

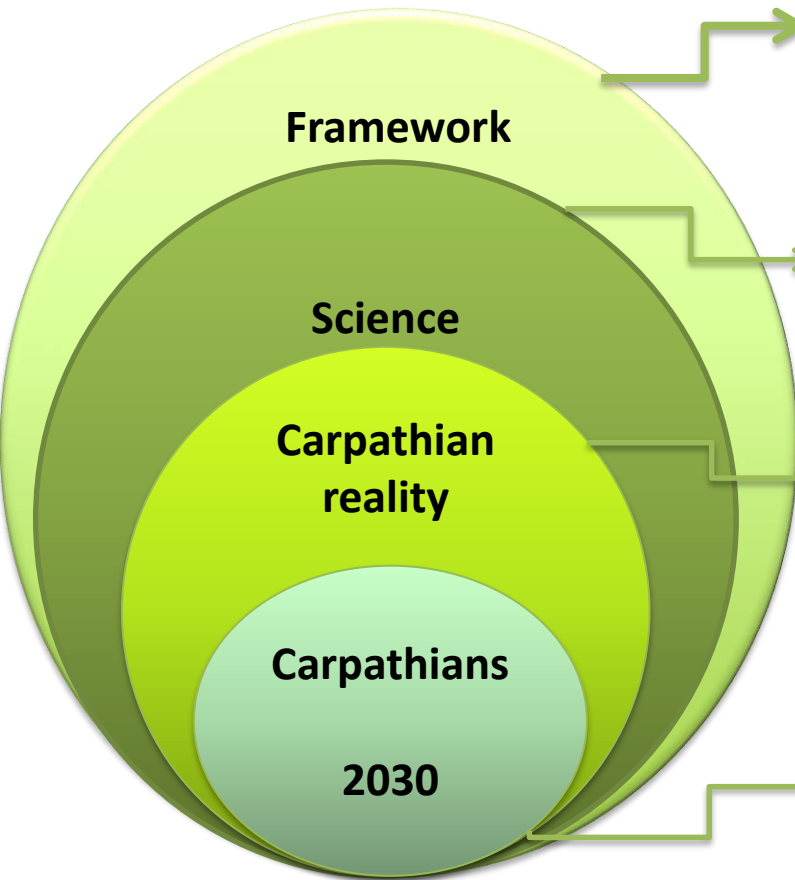
# Carpathian tourism: issues, gaps, gains, directions

Science for the Carpathians  
*Sustainable Tourism Working  
Group*

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# 1. Carpathian tourism issues, challenges, reactions: from global to local

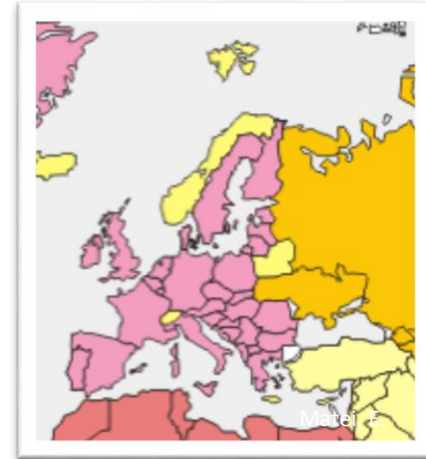


## Global issues and challenges



Climate change, increased mobility, millennials.

## European framework/reactions



The European Union policy acts for sustainable, smart and inclusive development. (Strategy „Europe 2020“). Tourism is one of masterpiece in achieving sustainability (Agenda for sustainable tourism, 2007), (ETIS).



Matei, E.



