

CARPATHIAN TOURISM

Cooperation of V4 Countries

-
- Visegrad Fund
-
-

Hello!

Ágnes Szabó Diószeghy

Project Coordinator of the
Carpathian Tourism Project





Project goals

Help **local entrepreneurs** to improve their handicraft workshops as tourism services and to **increase the quality and the visibility of other rural tourism initiatives.**

Partners

**# Secretariat of the
Carpathian Convention**



#1 Hungary

*Association for Tourism in
the Tisza Plain*



#2 Poland

*Stowarzyszenie
Ekopsychologia*

Project Expert:
Monika Ochwat-Marcinkiewicz

www.ekopsychologia.pl





Partners

#3 Slovakia

*Art and Craft of Stiaavnica
Civil Association*

Project Expert:
SashaSi - Alexandra Sikoraiova

<http://umenievstiaavnici.wixsite.com/home>



#4 Czech Republic

*Tourism Authority of
South Moravia*

Project Expert:
Petr Rysanek

www.ccrjm.cz



The project team

Ecotourism experts

Dr. Tibor Gonda

Lecturer at the University of Pécs in Hungary, head of the Orfű based Association for Tourism Destination Management Organization

Dr. Zoltán Raffay

Lecturer at the University of Pécs in Hungary, renowned English translator of tourism and regional development His main field of research is ecotourism.

Marketing expert

Peter Balog

Consultant, local marketing expert, providing solutions to small companies throughout three continents on how to develop a more effective online marketing strategy.

Organizing Members

Senior Advisor

Dr. Mátyás Szabó

Project Expert

Adrienn Széll

Photographer

Judit Kocsis

Craft Artists

Jan Kvak leather artist

Daniel Lichard potter artist from Banska Stiavnica

Project events



Presentation of the project results on the

**Fifth Meeting of the Conference of the Parties
to the Carpathian Convention UN Environment**

Lillafüred HU on the 11th of October 2017

Hungarian workshop in Tiszabábolna

8th of May 2017 until the 10th of May 2017





Polish workshop in Uherce Mineralne

11th of May 2017 until the 13th of May 2017

Slovakian workshop in Banská Štiavnica

18th of Sep. 2017 until the 20th of Sep. 2017





Czech workshop in Nemcicky

21st of Sep. 2017 until the 23th of Sep. 2017

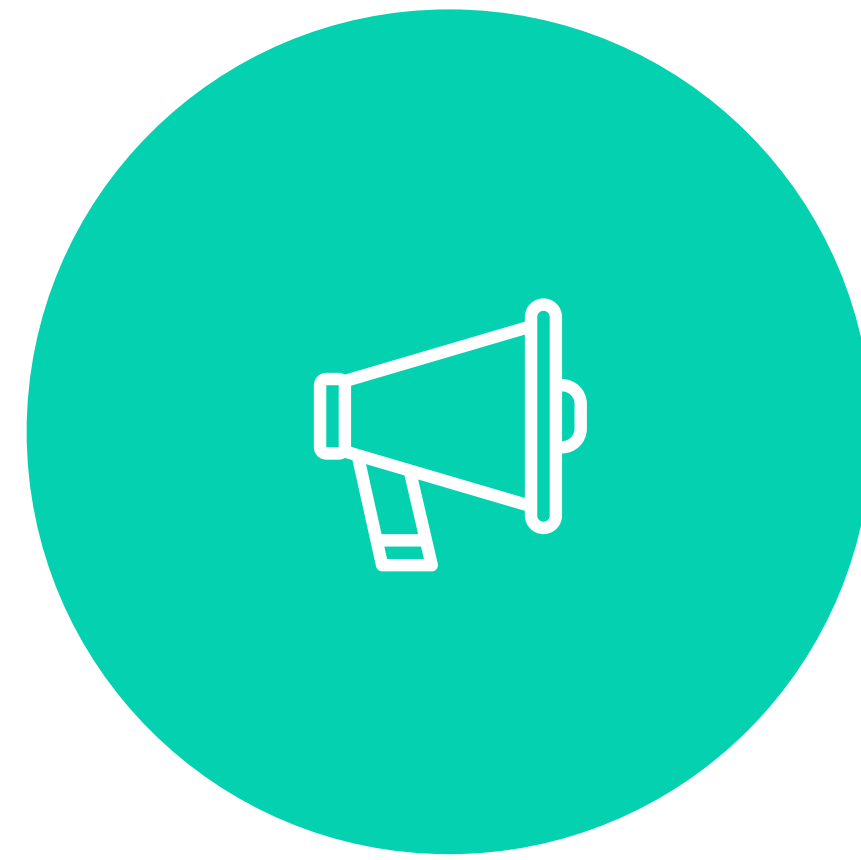
A photograph of a workshop session in a rustic, wood-paneled room. A man stands on the left, presenting to a group of people seated around a long wooden table. A projector screen displays a presentation with the heading 'TRAVEL NEEDS' and several icons. The room features wooden beams and a large window with a view of trees. The text 'Workshop Contents' is overlaid in white on the image.

