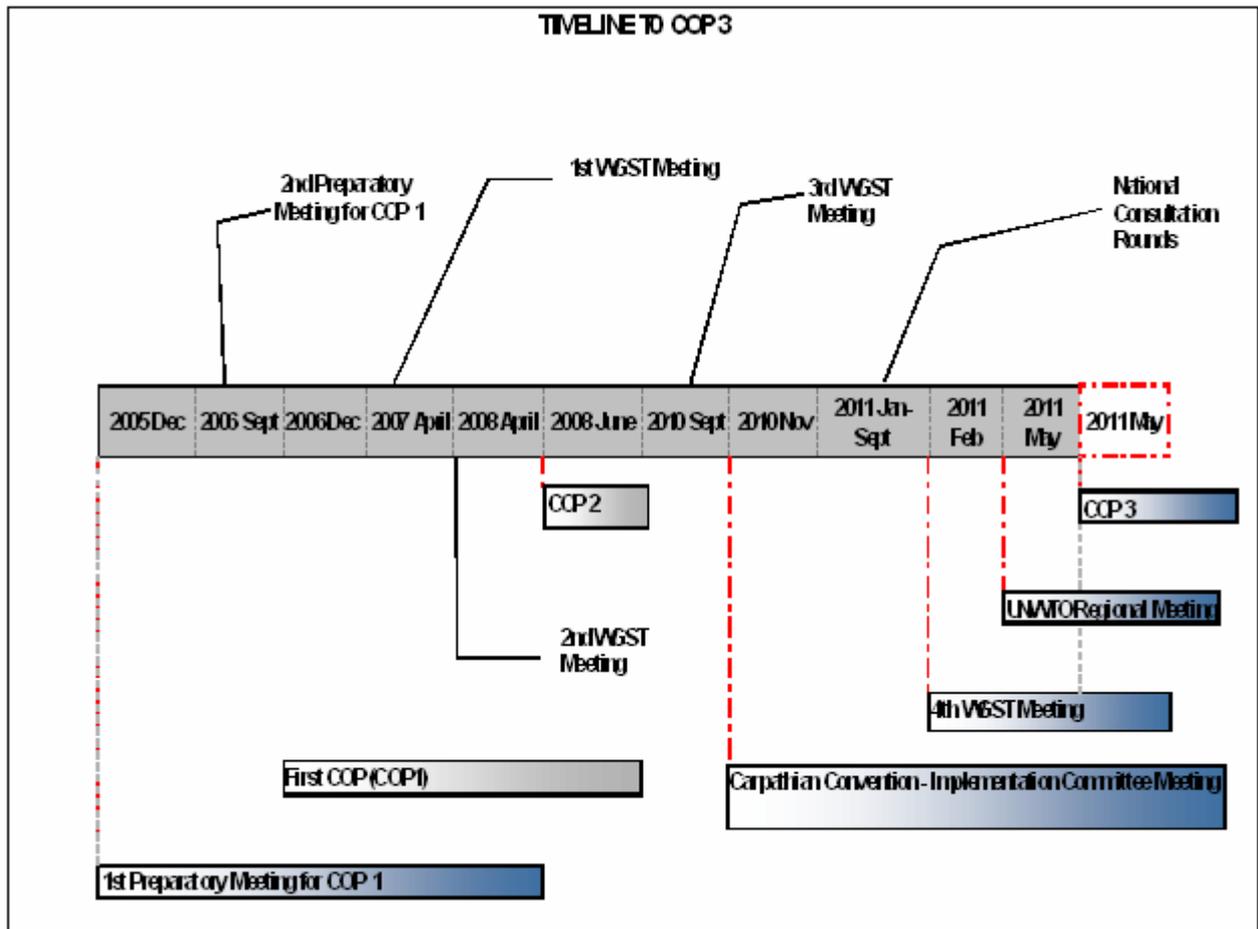
HE suggested that the meeting needs to produce recommendations of a clear timeline on finalisation of the documents. He informed the participants about the Carpathian Convention Implementation Committee (CCIC) meeting, planned on 29 - 30 November 2010, to prepare for the Ministerial Conference. Ideally, the draft protocol should be ready one month before the CCIC meeting, for the approval process, to send it to the Governments, to be able to sign it at COP 3, and proposed that the WG should structure time very ambitiously until the end of November this year.

An example of the Carpathian Network of Protected Areas (CNPA) meeting committee and biodiversity working group meetings was given, and it was suggested to organise a group meeting in connection with the CCIC, with participants to have the mandate to make the final amendments.

HE proposed to amend the **Terms of Reference of the CC-WGST,** to change from COP2 to COP3 goals, and proposed to prepare the protocol to COP3.

MM asked the country representatives about their view of a realistic chance to get the tourism protocol prepared for COP3.

All country representatives agreed that the protocol was needed and made supportive statements, acknowledging that the task is demanding, however, possible.

Jan **Kadlecik, coordinator of the Carpathian Wetland Initiative (CWI),** presented the CWI outcomes: Recommendations to the meeting, including additions to the recommendations of the WG to the COP.

Recommendations to the 3WGST

The participants of the meeting of the CWI, held in Rytro, Poland on the 8th September 2010 concluded with the following recommendations to the 3rd WGST:

- To improve the Draft Strategy on Sustainable Tourism in the Carpathians concerning objectives and actions directly targeting the protection and sustainable use of Carpathian wetlands, especially those which are increasingly under threat.
- To integrate a paragraph into the recommendations of the 3rd WGST to COP 3 of the CC which read as follows: "*Wetland ecosystems are one of the most fragile ecosystems in the Carpathians? The Parties of the Convention are urged to take immediate action on the effective protection and sustainable use of Carpathian wetlands, especially those which are increasingly under threat*".
- To finalize the Tourism Protocol at its 3rd meeting and to submit it to CC-Focal Points for national consultations.
- To revise the objectives and the action plan of the strategy on sustainable tourism in the Carpathians so that it fully respects aspects of the wetlands protection and sustainable use.

Alena Dodokova, and Tamara Malkova: ANPED, presented the outcomes of the Carpathian Cultural Heritage Inventory meeting, and the recommendations to the meeting:

Connection between Cultural Heritage and Tourism:
- Cultural heritage items are attractive tourist destinations.
- Some cultural heritage maps exist in the carpathians, such as in the Czech Republic; however, they they are not just tourism maps.
- The Cultural Heritage Inventory should be collected in the form of a databse, but some items cannot be made public (sensitive sites/events/ceremonies).

Alena Dodokova specified that the main goal of the project was to find out how to preserve the fragile cultural objects, rather than to endanger them by making them tourist attractions.

Recommendations of the Carpathian Cultural Heritage Inventory meeting to the 3WGST

- Taking into account the unique value of cultural heritage (CH), which makes the Carpathain identity.
- Tourism authorities need to be responsible for preserving the unique cultural heritage items.
- The sustainable tourism strategy should stress the importance of protecting the sensitive CH items from tourism (even small-scale tourism).
- The CH database should be created in a way, which ensures that some sensitive CH items can be left hidden.
- Local people are essential parts of the cultural heritage and they need (financial) support from tourism.

The discussion followed on the electronic inventory: the possibility of making different layers for different data, according to the degree of security: the data should be recorded and classified once, and, decisions can later be made on which data should be published.
A representative of Ukraine suggested using market mechanisms: by charging higher prices, as a market restriction to regulate masses of tourism.

MM suggested two documents:

- ▪ Akwe:Kon guidelines of the Convention on Biological Diversity on the protection of cultures and indigenous people.
- ▪ UNWTO will print a practical guide for the development of Biodiversity-based Tourism Products. The Practical Guide provides technical guidelines and methodological instruments, tools, expertise at the ground level on the development and management of biodiversity tourism products. The guide is not officially adopted: just practical application, for biodiversity based products.

Update on the national situation on ministerial level, for the Tourism possibilities/barriers for the protocol development

MM requested from the country representatives an update on the current and future situations concerning restructuring of governmental administrative systems in order to identify potential barriers for the national consultation process and the adoption of the tourism protocol:

Czech Republic:
Martina Pásková: MoE and MT cooperate very closely, more than in the past, but the MoE underwent deep changes;

MP is now working in the special department created for territorial issues, section of nature protection, supportive of cooperation in sustainable development and sustainable tourism; the new head of department is very pro - environmental and sustainable development.

Rostislav Hošek: stressed the importance to start a lobbying system, targeting the new people in the ministry. The new mayor of the small village of the Carpathian part is on the high level in the CZ government, important of implementation. RH referred to a meeting of DG Enterprise in Brussels, where the new strategy master plan was discussed. He mentioned the EDEN awards, in which 20 countries participated and that the next meeting would focus on Brownfield's and tourism.

MM suggested a possibility to create a Carpathian EDEN with a limited number of criteria, although there would be a need to make exceptions for Serbia and Ukraine as non- EU members and suggested to bring up at the next meeting of the Tourism Sustainability Group of EU DG Enterprise the possibility of making exception for Serbia and Ukraine, and negotiate this. Feasibility of establishing EDEN awards for the CARPATHIANS was discussed, as well as making a marketing strategy master plan – a special marketing scheme for the Carpathians.