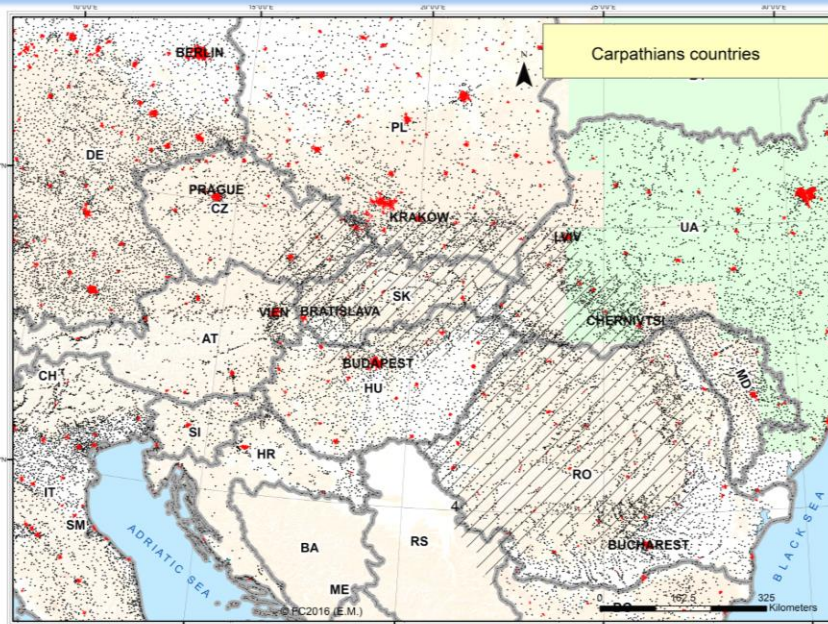
Matei, E.



# 1. Carpathian tourism issues, challenges, reactions: from global to local

## Carpathian area

**Challenge:** The Carpathian countries are in continuous challenge to gain more competitiveness in tourism industry and to adopt a sustainable development.



### Issues:

- Many models of tourism development.
- Gradient development among regions and countries: accessibility.
- Complex and hybrid mosaics of tourism activities, tourism spaces and businesses.
- Different traditions in hospitality (staff, services, infrastructure)
- Unpredictability in leading tourism policy.
- Incoherent national tourism policies.
- Environment threats. Mass tourism.

**Reactions.** Heterogeneous reactions of adaptation and development.  
Acceptable vision of sustainability in tourism.

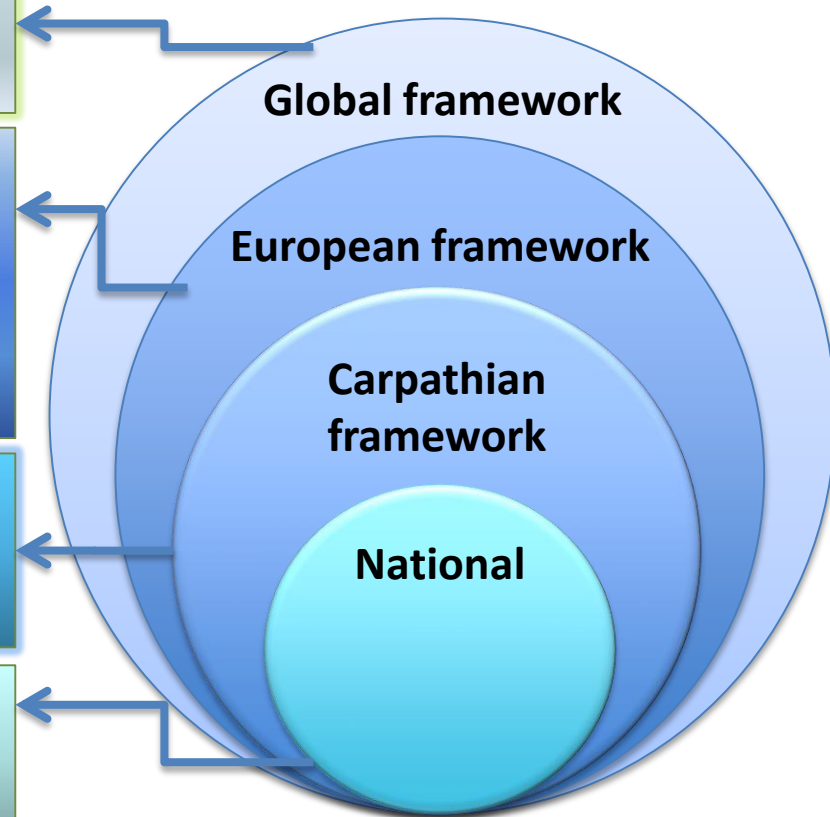
## 2. Carpathian tourism: science inputs. A brief review

Climate change and low carbon society, increase mobility-low mobility, millennials, EFP (US, Australia), CFP (US), ST: Australia, China, Cuba etc., STI, ecotourism (Africa, Australia, Asia, America).