Workshop Contents

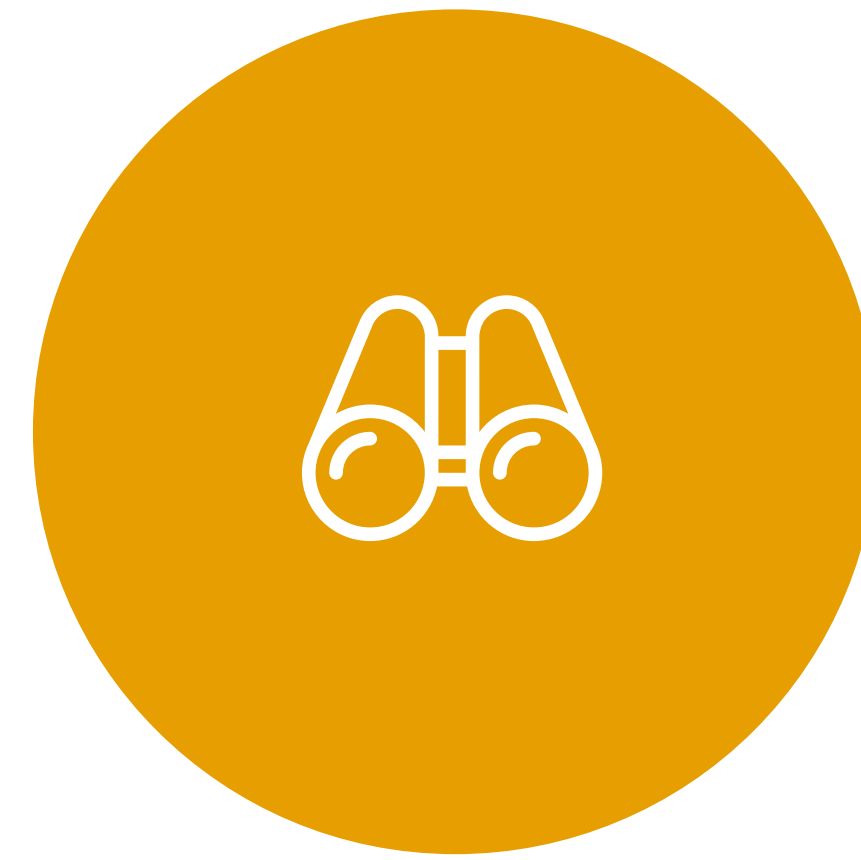
Elements of a workshop



Tourism Modules



Marketing Modules



Study Trips



Consultations



Tourism Modules



Day1

- The system of tourism as a sector
- Evolution of modern mass tourism and the globalization of tourism

Day 2

- The tourism product
- Ecotourism

Marketing Modules



Day1

- Marketing Communication and Global Tourism Trends
- Basics of online tourism marketing communication

Day 2

- Search Engine Marketing, Social Media
- Review management and customer satisfaction



Study trips



- **Hungary:** Boat trip on the Tisza-lake
- **Poland:** Study trip to the Wooden Churches in the Region of Bieszczady
- **Slovakia:** leather workshop, ceramic workshop - tour around the town
- **Czech Republic:** study trip on the vineyards and sheep farm nearby