HE explained that the relation with the EU is a very complex issue. EU is not a contracting party in the CC, and formally, DG Environment is in charge of the Carpathian Convention. So far no indication exists that EU would ratify the CC even though the Carpathian Convention has been presented at the EU Parliament. But ISCC is in good contact with the DG Region; involved in a lot of projects with their funding although they could be approached, the most effective way to communicate to them is not through UNEP, but through the national delegations promoting the CC documents. HE suggested trying to have high level EU representative at COP 3.

Slovak Republic:
Dasa Szabova: informed the meeting about the shifts in the ministries: the department of tourism moved from the Ministry of Economy to Ministry of Culture, and now they will move to Ministry of Transport. The Min of Agriculture will go back to MoE; the situation is better than in the last four years. She hopes the protocol will be no problem, and that the new DG will be supportive of this process

Hungary:
Eva Valent: mentioned the elections in spring 2010; Organizational restructuring and changes: new ministers, state secretaries, deputy state secretaries, and the creation of eight ministries, one of them the Ministry of National Economy. As a result, the tourism strategy changes, and all highlights and focuses are changing in the tourism policy. Environmental protection and conservation is currently in the portfolio of the Minister of Rural Development.

Republic of Serbia:

Vladimir Philipovich the situation seems to be stable; tourism is part of Economy and Regional Development. The Government recognises tourism as a good way to show improvement in the overall economy, and is taking some actions to support this. Sustainable tourism is recognised as a global trend, and a way to develop tourism further; thus, he does not foresee obstacles in the governmental understanding of the relevance of the ST Protocol. Few regions in Serbia, including the lower Danube region and the Carpathian part of Serbia, participate in a joint development programme, managed jointly between five ministries;

Svetozarevic Ivan (Young Researchers of Serbia): from an NGO point of view, sustainable tourism is implemented at the moment only in one special nature reserve (Zacavica SNR), which does not belong to the Carpathians.

Ukraine:

Olga Sokolova expressed the need for indication of what kind of ministries should be involved. She stressed the difficulty in coordination/collaboration between all parties and offered to initiate closer cooperation between MT, and MoE.

The Ukrainian participants have started collaboration and have created a the special group on the implementation of the Tourism Protocol, nevertheless, the absence of the Tourism Protocol remains a challenge.

Yuri Zinko: Currently, only the economy – related indicators are actually considered and unfortunately ecological and cultural components are not very well recognised but there are positive elements: many initiatives which involve protection of biodiversity, during the last three years, three national parks have been established: regional park, and work additional involved in eco networks established all of them funded on the national and local level, but confirmed the need for lobbying and support;

The Ukraine State Tourism Strategy 2011 – 2015 does not contain any indication of connection with the Carpathian Convention. Olga Sokolova is the head of working group of development of this concept. The representatives will work together and lobby the issue of incorporating Carpathian Convention and draft protocol into the tourism strategy of Ukraine.

Poland:

Karol Biedrzycki: Tourism is in the portfolio of the Ministry of Sport and Tourism, 2007; most important in the Ministry is Sport; there is an Under-Secretary of State responsible for tourism, and protocol for development of sustainable tourism until 2015 exists. Sustainable Tourism is present in their strategy: in Carpathian area tourism is very important: many local and regional tourism organisations exist and the local society is very active in this area.
He mentioned support for the development of this protocol; and did not foresee any problem with this matter in the Ministry.
He drew attention of the meeting to the many participants of the polish Carpathian Conference, who are supported by many local organisations: indicating a high interest; the ministry supports 3 projects in the Carpathian area, one of them is the Polish Via Carpatica – transportation development project.

Romania:

Anda Donciu: informed the participants that the ministerial situation is stable in Romania since 2009. The Min of Regional Development and MT are now together. The minister is one of the strongest in the government. She informed the meeting about the promotional activities of the Romanian Carpathians in Shanghai, China.

IV. The Draft Protocol on Sustainable Tourism

The countries made comments on the protocol. See Annex 4: Revised Draft Protocol with discussion and comments.

The Protocol process:
- UNEP and UNWTO received the mandate from the participants to incorporate all comments into the revised protocol.
- UNEP and UNWTO will circulate the amended version latest by 1 October 2010 for comments to finalise the document until the CCIC meeting in November. If the comments are diverging, another solution will be necessary.
- As soon as the Protocol is submitted to CCIC, the participants are called to start the lobby work within their ministries.
- CCIC submits protocol to national focal points on 15 November for the national consultations until April 2011.
- During the national consultations, the parties will be invited to contact WTO or ISCC with questions.

MM highlighted that the protocol will have a different structure, but the contents will remain as revised and noted that there is a need to:
- Reshape the protocol to make it more adaptable as other protocols and to make the paragraphs more operational.
- Move some articles from the protocol to the strategy.
- Make the protocol more diplomatic, more approachable and less complicated.

The protocol discussion was closed.

Mr. Norbert Eckrich, Head of GIS Department of Cartography (Kartographie) Huber informed the participants about the possibility to create an Interactive Carpathian Heritage map, on the example of the Danube Map, created by building a cluster of similar object on the map, which covered 50 km on both sides of the Danube river. The content of the database depends on the countries themselves, including the language. In the content management system, one can geo-reference all of the objects.

Day II – September 10

V. The Tourism Strategy

MM informed the meeting of a possibility of applying to INTERREG next year, for a project with the goal to develop the Tourism Strategy and to build this project on national stakeholder consultation processes.

It was mentioned that the strategy should to be made by external experts. Previous experts working with the strategy included:
- Scott Muller
- Jano Rohac
- Oliver Hillel
- Rainer Schliep

After the finalization of the previous draft, they were submitted to additional experts, namely:
- Gabor Verezi, UNWTO
- Stefanos Fotiou, UNWP-DTIE
- Oliver Hillel, CBD

MM noted that all the above experts also gave recommendations on the strategy, stating that it was very good; although challenging.

Jana Urbanchikova (CZ) gave an example of the strategic action plan of the Biodiversity Protocol, which is very strict, necessitating someone to oversee it. Participants discussed the need for the establishment of a monitoring centre, which also serves as a marketing centre.

MM: agreed to the importance of a coordinating unit, that is financed and maintained by the countries, so this centre has the mandate to coordinate and cooperate in the future. He suggested that the strategy would function as guidelines for the countries and suggested the need for a clear reporting mechanism; to report after one year the achievements, building up a system of indictors, together with the monitoring system

MM underlined the need for contribution from the countries to develop the strategy. He noted that the strategy should have clear deadlines and earmarked budgets. The strategy should have a defined structure that aligns to changes, such as budget changes and contributions from countries.
The representatives of the countries gave supporting statements to the further development of the strategy. The comments included the need for structures that clearly identify responsibilities.

MM: concluded agreement of all countries on the need for the strategy, and the needs for improvements, and proposed several ways of finalising it:

1) applying for a project.
2) asking for contributions from the countries, UNEP and UNWTO.
3) nominating experts of the countries, willing to contribute to the finalization of the document.

MM explained that the first option ' Project' - means another 1.5 years to finalise this; unfortunately already 2 years were lost.

The country representatives preferred not to wait for the project, but saw the challenge as the lack of financial resources in the countries after the world economic crisis. They agreed to use the current document, and apply for an EU programme.

CW (UNWTO) indicated that from the global point of view the Carpathian Sustainable Tourism Strategy is a very special effort, involving seven countries, which want to create a joint tourism strategy. CW, expressed belief that both UNWTO and UNEP will assist in all possible ways, and that there will be other funding sources.

The representative of Ukraine expressed the need for some common strategic approaches; currently there are few/no strategic plans within the document, followed by discussion among Ukrainian participants.

The representative of the CZ highlighted the need to make sure the tourism destinations' managers and stakeholders are following the strategy and suggested making a programme of action, which supports the strategy: protocol and action plans.

MM: suggested the strategy should be published to create awareness, and reiterated that the action plans for the strategy should also be emphasised. He further asked the participants feedback on whether the objective, the vision statement, and Chapter 5 would need to be changed, and reiterated the importance to make a clear message to the next conference of the parties

The question of the main recipients and implementers of the strategy was raised. It was discussed that the strategy will be implemented and adopted by governments. There is a need to create a framework document for the people on the ground; rules that can be followed at the regional and local levels.

MM clarified, that means support from the top, but implementation by people on the grounds and agreed that a procedure for the implementation of the Strategy is needed and this can only be done by the individual countries. He further noted the importance of distinguishing between the Strategy and the Protocol, because the process for implementing the protocol is legal, and the protocol is legally binding, while the strategy is voluntary and concluded that in each country, there is a clear need for the development of both the bottom up and top down approaches to the implementation of sustainable tourism and the use of the protocol and strategy.

Strategy Discussion: the meeting agreed on the next steps:

- The ISCC and UNWTO to go back to the strategy to see if it can be made more concise, to present it at COP 3.
- There is a need to make a funding strategy: ISCC and UNWTO will make a list of potential funding programmes for this strategy, and circulate it to the countries. Next targeted funding programme is the European Neighbourhood Programme with deadline of 26 October 2010.
- There is a need to maintain the same participants so that the futures of the documents are successful and discussions flawless, thus, it is important to start the selection process for national experts.