Low carbon (Greece) carbon footprint (Slovenia, Spain), water footprint (Spain), EFP(Scotland, Holland), sustainable destinations (Spain, Slovenia, Scotland, Switzerland, Italy), STI (Alps), ecotourism (Sweden, Serbia), low transport (UK).

Forms of tourism: rural tourism, agri-tourism, ecotourism, cultural tourism.  
Local studies, theory, impact of tourism.

Inflation of natural and socio-cultural potential for tourism studies, local studies, regional development, interdisciplinary.



## 3.1. Diagnosis Accessibility

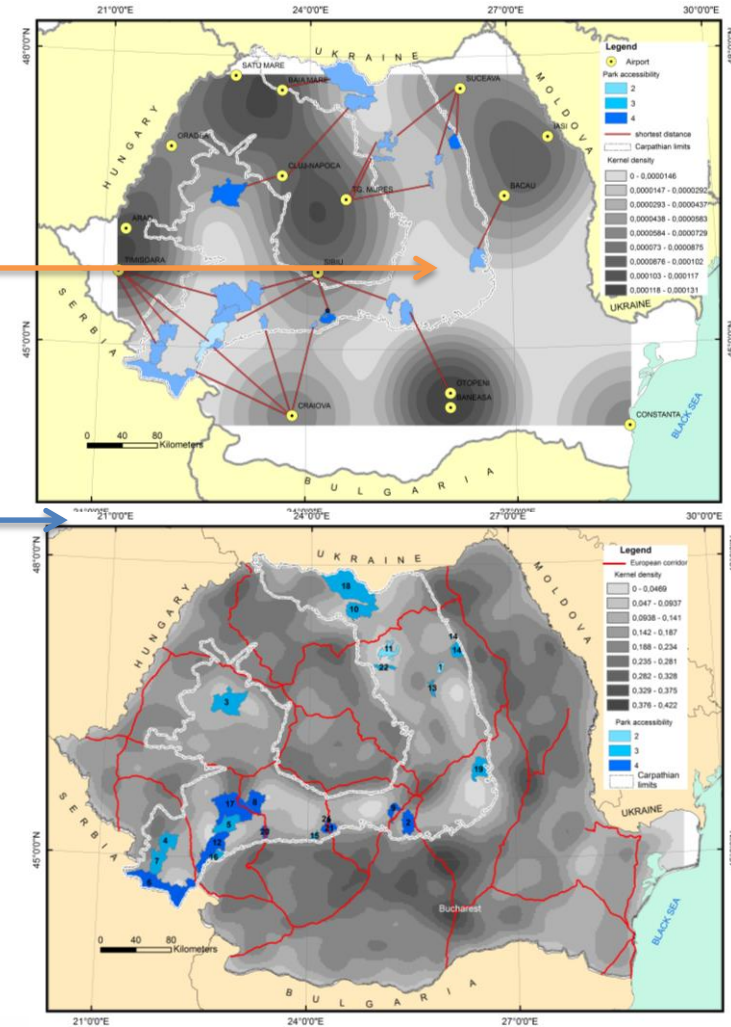
- ❑ Increasing mobility outside area (e.g. Brasov airport), high ways
- ❑ Slow transport inside C

## Management

- ❑ Gaps in DMOs functioning and setting up
- ❑ Ecotourism destination (ED) certification
- ❑ Promotion doesn't include Carpathians in all countries

Fig.1. Availability access by air (up right) Source: Matei, 2017

Fig.2. Availability access by roads (down right) Source: Matei, 2017



## Management

a. Certification in sustainability?

b. Measure the sustainability?