Consultations

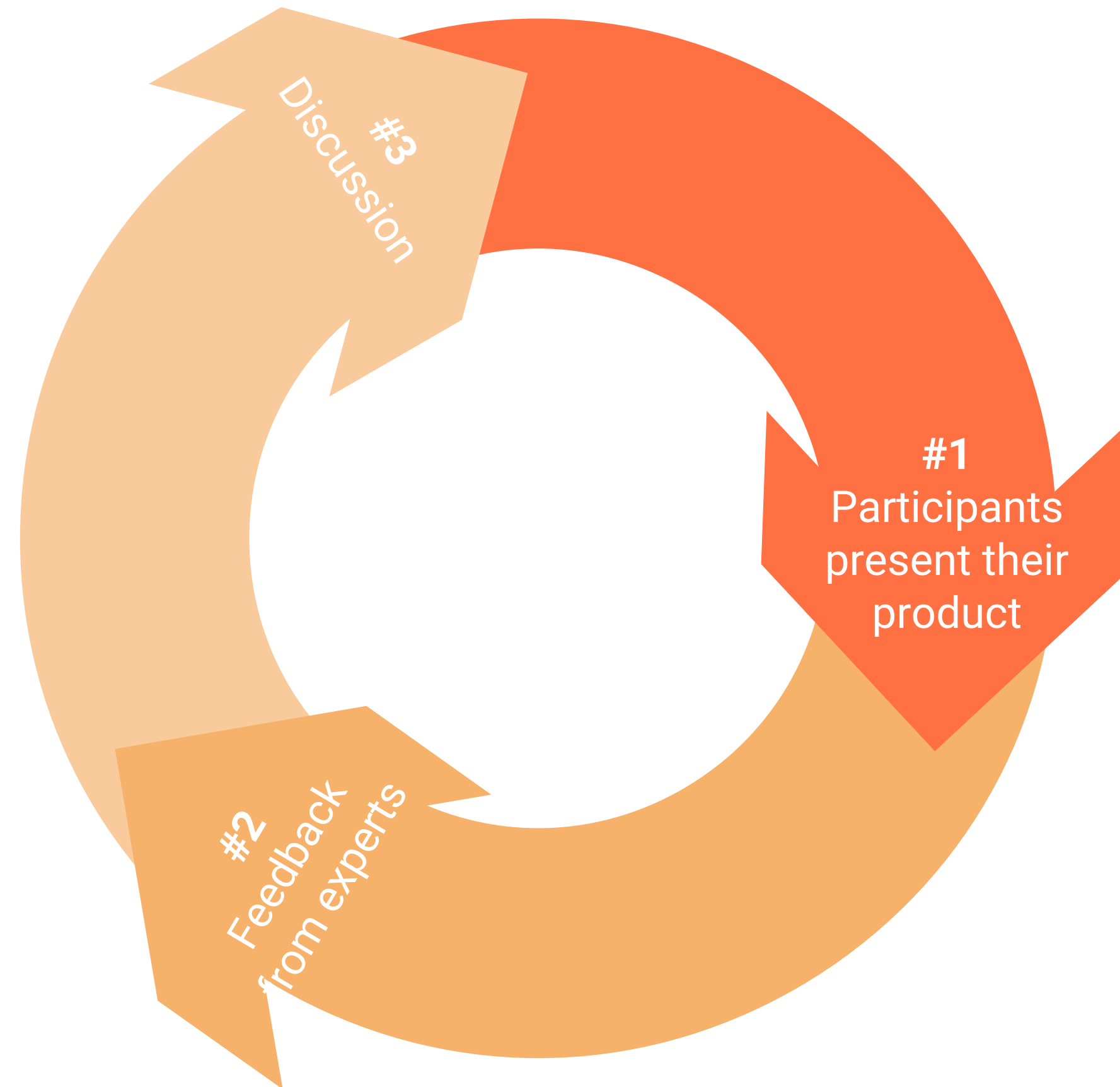


Individual consultation regarding

- business targets
- brand building possibilities

with our experts in a rotation system.

Participants presented their online marketing tools, and together with the experts we analysed how these tools could be improved.



What's Next?

Project events in the following months.