Recommendations: it was concluded that the WGST decides to continue drafting the strategy, with the help of external funding

Recommendations of the CC-WGST to the National Focal Points and to COP 3

The participants revised the draft recommendations. (Annex 5)

VI. Follow up projects and other initiatives

MM gave a presentation on the elaborated project components, history, current status, and project concept of the Project Via Carpatica. (Annex 6).

The following points were raised during the discussion:
- The challenge of separating the planning process, instrumental process, and the methodological process of Via Carpatica;
- A need to explicitly include a paragraph and descriptions of destination management organizations and destination plans;
- A need to get replace the technical terms in order to make methodology, instruments and the implementation and procedures more user friendly.

MM: mentioned the corner stone for the development of Via Carpatica:
- To consult with Blue (the consultants working on the proposal for Via Carpatica) to define the necessary steps;
- The Slovak government has noted its interest in taking lead in the project and should officially confirm this.

And suggested further steps:

- Jan Rohac (Ekopolis Foundation) will take lead in coordinating the discussion for the project via a e-group;
- Via Carpatica working papers will be circulated.

**15:*00 Closing of the meeting*

ANNEXES

Annex 1. List of Acronyms

CC	Carpathian Convention
COP	Conference of the Parties to the Carpathian Convention
COP 3	Third Conference of the Parties to the Carpathian Convention
CWI	Carpathian Wetland Initiative
HE	Harald Egerer
MM	Michael Meyer
MoE	Ministry of Environment
MT	Ministry of Tourism
ISCC	Interim Secretariat of the Carpathian Convention
ST	Sustainable Tourism
WG	Working Group
WGST	Working Group on Sustainable Tourism
UNEP	United Nations Environment Programme
UNWTO	United Nations World Tourism Organization

Country Names:

CZ	Czech Republic
HU	Hungary
PL	Poland
RO	Romania
RS	Republic of Serbia
SK	Slovak Republic
UA	Ukraine

Annex 2. Meeting Programme

The Third Meeting of the Carpathian Convention Working Group on Sustainable Tourism

9-10 September
Rytro, Poland

Programme

September 8
Arrival of the participants to Rytro

Parallel events[*]

Day I – September 9

9:30 – 12:30

- Welcome note by the Polish host
- Welcome note by UNEP-ISCC
- Welcome note by UNWTO

- Opening of the meeting and introductory round

- Adoption of Agenda and Election of Chair

- Update on the Working Group on Sustainable Tourism (CC-WGST) activities to date, including:
    – Summary of the decisions relevant to the work of CC-WGST that were taken by the Conference of the Parties of the Carpathian Convention and its Implementation Committee
    – Short-term plans: Timeline till Carpathian Convention COP 3
    – Terms of Reference of the CC-WGST
    –

11:15 -11:45 Coffee Break

- Presentation of recommendations from the CWI meeting and the ANPED Cultural Heritage Inventory meeting.

- Statements by the country representatives on whether or not they support the development the tourism protocol, on the sustainable tourism situation in each country, and the feasibility of the finalization of the protocol in time for COP 3 in May 2011.

14:00 -14:30 Lunch

14:30– 18:00
- Introduction and discussion of the Draft Tourism Protocol.

16:00 -16:30 Coffee Break

19:00 Dinner and Carpathian Evening with the performance of local folklore music band
Day II – September 10

---

[*] Parallel events:
14:00 Wetlands and Tourism Workshop, Carpathian Wetland Initiative (CWI)
17:00 The Carpathian Cultural Heritage Inventory, Northern Alliance for Sustainability (ANPED)

9:30 – 14:00
- The Tourism Strategy – introduction and discussions.
- Recommendations of the CC-WGST to the National Focal Points and to COP 3.

- Invitation to join the conference "Sustainable development of the Carpathians through eco-friendly tourism".

- Participant's discussion of the tourism strategy.

11:00-11:30 Coffee break
- Follow-up projects and other initiatives
    – Via Carpathica.

15:00 Closing of the meeting

15:00 Lunch and departure of the participants

No	Country	Title	Family Name	First Name	Position	Institution	Contact details
Annex 3. List of Participants							
No	**Country**	**Title**	**Family Name**	**First Name**	**Position**	**Institution**	**Contact details**
Experts							
1	**Czech Republic**	Ms.	**Urbančíková**	**Jana**	Expert, CNPA National focal point, representative of the Ministry of Environment	Bile Karpaty-Information and Education Centre	Address: Bartolomejske nam. 47 69801 Veseli nad Moravou Tel: +420 518 322 545 E-mail: urbancikova@bilekarpaty.cz
2	**Czech Republic**	Mr.	**Hošek**	**Rostislav**	Expert, Tourism department, specialist of tourism destination	Ministry for Regional Development	Na Příkopě 3 Prague 1, 110 15 Tel: +420 234 154 003 Mob: +420 739 002874 E-mail: Rostislav.Hosek@mmr.cz
3	**Czech Republic**	Ms.	**Pásková**	**Martina**	Officer, Territorial Issues Department	Ministry of the Environment of the Czech Republic	Vršovická 65 Prague 10, 100 10 Tel: +420 267 122 150 Fax: +420 267 126 150 E-mail: Martina.Paskova@mzp.cz
4	**Hungary**	Ms.	**Valent**	**Eva**	Counsellor – International Affairs	Ministry for National Economy Tourism Department	1051 Budapest, József nádor tér 2-4. Tel: +36 1 795 3356 Fax: +36 1 795 0309 E-mail: eva.valent@ngm.gov.hu
5	**Hungary**	Mr.	**Kiss**	**Gábor**	Senior counsellor responsible for eco-tourism	Ministry of Rural Development of Hungary	H-1011 Budapest Fő utca 44–50 Tel: +36/1/457-3434 Fax: +36/1/275-4504 E-mail: Gabor.Kiss@vm.gov.hu
6	**Poland**	Mr.	**Biedrzycki**	**Karol**	Chief specialist of Department of Tourism	Ministry of Sport and Tourism	00-071 Warsaw, Senatorska 14 Tel: 4822/2443174 Fax: 4822/2447301 E-mail: biedrzycki@msport.gov.pl
7	**Romania**	Ms.	**Donciu**	**Anda**	Councellor	Ministry of Regional Development and Tourism	Str. Apolodor 17, Latura Nord, sect.5, Bucharest Mob: 0040 733 021 259 E-mail: andaduc@hotmail.com anda.duciac@mdrl.ro

No	Country	Title	Family Name	First Name	Position	Institution	Contact details
Experts							
8	**Serbia**	Mr.	**Pilipović**	**Vladimir**	Special Advisor	Ministry of Economy and regional Development - Sector for tourism	Bul Kralja Aleksandra 15, 11000 Beograd, Tel: +381 11 2855 271 Mob: +381 63 895 3282 E-mail: vladimir.pilipovic@merr.gov.rs
9	**Slovakia**	Ms.	**Szaboova**	**Dáša**	Senior Adviser	Ministry of Culture and Tourism of the Slovak Republic	Bratislava, NÁM. SNP 33 813 31 Tel: +421 2 48541427 Mob: +421911 470954 Fax: +421 2 48543321 E-mail: dasa.szaboova@mkcrsr.sk
10	**Slovakia**	Ms.	**Okániková**	**Zuzana**	Project Manager	State Nature Conservancy of Slovak Republic	Tajovského 28B, SNC SR Banská Bystrica, SK 97401 Tel: +421905383322/ +421484722024 Mob: +421905383322 Fax: +42148484722036 E-mail: zuzana.okanikova@gmail.com
11	**Ukraine**	Mr.	**Zinko**	**Yuriy**	Senior Research Fellow	Ivan Franko National University of L'viv	Doroshenka St. 41, Lviv 79000, Ukraine Fax: +380322722644 Tel: +380322394628 Mob: +380509598847 E-mail: o_shevchuk@franko.lviv.ua
12	**Ukraine**	Ms.	**Sokolova**	**Olga**	Chief of Financial-Economic and Investment Department	State Service for Tourism and Resorts of Ukraine	Tel: +38 044272-55-93; Mob: +380508100995; Fax: +38044272-58-90; E-mail: olgadstk@ukr.net
Observers							
13	**Czech Republic**	Ms.	**Dodokova**	**Alena**	Ústav pro ekopolitiku, o.p.s.	Institute for Environmental Policy, p.b.c.	Kateřinská 26, 120 00, Prague 2 Tel: (+420) 224 828 553 Fax: (+420) 224 826 593 E-mail: alena.dodokova@ekopolitika.cz http://www.ekopolitika.cz/