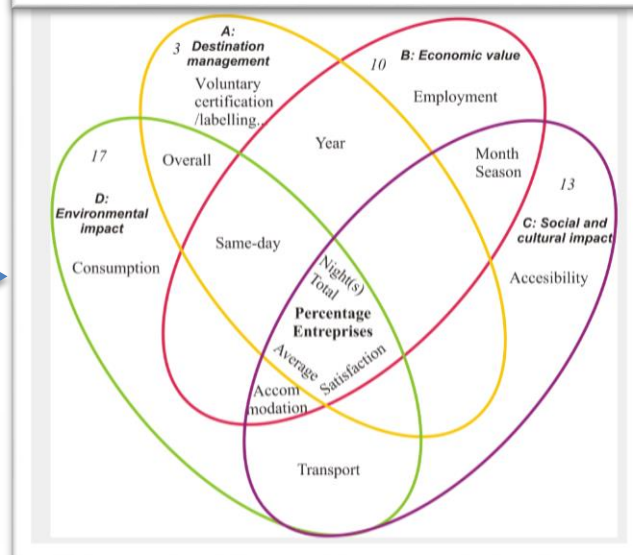
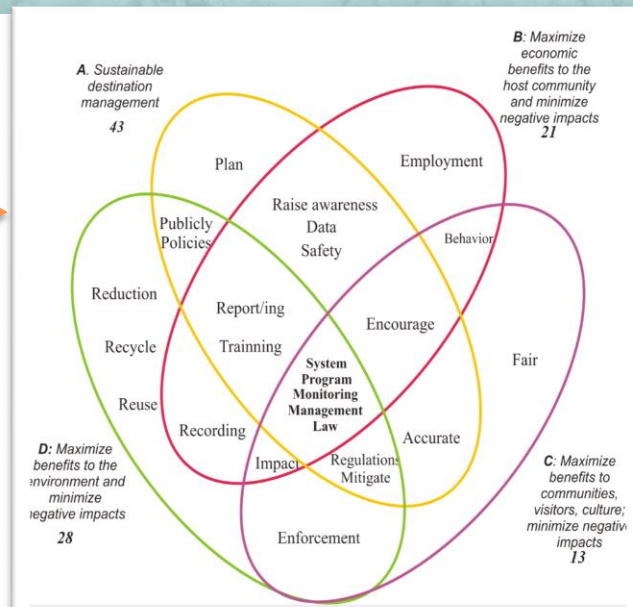
Adopting GSTC-D criteria?



Adopting ETIS criteria?

**Fig.3.** Venn's four-set diagram of main processes asked by the Global Sustainable Council Tourism Criteria for Destinations (GSTC-D) with suggested performance indicators. Source: Matei, Mika, 2017

**Fig.4.** Venn's four-set diagram of evaluation keywords used by ETIS European Tourism Indicators System for sustainable destination management. Source: Matei, Mika, 2017



# 3. Carpathian tourism: gaps and gains

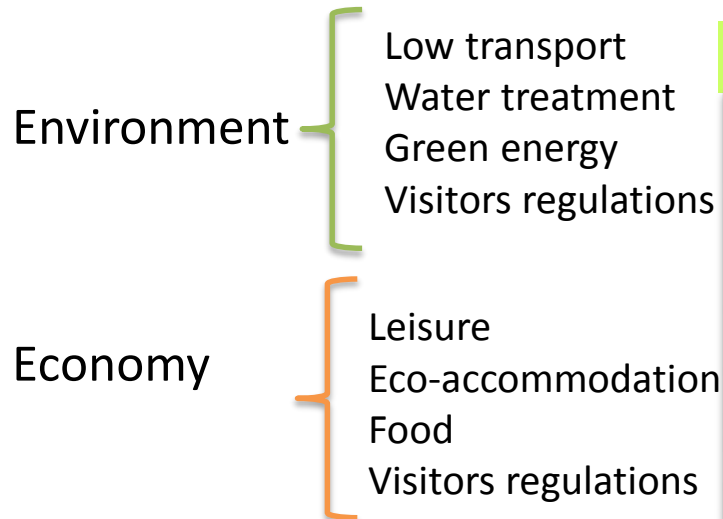


## 3.2. Ecotourism examples

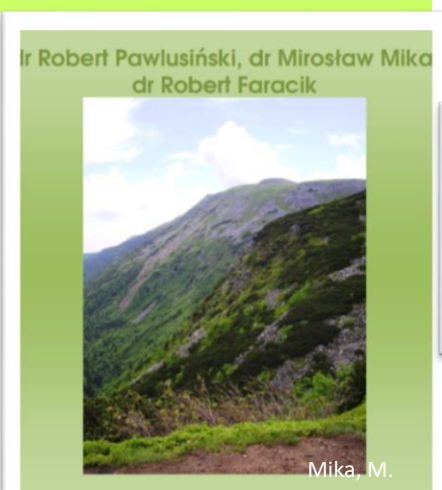
### National parks and natural parks in the Romanian Carpathians

