



CARPATLIA

**The joint mechanism of cooperation -
Association of the Carpathian Euroregion
Poland - action for the creation of the
Carpathian Tourism Coordination Platform**

Aggtelek, 18 - 19.05.2015

Association of the Carpathian Euroregion Poland leads the coordination activities resulting from the strategy development of sustainable tourism in the Carpathians in the following areas:

resources to start cooperation

branding and certification bodies

Carpathian create a common web platform,

marketing and promotion

- Exchange of good practice and experience

supporting entities interested in cooperation, enterprises and destinations.

Keeping the above. The strategy envisages actions in the framework of a joint mechanism of cooperation - Carpathian Tourism Coordination Platform

SEKP also independently performs the actions specified in the Strategy



Starting the resources to cooperate

We create a network of cooperation - 160 partners in Poland

Number of partners in the various Carpathian countries:

Slovakia - ...

Czech Republic - ...

Hungary - ...

Ukraine-...

Romania - ...

Serbia -

Funding 73 tourism projects

We ask the representatives of the Carpathian countries to encourage actors to engage with Association of the Carpathian Euroregion Poland and indicate the need for creating awareness of the necessity of cooperation in the tourism sector and protect the environment for the realization of the vision of the strategy.



Branding and certification

The brand is extremely important.

This is confirmed by the Swiss experience

Around the brand focuses the efforts of the stakeholders interested in the development of tourism in the region covered by brand Association of the Carpathian Euroregion Poland (ACEP) developed the concept of the brand and has taken a number of measures for its implementation.

We believe that Carpathia brand concept could be adopted as a common by all Carpathian countries.

We will forward the concept of stakeholders.

Brand Carpathia could be the basis for discussion on the elaboration of a common brand for all of the Carpathian countries (its creation is foreseen in the Strategy)

ACEP taken a number of measures to implement the Carpathia

ACEP is the de facto for the brand Carpathia - DMO



Main strategic documents and in line with the brand:

**Carpathian brand strategy Carpathia. Visual Identification System.
Manual processes by the Carpathia.**

**Tourist audit Carpathians within the Carpathian Euroregion in the
Polish Republic, Slovakia and Ukraine in terms of local products of
Carpathian Brand.**

Strategy of Polish-Swiss cooperation in the field of tourism

**Strategy for the development of spa tourism in the Polish-Ukrainian
part of the Carpathian Euroregion**

Key Visual - Carpathia Brandbook

Public Relations plan for the brand Carpathia for the years 2015-2016



Implementation of the actions of the Strategy related to the implementation of the Carpathian Brands should be a priority. These are stored in the Strategy:

- Supporting the creation of regional tourism brands in the Carpathians,
- Identity creation Carpathians,
- Creation of a system of certification and designations of sustainable tourism,
- The creation of common guidelines for Brands Carpathians,
- Producing a joint document that indicates the Carpathian Brand (based on the Carpathia)



Developing the maintenance and updating of a common Carpathian internet platform

The online platform Carpathian cooperation has already been developed in Poland by UNEP / GRID funds and in cooperation with the Swiss.

talks on an agreement to take over in the future platforms UNEP / GRID as a national platform.

ACEP intends to create a platform for all Carpathians Countries in English,

We invite Carpathian countries to develop pages in their own language. We invite partners from KK to submit willingness to cooperate in the project.

Website visitcarpathia.com

VisitCarpathia profile on Facebook



Marketing and promotion

- **Participation in trade fairs abroad with the presentation of the Carpathia Stands in Slovakia and in Switzerland)**
- **Organization of Alpine - Carpathian Cooperation Forum, September 2015. We invite you to participate.**
- **Two study visits of journalists Swiss**
- **Organization study tour. We invite representatives of tour operators to participate. We would like to ask Carpathian Countries to submit lists of potentially interested in the development trips to Poland.**



The exchange of good practices and experiences

- Cooperation with Ukraine and Slovakia.