Observers							
14	**Germany**	Mr.	**Eckrich**	**Norbert**	Head of GIS Department	Kartographie Huber	Dürrstr. 1, D-80992 München Tel: +49 (0)9443 3372 Fax:+49 (0)9443 905608 E-mail: eckrich@kartographie.de
15	**Poland**	Mr.	**Tornberg**	**Markus**	Country Director	Heifer International Poland	18/5 Sandomierska Street, 02-567 Warszawa Tel: +48 22 646 48 49 Mob: +48 603 919 772 E-mail: m.tornberg@heifer.org.pl
16	**Poland**	Ms.	**Ochwat - Marcinkiewicz**	**Monika**	Member Of The Board	Ekopsychology Society	Tel: +48 696 01 88 66 Mob: +48 604936349 E-mail: ekopsychologia@ekopsychologia.pl
17	**Poland**	Ms.	**McCarthy**	**Pam**	Project coordinator	ANPED	Mob: +48 608 881 352 E-mail: pam@anped.org
18	**Serbia**	Mr.	**Svetozarevic**	**Ivan**	Project manager / Chair of Sustainable Tourism Working Group	Young Researchers of Serbia / CEEweb for Biodiversity, Budapest	Bulevar umetnosti 27, 11070 Novi Beograd Tel: +381 11 3116653 Mob: +381 64 155 21 71 Fax: +381 3111314 E-mail: svetozarevic@gmail.com
19	**Slovakia**	Mr.	**Kadlecik**	**Jan**	Coordinator	Carpathian Wetland Initiative	Tajovskeho 28B, Banska Bystrica, 974 04, Tel.: +421 48 4722025 Mob: +421 918 309470 Fax: +421 48 4722036 E-mail: jan.kadlecik@sopsr.sk
20	**Slovakia**	Ms.	**Thompson**	**Tereza**	CWI Coordinator Assistant	State Nature Conservancy of the Slovak Republic Department of International Treaties	Tajovskeho 28B, Banska Bystrica, 974 04, Tel.: +421 48 4722025 Mob: +421 918 309470 Fax: +421 48 4722036 E-mail: tereza.thompson@sopsr.sk
21	**Slovakia**	Mr.	**Roháč**	**Ján**	Program manager	Nadácia Ekopolis	Kammerhofská 2, 96901 Banská Štiavnica, Tel: 00421 905 240137 E-mail: rohac@ekopolis.sk
No	**Country**	**Title**	**Family Name**	**First Name**	**Position**	**Institution**	**Contact details**

22	Ukraine	Mr.	Teres	Viktor	President/Country Director	Heifer International Ukraine	14 Vasylkivska Street, Kyiv 03040 Tel: (+38 044) 490-7629 Mob: (+38 050) 351-6305 Fax: (+38 044) 494-2609 E-mail: viktor.teres@heifer.org.ua
23	Ukraine	Ms.	Malkova	Tamara	Director	Green Dossier	12 Melnikova str, Kiev Tel: +38044 2227762 Mob: +38067 9641529 Fax: +38044 4056158 E-mail: Tamara@bg.net.ua
Organisers							
24	Austria	Mr.	Egerer	Harald	Head	UNEP Vienna ISCC	Vienna Internacional Center Wagramerstrasse 5 P.O.Box 500, 1400 Vienna, Austria Tel:: 0043 1 26060 4545 Mob: 0043 649 1459 4545 Fax: 0043 1 26060 74545 E-mail: Harald.Egerer@unvienna.org
25	Austria	Ms.	Mitrofanenko	Tamara	Consultant	UNEP Vienna ISCC	Vienna Internacional Center Wagramerstrasse 5 P.O.Box 500, 1400 Vienna, Austria Tel: 0043 1 26060 4722 Fax: 0043 1 26060 74722 E-mail: Tamara.Mitrofanenko@unvienna.org
26	Germany	Mr.	Meyer	Michael	Project Manager	UNWTO	Hermann-Ehlers-Str. 10, 53113 Bonn Tel: +49-228-8150552 Mob: +49-175-5644895 Fax: +49-228-8150554 E-mail: meyer@unwto.de
27	Germany	Ms.	Kone	Magnouma	Project Assistant	UNWTO	Hermann-Ehlers-Str. 10, 53113 Bonn Tel: +49-228-8150551 Mob: +49-152-224413560 Fax: +49-228-8150554 E-mail: kone@unwto.de

No	Country	Title	Family Name	First Name	Position	Institution	Contact details
Organisers							
28	**Poland**	Ms.	**Andrzejewska**	**Maria**	Director	UNEP/GRID-Warszawa	UNEP/GRID-Warsaw Centre 8 Sobieszynska Street, 00-764 Warsaw, Tel: +48 22 840 6664, Mob: +48 0604 904 538 Fax: +48 22 851 6201 E-mail: maria@gridw.pl www.gridw.pl
29	**Poland**	Mr.	**Mikolajczyk**	**Piotr**	Chief Environmental Specialist	UNEP/GRID-Warszawa	UNEP/GRID-Warsaw Centre 8 Sobieszynska Street, 00-764 Warsaw, Tel: (+48) 22 840 6664 ext. 105 Fax: (+48) 22 851 6201 E-mail: piotr@gridw.pl
30	**Spain**	Ms.	**Wohlmuther**	**Cordula**	Deputy Regional Representative for Europe	UNWTO	World Tourism Organization-(UNWTO) Tel.: +34.91.567.82.10 Fax.: +34.91.571.37.33 E-mail: cwohlmuther@unwto.org

Annex 4. Revised Protocol and Comments.

Draft Tourism Protocol to the Carpathian Convention

Preamble: to be added

Chapter 1   General Objectives and Principles

Chapter 2   Use of Terms and Scope of Application

- *Include a paragraph of definitions, to be reshaped in accordance with the other protocols and other internationally recognized terminology*
- *Check use of the term "maintain" rather than "conserve" (Article 3)*
- *Consider changing "indigenous people" from the text but making sure that local people are represented in the text*

Article 1   Use of Terms
For the purposes of this Protocol,

"Convention" means the Convention on the Protection and Sustainable Development of the Carpathians (22 May 2003, Kyiv, Ukraine);.

"Party" means a Contracting Party to this Protocol;

"The public concerned" means the public affected or likely to be affected by, or having an interest in tourism development and related decision making; the definition includes indigenous peoples and local communities; for the purposes of this definition, non-governmental organizations promoting any aspect of sustainable development and meeting any requirements under national law shall be deemed to have an interest;

"Sustainable tourism" in the context of development, is defined as all forms of tourism development, management and activity, which maintain the environmental, social and economic integrity and well being of natural, built and cultural and human resources in perpetuity. Sustainable tourism should:
- contribute to the conservation of biological diversity, geodiversity, landscape diversity, and cultural diversity;
- contribute to the well-being of local communities, enhancing social equity and respect for the rights, knowledge, traditional lifestyle (CZ) and sovereignty of local communities and indigenous people;
- include an interpretation/ learning experience and information about tourism impacts;
- involve responsible action on the part of visitors and the tourism industry ;
- be appropriate in scale;
- require the lowest possible consumption of non-renewable resources;
- respect physical and social carrying capacities;
- retain maximal levels of earned value locally; and
- be locally owned and operated (through local participation, ownership, and business opportunities, particularly for rural people).

Article 2   Scope of Application
1.   This Protocol shall be applied to all kind of tourism activities

2. This Protocol provides guiding principles for integrated sustainable planning, development and management of tourism in the Carpathians, including trans-boundary tourism.
3. This Protocol applies to the Carpathian region (hereinafter referred to as "the Carpathians"), as defined by the Conference of the Parties to the Convention.

Chapter 2   General Provisions

Article 3   General Objectives and Principles
1. In accordance with Article 9 of the Convention, the objectives of the Protocol on Sustainable Tourism are to enhance and facilitate cooperation of the Parties for the development of sustainable tourism, management and monitoring of tourism in the Carpathians.
2. The Parties shall therefore cooperate to:
    a. Develop and manage tourism in a way that it helps to conserve biodiversity and protect important habitats and species in accordance with the objectives of the Convention on Biological Diversity and other related conventions (SK);
    b. Develop and manage tourism in a way that it helps to conserve landscape diversity in accordance with the objectives of the European Landscape Convention;
    c. Exchange information between governments at all levels (CZ) and all stakeholders, on best practice for sustainable tourism development and management, including information on planning, standards, legislation and enforcement, and of experience gained in implementation of these principles;
    d. Develop, harmonise and implement relevant management plans;
    e. Integrate sustainable tourism planning with planning for all sectors while ensuring that the needs of all areas are addressed;
    f. Ensure that plans contribute to creating and share employment opportunities with local communities;
    g. Ensure that plans contain a set of development guidelines for the sustainable use of natural resources and land;
    h. Promote development of a diverse tourism base that is well-integrated with other local economic activities;
    i. Facilitate the transfer and assimilation of environmentally-sound, socially acceptable and appropriate technology and know-how; and provide training in areas related to sustainable tourism, such as planning, legal framework, standards setting, administration and regulatory control, and the application of impact assessment and management techniques and procedures to tourism
    j. Encourage development of networks for the exchange of views and information;
    k. Involve stakeholders in the development and implementation of tourism plans, in order to enhance their success;
    l. Encourage development of partnerships with stakeholders to facilitate ownership in projects and a shared responsibility for success;
    m. Facilitate investments and financing for sustainable tourism development by consolidating partnerships with the private sector, donors and the financing community and by participating in international initiatives with this focus;
    n. Promote sustainable consumption and production patterns in the tourism sector by focusing on integrated approaches addressing *inter alia* environmental, social and economic aspects of tourism development.
    o. Develop and support the use of certification for tourism sustainability (CZ)

Article 4   Measures Aiming at Development of Sustainable Tourism, Management and Monitoring of Tourism in the Carpathians
1. Each Party shall develop and/or implement national policies, strategies as well as other legal and administrative measures aiming at the development of sustainable tourism and its management and monitoring in the Carpathians.

