



# **The Carpathian Brand as a driving force behind the implementation of the Strategy for the development of sustainable tourism in the Carpathians**

*Aggtelek, 18 - 19.05.2015*



## Why The Carpathian Brand is so important?

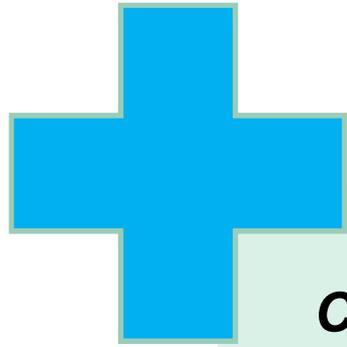
- Carpathian Brand CARPATHIA is an activity that can and should unite entities operating in the tourism sector in the Carpathians in order to implement the vision of the Strategy development of sustainable tourism in the Carpathians
- The actions to be taken for the implementation of the Carpathia Brand coincide with the many activities recorded in the Strategy
- Examples of such activities may be to create in a system of certification, creating a system of labeling, marking for the entire Carpathian region, for example. "Local food", „Local accommodation base", "local expertise - as tourists round, to develop methods for the conservation of heritage of the Carpathians" creating brand "
- The entities that will join in the implementation of the brand will be de facto guardians of the natural and cultural heritage of the Carpathians
- The confirmation of the above statements is functioning of the Alpine Brand.



- 1. Basic information about the Carpathian CARPATHIA Brands**
- 2. Carpathian Brand CARPATHIA in the context of mobilizing the Carpathian Tourism Coordination Platform**
- 3. Implemented activities and work plan**

# Basic information about the Carpathian Brand CARPATHIA



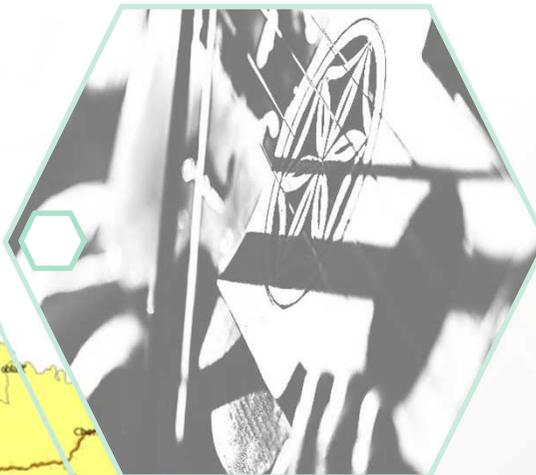


***Could this international, innovative, territorial Carpathian Brand can be accelerated in development of tourism in the Carpathians?***

***What conditions we must meet and what actions take to make the CARPATHIA brand has become in the next decade Carpathian advantage in global markets?***



# Carpathian Brand CARPATHIA - genesis



# Carpathian Brand CARPATHIA - assumptions



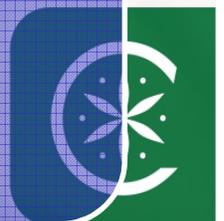
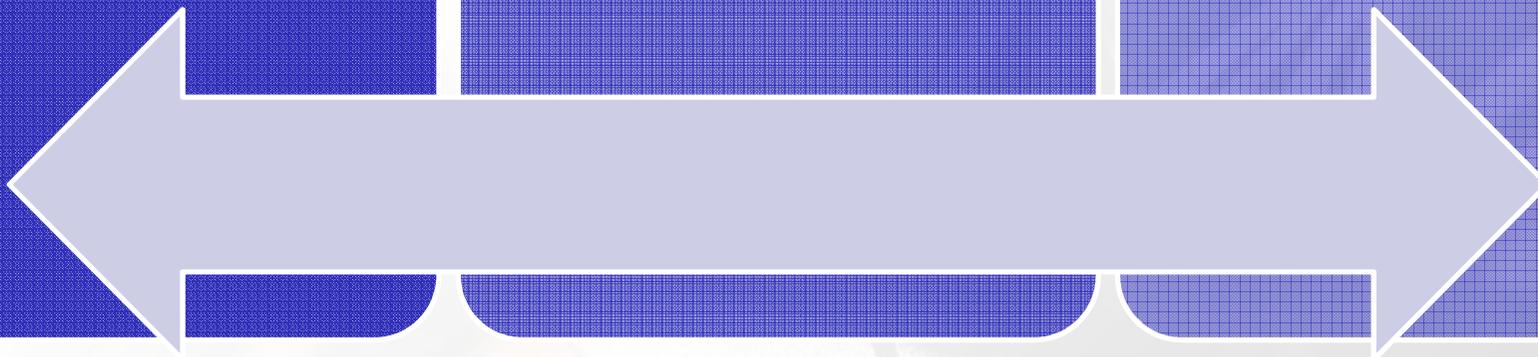
**PEOPLE**