**Participation in the conference in cooperation partnership in Krakow,
February 2015**

**Participation in the conference Carpathian Europe in Krasieczyn,
February**

**During the Alpine-Carpathian Forum this year will be a conference
based on the exchange of good practices (1 presentation from each
country) You are Welcome to join it!**



The actions and work plan in the context of PKTK and ACEP



Recruitment for the pilot groups Brands Carpathian (PL / SK / UA) - 06.2015

Establish a system for certification of Brand - 06.2015

Preparation of the Pilot Package of the Brand - 09.2015

Brands appointment of the Steering Committee composed of scientists and specialists. Tourism in all countries covered by the Convention - 12.2015

Appointment DMO Brands and creating a system of national coordinators and the implementation of the Convention by the Carpathia - 12. 2015

Organization of Alpine - Carpathian Cooperation Forum 09. 2015

Contracting partners and suppliers of the Brand 09- 12 2015

The opening of the first foreign Brand Office (Geneva, Luxembourg) - 2016

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The preparation of packages of projects under the Operational Programme Carpathian Virtual Horizon 2020

Implementation of pilot projects based on Polish - Swiss Carpathian

Tourism Development Strategy:

Carpathian Museum Card

Carpathian trail UNESCO

Carpathian Geostrada

- Develop a maintenance and update a common platform Carpathian website (talks on an agreement on the acquisition in the future Platform UNEP / GRID as a national platform, the design and concept creation the English platform for all KK, an invitation to draw national sites, using the experience of UNEP / GRID)
- Launch resources for cooperation (cooperation network, partners, number of entities in each country in the context of creating platforms Coordination of Tourism Carpathian) + request for the Carpathian countries of encouraging stakeholders to work together, indicate the need to create awareness of cooperation in the tourism sector and environmental protection
- Branding and certification bodies (specifically what jobs They have been implemented and what are planned, naming tasks exactly as It is written in the strategy), reference to the opinion and acceptance Swiss, demonstrating readiness if necessary. Correction in accordance with the brand concept needs and suggestions KK, an invitation to accept the concept of the brand as after that in common. revisions, willingness to transfer mail brand concept Carpathian countries to the opinion of the acceptance of the planned activities for the next future, creating a labeling scheme

- Exchange good practices and experiences of the Carpathian countries
- Supporting entities interested in cooperation, enterprises and destinations (using the EU funds offer the implementation of joint transnational projects in accordance with the measures described in the Strategy)
- Request for an opinion on. Performed tasks and suggestions of the Working Group
what tasks should be carried out,
- Indication of the need to involve stakeholders in the determination of: product quality standards, sustainable tourism, quality standards tourist infrastructure

The range offers of cooperation in the implementation of the Strategy for Tourism and Brand Strategy



1. ACEP within the PKTK offers the parties to the Convention and stakeholders m.in .:

- Experience in the implementation of projects in this brand Carpathian,
- Creating a network of partnerships in the Carpathian countries,
- Experience in the absorption of EU funds assistance in lobbying for funds

2. ACEP asks for:

- Involvement of stakeholders in the tourism sector and environmental protection to cooperation with ACEP
- Constructive comments and suggestions that can contribute to the creation of PKTK,
- Approved the proposals of cooperation,
- Help and cooperation in lobbying for funds for projects



3. We are committed to:

- The development of good cooperation, governance and partnership with stakeholders from the Carpathian countries,
- Sharing experiences,
- Further development of projects that have already been implemented
- Joint implementation of further measures arising from the strategy.

- Conducting the exchange of good practices.

Their implementation will make it possible to unleash the potential of the inhabitants and the tourism sector of the Carpathians.



Urgent tasks for stakeholders Strategy

- **Enabling new and supporting entities, businesses and destinations interested in cooperation and implementation of the actions of the Strategy**
- **Taking action and promoting the use of EU funds by industry led, businesses and destinations implementing the Strategy**
- **The development of environmental sector quality standards of sustainable tourism in the Carpathian tourism infrastructure, accommodation facilities, products and services**



Carpathian Brand CARPATHIA



We invite you to cooperate !