2. Each Party shall take into consideration policies, strategies as well as other legal and administrative measures aiming at the development of sustainable tourism and its management and monitoring in the Carpathians, developed and/or implemented by other Parties.

Article 5   Integration of the Objectives of Sustainable Tourism, Management and Monitoring of Tourism in the Carpathians into Sectoral Policies

1. The Parties shall take into consideration the objectives of this Protocol in their other policies, in particular on conservation of biological and landscape diversity, spatial planning and natural resources management, water and river basin management, agriculture and forestry, transport and infrastructure, industry and energy.
2. The Parties shall cooperate on integrating the objectives of sustainable tourism into other sector policies and strategies adopted at the regional and/or the global level which could have influence on the conservation and sustainable use of biological and landscape diversity in the Carpathians.

Article 6   Participation of Regional and Local Authorities

1. Each Party shall involve the regional and local authorities directly concerned in the various stages of preparing and implementing these policies and measures, within their sphere of competence and within the existing institutional frameworks.
2. Each Party shall define, within its existing institutional framework, the best level of coordination and cooperation between institutions and regional and local authorities directly concerned so as to encourage shared responsibility, in particular to exploit and develop synergies when implementing policies and measures for the development of sustainable tourism.

Article 7   International Cooperation

1. The Parties shall encourage active cooperation among the relevant institutions at the international level with regard to sustainable tourism.
2. The Parties shall remove obstacles to cooperation between local authorities in the Carpathians at the international level, and seek solutions to shared problems at the most suitable level.
3. The Parties shall take into account available expertise, instruments and work undertaken in international forums with relevance for sustainable tourism development.

Article 8   Links between the Convention and the Protocol

1. This Protocol constitutes a Protocol to the Convention within the meaning of Article 2 point 3 thereof and any other relevant articles of this Convention.
2. Entry into force, amendment of and withdrawal from this Protocol shall be done *mutatis mutandis* in accordance with Articles 19, 21 paragraphs 2 to 4 and Article 22 of the Convention.
3. Only a Party to the Convention may become Party to this Protocol.

Article 9   The CBD Guidelines on Biodiversity and Tourism Development and Bilateral and Multilateral Agreements and Arrangements

1. It is duly noted that the Parties to the Carpathian Convention have all ratified the Convention on Biological Diversity (CBD). As such, attention is called to Decision VII/14 of the CBD, the Guidelines on Biodiversity and Tourism and Development as a practical tool with great utility for realising the goals of this protocol.
2. Parties to the Carpathian Convention shall strive for synergies in the implementation of other bilateral and multilateral agreements relevant for the implementation of this Protocol in the Carpathians, *inter alia* the Aarhus Convention, the Ramsar Convention, the Convention on Migratory Species, the World Heritage Convention, the United Nations Framework Convention to Combat Climate Change, the European Landscape Convention and others.

Chapter 3   Cross-Cutting Issues

Article 10   Tourism as Integrative Tool for Sustainable Regional Development, including Less Developed Areas and Protected Areas

1. Each party shall undertake measures to integrate tourism into its national, regional and town planning policies and in its cultural, environmental, agricultural, social and economic policies, as well as in any other policies with possible direct or indirect impact on biological diversity, geo-heritage and landscape diversity and/or cultural values.
2. Each party shall consider sustainable tourism as a supporting factor to sustainable regional development in the Carpathians, which contributes to the conservation of biological diversity, geo-heritage and landscape diversity, the preservation of cultural and traditional values and fostering of local economies.
3. Parties shall take any appropriate action to support initiatives, which focus on sustainable tourism development in least developed areas.
4. Parties shall develop sustainable tourism in and around protected areas in line with and respecting zoning and regulation schemes and design systems to optimize the financial contribution of the tourism industry to the establishment and management of protected areas and other sites of international importance (SK)
5. Parties shall structure tourism development embedded into diverse economic activities in order of avoiding economic dependencies.

Article 11   Decision Making

1. Decision-making is normally required for, *inter alia*:
    a. Development, approval and implementation of trans-boundary strategies and/or action plans for tourism;
    b. Development, approval and implementation of national strategies and plans for tourism or any other related national documents;
    c. Proposals for tourism development and activities;
    d. Adequacy of impact management measures in relation to anticipated impacts from tourism development and activities;
    e. Adequacy and frequency of monitoring and reporting.
2. The decision-making process shall be transparent, accountable, and apply the precautionary approach. Legal mechanisms shall be put in place for notification and approval with respect to decisions identified in Article 11 paragraph 1 and for ensuring implementation of the conditions of approval of the decisions. Decision makers shall use effective tools, such as multi-stakeholder processes, for facilitating successful decision-making.

Article 12   Access to Information

1. Each Party shall ensure that public authorities, in response to a request for tourism development related information, make such information available to the public, within the framework of national legislation, including, where requested, copies of the actual documentation containing or comprising such information; ensuring that public authorities have access to the Convention (UA).
2. The information referred to in paragraph 1 above shall be made available as soon as possible and at the latest within one month after the request has been submitted, unless the volume and the complexity of the information justify an extension of this period up to two months after the request. The applicant shall be informed of any extension and of the reasons justifying it.

Article 13   Public Participation in Tourism Development and Tourism Impact Management

1. Each Party shall make appropriate practical and/or other provisions for the public to participate during the preparation of plans and programmes relating to tourism development, within a transparent and fair framework, having provided the necessary information to the public
2. The public concerned shall be informed of all necessary information early in the decision-making procedure, and in an adequate, timely and effective manner.
3. For the purpose of effective public participation, each Party shall ensure that the public concerned, including relevant non-governmental organisations, indigenous and local communities, is identified.
4. Each Party shall ensure that concerns raised and proposals made in the frame of public participation are fully considered in decision-making and approval processes.
5. Within the scope of the relevant provisions of this Protocol, the public concerned shall be able to exercise its rights without discrimination as to citizenship, nationality or domicile and, in the case of a legal person, without discrimination as to where it has its registered seat or an effective centre of its activities.
   - Check the Biodiversity Protocol and the Forestry Protocol for Aarhus convention – related paragraphs

Chapter 4   Planning and Management

Article 14   Territorial Integration and Integrated Management
1. Parties shall utilise planning and management methods for the successful integrated management of regional and local sustainable tourism development.

Article 15   Adaptive Management
1. Parties shall ensure the active cooperation of all stakeholders in tourism, and especially those in the private sector while implementing adaptive management in relation to tourism developments.
2. Where necessary, Parties shall review and/or amend legal frameworks to support adaptive management, taking into account experience gained.

Article 16   Tourism Impact Assessment and Management

1. Parties shall ensure using internationally accepted methodologies while planning andmanaging tourism.

2. Where necessary tourism shall be restricted and prevented or changed in vulnerable ecosystems and landscapes (Each Carpathian touristic destination needs to identify in their touristic management plan (tourism-) sensitive localities and improper tourism activities CZ).
3. Parties shall select and support appropriate institutions at national level, identify those that will be responsible for implementing impact management and for the resources required for impact management.
4. Parties shall urge the tourism industry to adopt corporate policies on sustainable tourism and to report their progress publicly on a regular basis.

Article 17   Land Use/ Spatial Planning and Approval Processes
1. Parties shall develop the local and municipal capacity to implement participatory land use and spatial planning as well as the respective approval processes in order to incorporate sustainable tourism development options in line with and respecting zoning and regulation schemes of protected areas.

Article 18   Institutional Coordination

1. In order to ensure coordination between the levels of decision-making in Government departments, inter alia the ministries responsible for tourism and for the environment, and agencies concerned with the management of tourism as well as agencies responsible for broader national economic development, inter- and intra-departmental and inter-organizational structures and processes shall be established, if they do not already exist, to guide policy development and implementation.

Chapter 5   Environmental Impacts

Article 19   Managing Environmental Impacts
1. Parties shall assess the impacts of tourism on environment, including biological diversity as defined by the CBD, and shall take any appropriate measures to avoid or minimize the negative impacts and to maximize the positive impacts, of both existing and new tourism developments;
2. In addition, the Parties shall promote a variety of measures (including market mechanisms) to compensate or offset the negative impacts attributable to tourism.

Article 20   Tourist Traffic and Transport
1. In order to decrease the impacts of traffic and transport on the environment, Parties shall create (legal)(HU) and operational conditions to allow and motivate visitors to travel to the Carpathian destination by public transportation.
2. (More diplomatic!) Parties shall agree to legal measures for ensuring the easy travel of tourists within border regions by any means of transportation and/ or travel (e.g. hiking, biking or with motor vehicles) in accordance with existing national legislation (HU).

Article 21   Tourism Activities
1. Parties shall take all appropriate actions to regulate tourism activities with negative effects on biological diversity, especially in protected areas and other sites of international importance (SK), such as, but not limited to HUting, fishing, hiking, biking, paragliding, rafting, boating and other water sports (SK), jet-skiing, motor-cross, canyoning, cross-country skiing and skiing.
    - The additions above to be finalised by UNEP and UNWTO
    - All abbreviations to be explained (SK)
2. Parties shall undertake measures in improving and/or establishing laws and regulations in order to limiting the negative effects on biological diversity caused by sports activities.