#### Ecotourism destinations

#### Maximizing sustainable development



Babia Góra NP, Poland



Dinosaurs Land Geo Park, Romania



Piatra Craiului NP, Romania



St. Ana L. Reserve



Regional tourism management and development plan in the Babia Gora Region





### 4.1. Carpathian tourism: framework 2030

#### General Issues

Rural depopulation, youth migration, ageing, decline of industry, land use-changes, add-hoc development of tourism leading to urbanization, carbon, etc.

#### General Needs

Adopting of STD, building DMOs for ST, sustainable options (geotourism, creative tourism, ecotourism, voluntourism, responsible tourism with their educational aspects), millennials.

#### Europa 2030

Sustainable market, very competitive, the economic convergence, knowledge economy, human capital-education, common energy policy, combating climate change, low carbon area etc.

#### Carpathians 2030

Green jobs, promoting inclusive economy, circular economy, creation of free carbon area-alternative sources of energy, combating deforestation, productivity gains must be directly proportional to income levels, transparency and publicly data etc.

## 4.2. Carpathian tourism - Actions needed

### A) Tourism destinations competitiveness improvement

#### *Sustainability via Modernisation, Quality and Accessibility*

- ❖ Modernisation of tourism facilities and service
- ❖ Attracting financial capital (private, public, mixed)
- ❖ New high-quality tourism investments
- ❖ Tourism information – development and integration
- ❖ Breaking of cheap domestic tourism consumption model
- ❖ Internationalisation of tourism in Carpathians (attracting Western tourist markets; high-end tourists segment)
- ❖ Building new internationally recognized Carpathian tourist brands

### B) Social inclusion of local communities into economic benefits chain from tourism

- Building network and partnership structures at local levels
- Tourism know-how diffusion and implementation
- Development of tourist education
- Governmental policies supporting entrepreneurship in tourism sector (financial help, self-employment)

### ***C) Space and environmental protection for tourism***

- Planning tools implementation (i.e. protected areas zoning, limitation of functional conflicts).

### ***D) Policy and actions***

- ✓ Mechanisms in line with principles of ST for actions.
- ✓ Synchronization of achievements in sustainable development in all Carpathian countries.
- ✓ Carpathians events “Sustainable Destination of the year/ Sustainable business of the year”, Tourism fair for the Carpathians.
- ✓ Setting up of Carpathians Funds taking the example of Visegrad Fund.

### 4.2. 2030 Carpathian tourism scenarios for sustainable development

#### Bottom-up approach – Realistic and efficient

1. Development of self sustaining, long-term, small-scale sustainable tourist projects at local levels (individual and network-partnership) – organisational, financial, educational, now-how support required.
2. Development of economic function of protected areas – gain of social understanding and support for environmental protection (Babia Góra NP, Poland, example).
3. Spatial and functional integration of neighbouring Carpathian tourist regions (accessibility and information) for diffusion of tourist traffic and socio-economic benefits.
4. Building-up coherent and efficient tourism marketing policy including all Carpathian countries (“Carpathian Tourism Integrated Marketing”).

## 4.2. 2030 Carpathian tourism scenarios for sustainable development

### Up-down and down-top approach- Equity and continuous improvement

- \* *Smart and functional certification scheme.*
- \* *Dynamism and completion*
- \* *Certified as SD, Respecting Carpathian Culture, Low Carbon/Climate protection, Advanced STD, etc.*
- \* *DMOs-similar to NPs+ Scientific committee (Manager+ Local community+ Civil society + Scientists)*
- \* *Interactive platform: official inputs, citizen inputs, visitors*

## Thank you for your attention!



Mika, M.