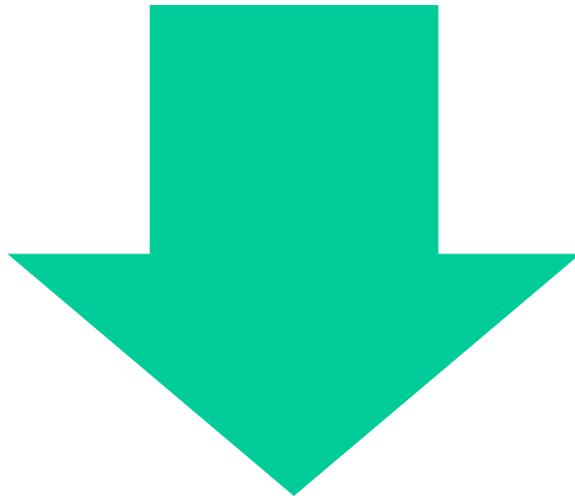


**COOPERTION**



**BUSINESS**





**Economic:**  
*A common area of  
socio - economic*



**Mission:**  
*Change yourself  
- change Europe*



# Carpathian Brand CARPATHIA - key elements



Authenticity



Multiculturalism



Humility towards nature



Feeling of space



***Space***

***Contact with religion***  
*(western and eastern)*

***Mystery (past, customs, search)***

***Legends***

***Wildness of nature***



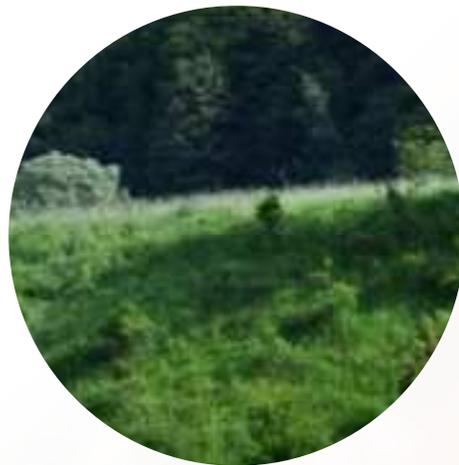
***Survival***  
*(finding yourself, freedom, overcoming weaknesses)*

***Authenticity***

***Unconditional hospitality***

***Art***  
*(music, painting, architecture)*





**Carpathia Brand uniqueness stems from the combination of a diverse and multi-religious culture of the Carpathian regions, and the unique space of the top with rich natural world.**





**Provide the space and conditions for reflection on our lives and also to get know yourself.**





## Carpathia

- Long-term project



## Carpathia

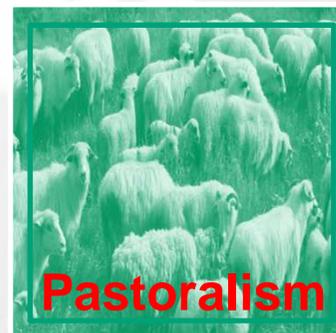
- Partnership project



## Carpathia

- Concept of economic, business





Strategy

Applications / Products

User/ client

sales system





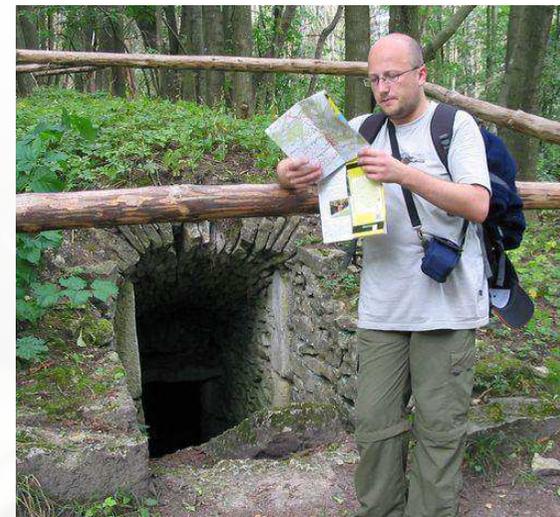
Sub - brands

Partners

CARPATHIA

DMO







***We invite you to cooperate !***