Article 22   Sports Facilities
1. Parties shall take into full consideration existing international regulations (e.g. EIA) and EU regulations where applicable (e.g. related to NATURA 2000) in planning of sport facilities in the Carpathians.
2. In such cases where those regulations have no effect and where national laws and regulations do not provide appropriate mechanisms, Parties shall take all necessary measures for the sustainable planning of new sport facilities in order to avoid or minimise the negative impacts and to maximise the positive impacts on biological diversity.
3. As referred to in Article 17 of this Protocol, Parties shall take into full account carrying capacity methodologies (e.g. Limits of Acceptable Change) while planning new sport facilities.
4. When planning new sport facilities (e.g. ski slopes), Parties shall first consider revitalising existing (not in use) facilities, before opening new areas for sports use in the Carpathians.
    - UNEP and WTO to investigate the possibility of addressing ownership issues (UA)
    - Consideration of Climate Change impacts, according to the existing reference documents (UNWTO)

5. In all such cases, Parties shall take all possible actions for building the capacity of local and regional governments, to facilitate cooperation and coordination, for the efficient and sustainable planning and/or revitalising of sports facilities.

- Include the need to identification of carrying capacity of new tourism facilities in proper tourism action/management plan (CZ)

Article 23   Wildlife Observation
1. Parties shall take into full consideration existing international regulations (e.g. CMS) and EU regulations where applicable (e.g. related to NATURA 2000) in developing appropriate mechanisms for limiting the impacts on wildlife caused by observation (e.g. ornithological excursions).
2. In such cases where those regulations have no effect and where national laws and regulations do not provide appropriate mechanisms, Parties shall take all necessary measures in order to avoid or minimise the negative impacts and to maximise the positive impacts on wildlife. These measures shall be effective for all kind of wildlife, such as protected under national and/or international laws and such not under protection.
3. Parties shall take appropriate measures in avoiding the feeding of wildlife for observation reasons.

Chapter 6   Social and Cultural Impacts

Article 24   Preservation of Cultural Values and Traditions

1. With particular reference to the Article 11 of the Carpathian Convention and its working group (UA), and the UNESCO Recommendation concerning the Preservation of Cultural Property endangered by Public or Private Works (adopted at Paris 1968), Parties shall ensure the inclusion of cultural values into the design of policies and programmes for sustainable tourism development.
2. Parties shall encourage the tourism industry to promote and manage tourism in ways that respect and preserve cultural heritage and living cultures of host communities.
3. Parties should support the communities in preserving the cultural heritage (CZ)

- Check the term host communities/perhaps replace with local (CZ)

Article 25   Managing Social Impacts

1. Parties shall assess the impacts of tourism development on people and cultural diversity and shall take any appropriate measures to avoid or minimise the negative impacts and to maximise the positive impacts, both of existing and new tourism developments.

Article 26   Equitable Sharing of Benefits
1. Parties shall encourage the participation of local communities in all commercial activities of tourism to guarantee social equity in development and benefit sharing.
2. The flow of the benefits of sustainable tourism development shall be monitored and reported by a local entity (e.g. destination management organization),

Chapter 7   Economic Impacts

Article 27   Enhancing Economic Benefits to the Communities and Regions
1. Parties shall collect information about the spending pattern of visitors from which the share of local business in the total consumption can be drawn.
2. ~~Every~~ If appropriate (HUg), products and services should indicate ~~its~~ their regional origin and/or sustainability (CZ) by means of an appropriate label.
3. (Parties shall strive to (CZ) compile data to inform visitors about the percentage spent on conservation from the total revenue from tourism in the area and run fund(s)/charity that can take further support from visitors for special projects.) to find an appropriate way to reword and/or shift to the strategy (HU)

Article 28   Supporting the Marketing of Sustainable Tourism
1. Parties shall identify and support institutions for establishing incentives, promotion and marketing campaigns to change visitors/clients demands towards the use of sustainable tourism products and packages.
4. (Parties shall agree to the establishment of a Carpathian Sustainable Tourism Marketing Fund, with a contribution of 10% of the total marketing budget of each country, related to the percentage of Carpathian mountain coverage in the country, for taking joint actions in the promotion and marketing of the Carpathians as a sustainable destination.) to find an appropriate way to reword and/or shift to the strategy (HU)

Article 29   Tourism Businesses Quality Improvement
1. Parties shall agree to a Carpathian wide "Code of practices for sustainable tourism" with all stakeholders groups involved in tourism and shall create a committee for monitoring its implementation.
2. Each Party shall identify appropriate measures for supporting the tourism businesses environmental performance improvement.
3. Parties shall agree to the establishment of a Carpathian wide Tourism Product and Service Sustainability Scheme (SK) Quality and Sustainability Scheme that certifies the tourism business sector ~~service providers~~ .

   UA proposal to combine criteria to include services and product

Article 30   Business Environment (Regulations and Deliveries)
1. Parties shall develop appropriate measures to offer (subjective and objective) (SK) benefits to businesses that are providing sustainable tourism products and services.

Article 31   Support to SMEs and Local Businesses
1. Parties shall support SMEs and Local Businesses through their participation in regional quality labels, as appropriate.
2. Parties shall support SMEs and local businesses in
     i. developing new business opportunities targeting customers who are environmentally aware;
    ii. strengthening the quality of its products through a transparent and accountable framework and the involvement of local people;
   iii. participating in regional ~~quality~~ sustainability (CZ) labels
    iv. building partnerships with protected areas; and
     v. demonstrating commitment to the development of sustainable tourism in the Carpathians.
    vi. monitoring their sustainability performance (CZ)

Article 32   Containing Economic Leakages
1. Parties shall contain economic leakages from tourism business, through the promotion of *inter alia*:

   a) investments from local sources as an important prerequisite to avoid revenue leaking;
   b) diversified tourism offers to enhance the involvement of SMEs and local businesses;
   c) access to and information about markets, marketing expertise and infrastructure to make SMEs and local businesses competitive;
   d) regional products to minimise the import of goods for tourist consumption; and
   e) staff training to enhance employment opportunities to locals.

Chapter 8   Incentive Measures

Article 33   Supporting the Uptake of the Environmentally-friendly Technologies by Tourism Facilities
1. Parties shall agree upon recommendations for donor organisations to ensure that in various EU support schemes priority should be given to those applicants that would use environmentally-friendly technologies. This applies especially for those programmes managed by the countries directly.

Article 34   Certification and Labeling
1. Parties shall agree on and establish a 'Green' certification scheme, or adopt existing certification schemes, as appropriate, that can be applied to destinations and the tourism business sector ~~key service providers, e.g. hotels, spas, ski areas, golf courses~~. The scheme should be applicable to all Carpathian countries.
2. ~~Where applicable, Parties shall apply the Green Flag scheme to lake areas.~~

Article 35   Tax Reduction
1. (Parties shall decide, on the basis of their national and local legislation and sovereignty, to establish an incentive scheme to allow a defined tax percentage reduction (not less than 3%) to those businesses, which are proven to be environmentally friendly through a certification scheme.) (Pol, SK)

Article 36   Support of Voluntary Initiatives
1. Parties shall take any appropriate action to encourage the private sector to establish voluntary initiatives in all fields of sustainable tourism

Chapter 9   Implementing Bodies

Article 37   Conference of the Parties Serving as the Meeting of the Parties to this Protocol
1. The Conference of the Parties shall serve as the meeting of the Parties to this Protocol.
2. Parties to the Convention that are not Parties to this Protocol may participate as observers in the proceedings of any meeting of the Conference of the Parties serving as the meeting of the Parties to this Protocol. When the Conference of the Parties serves as the meeting of the Parties to this Protocol, decisions under this Protocol shall be taken only by those that are Parties to it.
3. When the Conference of the Parties serves as the meeting of the Parties to this Protocol, any member of the bureau of the Conference of the Parties representing a Party to the Convention but, at that time, not a Party to this Protocol, shall be substituted by a member to be elected by and from among the Parties to this Protocol.
4. The Conference of the Parties serving as the meeting of the Parties to this Protocol shall keep under regular review the implementation of this Protocol and shall make, within its mandate, the decisions necessary to promote its effective implementation.

5. The rules of procedure of the Conference of the Parties and financial rules of the Convention shall be applied, *mutatis mutandis*, under this Protocol, except as may be otherwise decided by consensus by the Conference of the Parties serving as the meeting of the Parties to this Protocol.

6. The first meeting of the Conference of the Parties serving as the meeting of the Parties to this Protocol shall be convened by the Secretariat in conjunction with the first meeting of the Conference of the Parties that is scheduled after the date of the entry into force of this Protocol. Subsequent ordinary meetings of the Conference of the Parties serving as the meeting of the Parties to this Protocol shall be held in conjunction with ordinary meetings of the Conference of the Parties, unless otherwise decided by the Conference of the Parties serving as the meeting of the Parties to this Protocol.