Still to come



Handbook

Based on the workshop modules, the project team is developing a handbook which includes a **practical guide on marketing and tourism for local tourism suppliers.**

To be presented in mid-January, 2018



Catalogue

We are creating a Carpathian Catalogue/Brochure which will include the workshop **participants' and the project partners services.**

To be presented on FITUR Madrid January 17-21 2018 and ITB Berlin March 7-11 2018



What have we learned from the workshops?

fresh start

entrepreneurship means a fresh start in the life of many business owners

family business

these initiatives are very strong because the whole family depend on a success of the business

challenges

- the language barrier
- lack of cooperation platforms

Follow Up Project

Why a follow up project is necessary?

It would be a meeting point where wholesalers could meet with potential local subcontractors

- Ecotourism trade
- Round table discussion

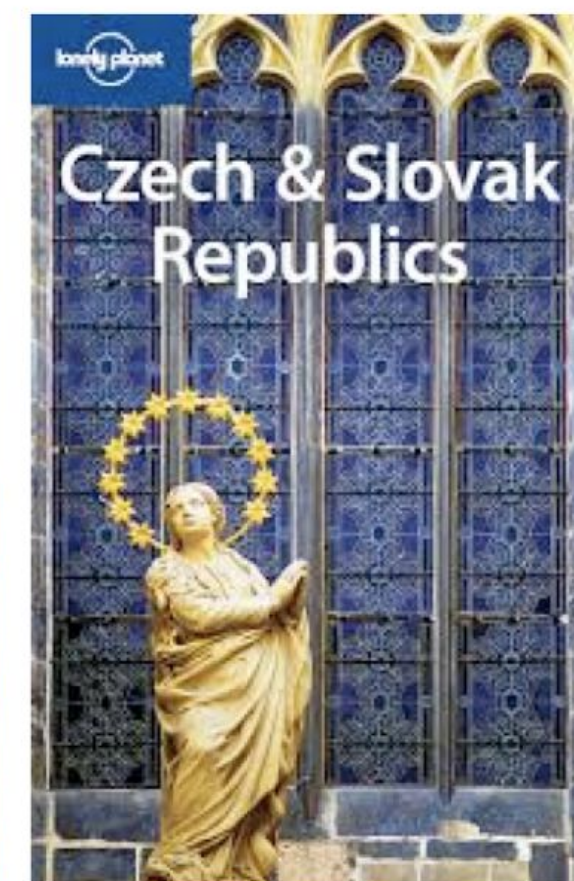
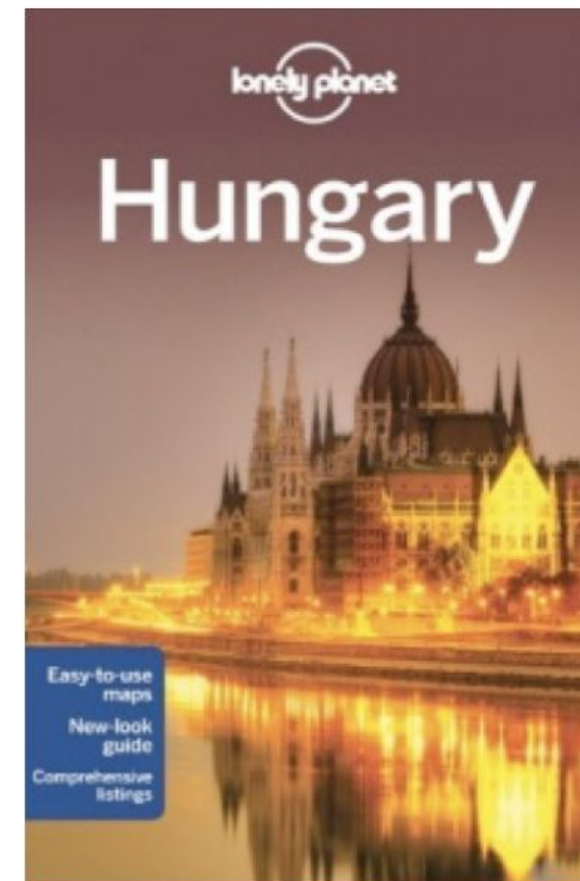
Who would be invited?

travel agencies, travel bloggers and freelancer marketing consultants



“

“What represents a country?”





Thank You!

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