7. Extraordinary meetings of the Conference of the Parties serving as the meeting of the Parties to this Protocol shall be held at such other times as may be deemed necessary by the Conference of the Parties serving as the meeting of the Parties to this Protocol, or at the written request of any Party, provided that, within six months of the request being communicated to the Parties by the Secretariat, it is supported by at least one third of the Parties.

Article 38   Secretariat
1. The Secretariat established by the Convention shall serve as the secretariat to this Protocol.
2. According to the Convention the functions of the Secretariat shall apply, *mutatis mutandis*, to this Protocol.
3. To the extent that they are distinct, the costs of the secretariat services for this Protocol shall be met by the Parties hereto. The Conference of the Parties serving as the meeting of the Parties to this Protocol shall, at its first meeting, decide on the necessary budgetary arrangements to this end.

Article 39   Implementation Committee
1. The Carpathian Convention Implementation Committee shall serve as Implementation Committee for this Protocol by effectively facilitating at national or regional level programmes, alliances and activities which support the implementation of this Protocol in the Carpathians.

Article 40   Participation of the Relevant National, Regional and Local Authorities and National Focal Points
1. Parties shall assure the participation and support of their governmental institutions in different sectors and at all levels in the implementation of this Protocol.

Article 41   Participation of Observers
1. Parties welcome the participation of observers including representatives of different businesses and civil society organisations along with International Organisations in the implementation of the Protocol.
2. Parties welcome their full support in maintaining an ambience conducive to intergovernmental discussions and negotiations, and to open and fruitful dialogue between Parties and observers.
3. Parties shall develop and keep under review principles and criteria concerning the participation of observers in a separate document.

Chapter 10 Public Awareness Raising, Education and Capacity Building

Article 42   Public Awareness Raising and Education
1. Parties shall promote and facilitate:
     a.   public awareness raising and education; and
     b.   primary, secondary, professional and academic education

concerning sustainable tourism planning and management, especially in relation to the conservation and sustainable use of biological diversity in vulnerable areas as well as cultural values and heritage to assure the implementation of the Protocol.

2. In doing so, the Parties shall cooperate, as appropriate, with other States and international bodies.

Article 43   Human Resources (capacity building, training at professional, vocational and academic levels)

1. The Parties shall cooperate in the development and/or strengthening of human resources and institutional capacities in sustainable tourism for the purpose of the effective implementation of this Protocol.

Chapter 11 Provisions for the Implementation

Article 44   Strategy for the Future Tourism Development of the Carpathians
1. The additional specific provisions for the implementation of this protocol are detailed in the Strategy for the Future Tourism Development of the Carpathians.

Article 45   Financial Mechanism and Resources
Specifies what financial mechanisms and resources should be used to assure the implementation of the Protocol
To be included by the Implementation Committee

Article 46   Monitoring of Compliance with Obligations
1. The Parties shall regularly report to the Meeting of the Protocol on measures taken under this Protocol and the effectiveness of the measures taken. The Conference of the Parties to the Convention shall determine the intervals at which the reports must be submitted.
2. The Meeting of the Protocol shall examine these reports in order to ensure that the Parties have fulfilled their obligations under this Protocol. It may also ask for additional information from the Parties concerned or have recourse to other information sources.
3. The Implementation Committee shall regularly draw up a report on the compliance of the Parties with the obligations arising from this Protocol, for the attention of the Conference of the Parties to the Convention.
4. The Conference of the Parties to the Convention shall take note of this report. If it finds that obligations have not been met, it may issue recommendations.
5. Any party and/or other public concerned may address a non-compliance case of a Party to the Implementation Committee. The Implementation Committee is responsible for taking further actions in the case of non-compliance.
6. A mechanism for monitoring the tourism strategy and its implementation shall be developed, such that the signatories to the Protocol undertake their best efforts to the resolution of problems as soon after their notification to the Carpathian Convention (Interim) Secretariat as possible. These efforts and the problems they deal with shall be reported back to the following COP. The efforts undertaken shall engage at least one member co-signatory not involved directly in the problem as an observer.

Article 47   Evaluation of the Effectiveness of the Provisions
1. The Conference of the Parties serving as the meeting of the Parties to this Protocol shall undertake, three years after the entry into force of this Protocol and at least every three years thereafter, an evaluation of the effectiveness of the Protocol, including an assessment of its procedures.

2. The Conference of the Parties serving as the meeting of the Parties to this Protocol may consider the adoption of appropriate amendments to this Protocol where necessary in order to achieve objectives.
3. The regional and local authorities of each Party shall be associated with this evaluation within the existing institutional frameworks.

Chapter 12   Final Provisions

Article 48   Signature and Entry into Force
1. This Protocol shall be open for signature at the Depositary from ****** to .. ********.
2. This Protocol shall enter into force on the ninetieth day after the date of deposit of the third instrument of ratification, acceptance, approval or accession by States that are Parties to the Convention.
3. This Protocol shall enter into force for a State that ratifies, accepts or approves this Protocol or accedes thereto after its entry into force pursuant to paragraph 1 above, on the ninetieth day after the date on which that State or deposits its instrument of ratification, acceptance, approval or accession, or on the date on which the Convention enters into force for that State, whichever shall be the later.

Article 49   Withdrawal
1. At any time after two years from the date on which this Protocol has entered into force for a Party that Party may withdraw from the Protocol by giving written notification to the Depositary.
2. Any such withdrawal shall take place upon expiry of one year after the date of its receipt by the Depositary, or on such later date as may be specified in the notification of the withdrawal.

Article 50   Notifications
1. The Depositary shall, in respect of this Protocol, notify each Contracting Party of
   a.   any signature,
   b.   the deposit of any instrument of ratification, acceptance or approval,
   c.   any date of entry into force,
   d.   any declaration made by a Contracting Party or signatory,
   e.   any denunciation notified by a Contracting Party, including the date on which it becomes effective.

Article 51   Reservations
No reservations may be made to this Protocol.

Article 52   Depository
The depositary of this Protocol is the Government of the Czech Republic Ukraine (UNWTO).

Done at ……………….. on ………………… in one original in the English language.

The original of the Protocol shall be deposited with the Depositary, which shall distribute certified copies to all Parties.

In witness whereof the undersigned, being duly authorised thereto, have signed this Protocol
For the Government of the Czech Republic
For the Government of the Republic of HUgary
For the Government of the Republic of Poland
For the Government of Romania
For the Government the Serbia
For the Government of the Slovak Republic
For the Government of Ukraine

Elements of the Protocol – related discussion

- UNWTO: We can use the example of the protocol for sustainable forest management

- UNWTO & UNEP will go into the process to make it in conformity with the other protocols, and will send it to others for electronic consultation

- We will receive the comments and take precise notes of these comments, and the participants can send them to us by e-mail again, to make sure that everything has taken on board

- UNEP: definitions are tricky, but already 2 protocols have been developed, where definitions have been double – checked: so we can reshape the entire definitions section
- Proposal: addition of a new paragraph on definitions in line with existing protocols
- Gabo Kiss: "maintain or conserve"
- Alena: tourism should embrace aspects beyond the environmental issues
- Lack of definition of tourism – related information; of what falls into this scope

Chapter 3.

Alena Dodokova (CZ): some of these principles are explained in the Aarhus convention

Tamara Malkova (UA) : Almay guidelines for Aarhus convention; all countries are parties and need to follow Aarhus; we need to check language of these 2 conventions; we have to mention Almaty guidelines to the Aarhus Convention;

CZ: we need to think strategically, in order to pass this document

Article 11 c. RS: specifying activity levels
Chapter 4

(CZ, and UA): how to implement integrated management of this issue, if other ministries are not involved:
MM: Article 18: institutional coordination Article 18 suggests the implementation mechanism

Chapter 5:

o   Comment from Gabor Kiss: re Article 20: is it possible to create legal conditions?
o   HU: Article 20: protected areas have to b excluded for nature conservation reasons
o   CZ: Article 21: the activities listed could be problematic. UA - The water activities should be deleted.
   - MM and HE would decided on the final decisions.

o   SK: all abbreviations should be explained.
o   CZ: Article 22-3: Management and Action plans need to be indicated in the protocol; for proper tourism management and /or actions plans for new tourism activities.
   - Add somewhere action plan/tourism plan
o   Viktor Teres UA: Article 22 para 4: many people do not see these facilities
   - Should be fixed at the legislation level
o   CW (UNWTO): Heights of the location should be taken into consideration due to existing climate change and climate change impacts according to reference documents.
o   MM: it is difficult to get into the ownership of facilities in various countries. UNEP and UNWTO will investigate the possibility of addressing ownership issues

Chapter 6

o   UA: 25: change 24/25
o   May be adding recommendations of future inventories/Carpathian inventories,
o   CZ 25: problem for the ministry of finance to sign it? MM: explained

Chapter 7

(CZ and UA) Article 24-3 should be defined further

(HU and MM) Article 27: Need to find alternative terms.

Article 28: This also implies green marketing (UA and CZ.).
 MM : all written here goes in the direction of Green economy, thus the term green economy does not need to be included even though the term was developed by UNEP.

Article 28-2 Incomplete. Appropriate sentence is needed

Article 29-3: UA: is it feasible to add products - it could be difficult to make a common brand in regards to this? – CZ: this could come from Certification process. UA: had experience with certification of products, which illustrated the need for including both service and products; They have decided they need a regional/local branding, which in the future should become the whole Carpathian branding. Supports following requirements on sustainable business development

UA: make a link between Art 28 and Art 34 Include green marketing into article 34
Article 30 – 1: RS Vague term
Article 33?Subjective and objective benefits

Chapter 8

•   Jana (CZ): 34. A governmental official, it would be good to have guidelines/explanation of what it means and how to do it, so perhaps we could provide explanatory notes behind this document
•   MM: open to any consultation process; one an send us an e-mail and we will answer
•   PL: Article 35 should be removed or changed; UNEP and UNWTO to rework it.

Chapter 9 - 12:
•   MM (UNWTO): a technical issues;
•   HE (UNEP): suggest to take the general provisions from other protocols
     o   To Copy and paste chapters 9 – 12 from other protocols
     o   to adopt the new structure: as in the biodiversity protocol;

Chapter 10:

UNWTO, UNEP will work on making one standard article under implementations, monitoring and evaluation (general obligations) and one specific article under specific measures. This should be copied and pasted from the Biodiversity protocol. The issue results in the specification of aspects related to the CC. An additional Article would be added that focuses on capacity building and awareness and participation.

Annex 5. Recommendations to the 3rd Conference of the Parties

**Recommendations to the 3rd Conference of the Parties
of the 3rd Meeting of the Working Group on Sustainable Tourism (WGST)
under the Carpathian Convention**

As decided on the 2nd Meeting of the Carpathian Convention Implementation Committee (CCIC) in Vienna on 10-11 December 2009, the members of the WGST convened a meeting in Rytro, Poland on 9-10 September 2010 with the following conclusions:

The Working Group has revised and developed further the Draft Protocol on Tourism and has reached a consensus about the formulation of the Articles.

The Working Group discussed the need for developing a Tourism Strategy for the implementation of the protocol and will take further actions in due course, e.g. seeking for funding opportunities through UNEP and UNWTO.

The Working Group has observed the ongoing adverse impacts of unsustainable tourism practices on natural and cultural resources throughout the Carpathians, resulting inter alia from poor enforcement of existing legislation and lack of planning for sustainable tourism on national level.

The Working Group finds it valuable to continue its activities according to the decision COP1/10.

Recommendations:

1. The Working Group recommends the Parties to adopt and sign the protocol at its 3rd meeting.

2. The WG recommends the Parties to give mandate to the Interim Secretariat and UNWTO to continue the development of the tourism strategy with the involvement of relevant stakeholders and the support of the national tourism agencies.

3. The WG recommends the Parties to continue the activities of the Working Group under the Carpathian Convention Implementation Committee as per decision COP1/10, appreciating the assistance of the World Tourism Organization (UNWTO).

4. Wetland ecosystems are one of the most fragile ecosystems in the Carpathians. The Parties of the Convention are urged to take immediate action on the effective protection and sustainable use of Carpathian wetlands, especially those which are increasingly under threat by tourism developments.

5. The WG recommends the Parties to take into account the unique values of cultural heritage and to support the creation of the Cultural Heritage Inventory, and to design tourism strategy ensuring its sustainable use and preservation.

Documents submitted to the 3rd Conference of the Parties:
      Recommendations of the 3rd WGST
      Tourism protocol
      Report of the 3rd WGST
      Restructured, redesigned draft tourism strategy

Annex 6. Via Carpatica Project Concept.

VIA CARPATICA

Project concept document

Working draft, August 2010

GOALS OF THE VIA CARPATICA PROJECT:

1. Application of the tourism protocol of the Carpathian Convention.
2. Development of good practice cases on sustainable tourism in the Carpathian mountain region.
3. Social and economical development of pilot project areas via tourism.

Note: in the project application the goals should be re-worded to straightforwardly reflect the priorities of relevant funding source.

OBJECTIVES OF THE VIA CARPATICA PROJECT:

1. **To develop network of trails and cycling trails along the Via Carpatica route.**

   Primary output of this objective should be at least two trails marked along the whole length of the VC: hiking trails and cycling trail.

   Secondary outputs could be local branches and loops (of both hiking and cycling) in order to increase diversity of activities and extending of visitor stays in given locality.

   Tertiary outputs could be alternative trails (walking, mountain biking, etc.).

   Trails will be marked according national standards (if any) using suitable way of unifying branding (the most probably logo of Via Carpatica).

2. **To develop pilot services and products/packages for tourists along the Via Carpatica route.**

   Pilot services and tourism products will be developed in pilot project sites (at least on in each participating country). They may be like guiding, tasting of local meals, crafts demonstrations, private accommodations etc.

   Publishing of necessary printed materials as well as web page is part of this task too: guidebooks, maps, leaflets, web page(s).

   Establishing of the Via Carpatica Centres will be part of this task. They will serve as project management and training centres, and then they will serve as the information and visitors

centres.

Marketing of Via Carpatica, its offer and services will be developed and partially implemented.

3. **To improve human skills and abilities in tourism management and tourism services**

   Three target groups will be addressed:

   - destination managers – local administration, park and reserves administration, forest managers, NGOs, etc. will be trained/educated in sustainable destination management;

   - service providers – guides, accommodation and food providers, craftsmen, drivers, etc. will be trained/educated in sustainable tourism services;

   - general public will be involved in appropriate activities and awareness about tourism will be raised

WORKING PACKAGES:

WP I. Trails

I. a. **Identification of the Via Carpatica routing** (for hikers and cyclists) in all countries, identification of service points (like camps, accommodations, information points, etc.) and points of interest (monuments, places of natural and cultural heritage, etc.),
Regional scope: Routing in whole Carpathians, service points and points of interest in pilot project areas.
Output: GIS data + printed report of exact routing of VC and all important points, including identification of land owners, responsible authorities, etc.

I.b. **Assessment of the trails state,** gaps and needs assessment, identification of necessary improvements,
identification of sections and places where trails have to be improved, surfaces fixed, small infrastructure added (like bridges, shelters, etc), marked or re-marked, etc.
Regional scope: whole Carpathians
Output: GIS data + printed report describing trails state and proposal of necessary works

I.c. **Improvement of trails** and service points
Implementation of fixes and improvements identified in WP I.b. in pilot project areas.
Marking or re-marking of whole VC.

Regional scope: Marking in whole Carpathians, other activities only in the pilot project areas.
Output: Fully renovated VC trails in pilot project areas. Well marked trails along whole VC.

WP II. Services

II.a. **Identifying available services and products** essential for Via Carpatica development;
Identification of services and products, which still should be developed.
Regional scope: pilot project areas
Outputs: Assessment report + GIS layers

II.b. **Involving of providers** who are offering or will offer services identified in WP II.a. Adjusting
of existing services and training of new service providers.
Regional scope: pilot project areas
Outputs: Partnership agreements, trainings.

II.c. **Creating of sustainable product chains** in pilot project areas which could be marketed and
operated.

Regional scope: pilot project areas
Outputs: Contracts, product offers.

WP III. Destination management

III.a. **Assessing the quality of destination management** in pilot project areas, stakeholders
mapping, identification of gaps and needs.
Regional scope: pilot project areas
Outputs: Report

III.b. **Involving of stakeholders**
Regional scope: pilot project areas
Outputs: Partnership agreements.

III.c. **Elaborating of indicative destination management plans**, then providing necessary training
and education to stakeholders.
Regional scope: pilot project areas
Outputs: Indicative destination management plans, trainings.

WP IV. Training

IV.a. **Summarizing of complex training and education needs** in all pilot project areas.
Regional scope: pilot project areas, plus screening in whole Carpathians
Outputs: Reports

IV.b. **Lessons learned: case studies** from another regions and projects.
Regional scope: N/A
Output: Publication – booklet.

IV.c. **Creating of sets of trainings and seminars** based on WP IV.a.+b., including publishing of
necessary publications and documents (textbooks, manuals, etc.)

Regional scope: N/A

Output: Curriculum - set of publications and materials.

WP. V. Marketing

V.a. **Elaboration of the Via Carpatica marketing strategy** (VCMS), including branding and operational plan.
Regional scope: whole Carpathians
Outputs: marketing strategy, branding strategy, design manual, operational plan

V.b. **Preparation and publishing of initial printed materials** about VC: maps, guidebooks, leaflets... and web page (according to the VCMS)
Regional scope: whole Carpathians with emphasis on pilot project areas
Outputs: set of materials, web page

V.c. **Implementing of the VCMS in pilot project areas** (in extend reasonable from the project point of view).
Regional scope: pilot project areas
Outputs: set of local marketing and other marketing outputs, report.

WP.VI. Project management

VI.a. **Project management**
Regional scope: whole Carpathians

VI.b. **Dissemination of information** about the project

Regional scope: whole Carpathians

VI.c. External monitoring and evaluation of the project (periodically)

WP VII. Carpathian Convention

VII.a. **Coordination with the processes and institutions related to the Carpathian Convention** in order to achieve the trans-national application of the Via Carpatica project deliverables.
Regional scope: whole Carpathians

VII.b. **Establishment of follow-up platform.**

Regional scope: whole Carpathians