



14th Carpathian Convention Implementation Committee Meeting

14-16 June 2023, Mszana Dolna



Progress Report - WG Tourism

WG Tourism Co-Chair – Ms Anna Buk



Photo: [krystianwin](#)

DECISION COP6/15 Sustainable tourism

Challenges for the Carpathian Sustainable Tourism Platform

- Cooperation at the international level within the CSTP was very limited, with no links between the various nodes of the CSTP structure. It is also incomplete.
- It is necessary to redefine the goals of the CSTP and design a cooperation system architecture based on participants/partners determined to cooperate.
- It is necessary to prepare a program for institutionalization and professionalization of the CSTP with options for business financing models.
- It is necessary to closely identify the CSTP customers and offer them services that meet their needs.
- It is necessary to apply the concentration principle - identify and focus efforts on up to three objectives and priorities.
- It is necessary to ensure effective lobbying and promotion of the CSTP activities.

DECISION COP6/15 Proposed priorities until the end of 2023

1. Institution building

- Revitalization of the cooperation system within the CSTP.
- Professional, complete CSTP Cooperation System is needed, able to act autonomously and coordinate in real time rather than in project cycles.
- The task of reactivation of the Carpathian Convention Working Group on Sustainable Tourism, also falls under this thematic category.

2. Carpathian Tourism Observatory

- Creation of the Carpathian Center and Information System for the tourism sector – professional institution managing information necessary for the coordination of sustainable tourism development in the Carpathians.
- It conducts services, analyses and manages information in terms of a sustainable tourism client (tourist), as well as an institutional customer.

3. Carpathian Nature and Culture

- Creation of a product offer based on the natural and cultural resources within the Carpathian Brand aimed at "premium" customers.
- On foreign markets and internal market (CC area) there are offers, packages of inbound tourism to the Carpathian Region based on cultural and natural resources together with functioning professional business structures responsible for their development with due consideration of principles of sustainable tourism development.

Report by CSTP Poland (ACEP)

Cooperation with Slovakia (Priority area I)

- Numerous meetings with Slovak partners – LAUs and NGOs conducted during which the plan of work within the CSTP was discussed and the assumptions of the cooperation system were presented.
- Memorandum of cooperation with the Association of Towns and Communities of Slovakia - an organization which unites 90% of territorial self-governments of the Slovak Republic was signed. One of the agreement points is the promotion of the Carpathian Convention and cooperation with the CSTP – opening the office of CSTP, Euroregion and CC.

Cross-border Functional Areas (Priority area I)

- From November 2021 teams responsible for the preparation of the Strategy will be established, on the basis of which cross-border Integrated Territorial Investments was designed.
- In 2021 during the meeting with the heads of local authorities another CBFA with cross-border character - Spiš - was initiated. It is expected that due to the specificity of cross-border areas in the Carpathian Region, sustainable tourism will be the main development profile in the CBFA.

Report by CSTP Poland (ACEP)

Cooperation with higher education institutions in the Carpathian region (Priority area I)

- Creation of an integrated cooperation system within the CSTP with the involvement of higher education institutions in the Carpathian region is a key element of ACEP. The intellectual potential, as well as scientific and research facilities of these entities will constitute the success of the CSTP mission.
- Carpathian Euroregion established contact with several academic centers in the Carpathian region like Technical University of Košice and Košice University.
- Carpathian Euroregion Scientific Council was established at Technical University in Cracow.

Carpathian Tourism Observatory (Priority area II)

- The establishment of the Carpathian Tourism Observatory has a strategic importance. In this respect the ACEP cooperates with the Institute of Tourism/ HES-SO Valais -Wallis in Sierre, Switzerland, which developed and implemented the Territorial Model of Tourism Observatory (<https://www.tourobs.ch>).
- In Poland, the main partners are the Statistical Office in Rzeszow and the Cracow University of Technology.

Report by CSTP Poland (ACEP)

Opening the contact point of the Carpathian Euroregion and the Slovak office of the Carpathian Sustainable Tourism Platform of the Carpathian Convention

- CSTP and Carpathian Euroregion contact point was open on 17.05.2023 at the headquarters of the Association of Towns and Municipalities of Slovakia. The event took place with the participation of the CC and Slovak Ministries of Environment, Transport and Construction as well as Investment, Regional Development and Informatization.

New Trends for Carpathians

- Organization of the first flagship event of the Euroregion „*New Trends for Carpathians*” during the 32nd Economic Forum planned for September 5-7, 2023 in Karpacz.
- The Economic Forum is the largest series of political and economic conferences in Central and Eastern Europe. The motto of this year's edition of the Forum is "*New values of the Old Continent - Europe on the verge of change*".

Caucasus Mountain Forum in Georgia

- Representing the WG Tourism/CC at a meeting in Georgia as part of the Caucasus Mountain Forum. Forum will be organised on July 4-6, 2023 in Kutaisi, Georgia .

Report by CSTP Poland (ACEP) - projects

Central Mountains

In progress

**"Between Fjords and the Carpathians" –
the platform for the exchange of
experiences in tourism education**

In progress

**Small Project Fund INTERREG PL-SK
2021-2027**

In progress
First call planned in summer

Report by CSTP Poland (ACEP) - projects

Other projects



Ministry of
Sport and Tourism



AgroCarpathia

In progress

Carpathian tourist communes - analysis of resources and potential

In progress

Central Mountains

"From the Alps to the Carpathians - strengthening governance models for sustainable development of mountain areas in Central Europe"

Implementation: 01.04.2023 - 31.03.2026

11 Partners from Poland, Slovakia, Romania, Hungary, Austria, Czech Republic, Italy

Source of funding: ERDF, Interreg Central Europe 2021-2027 Programme (ACEP own contribution from: National Institute of Liberty, Civil Society Development Center - funds of the Civic Organization Development Programme for the years 2018-2030)

- Rzeszów County (Poland) - Lead Partner
- Association of The Carpathian Euroregion Poland
- Association of Towns and Communities of Slovakia (Slovakia)
- Carpathian Foundation (Hungary)
- Association of Regional Brands (Czech Republic)
- Foundation of Landscape Protection (Poland)
- Eurac research (Italy)
- Institute of International Sociology of Gorizia (Italy)
- EGTC Alpine Pearls (Austria)
- CIPRA International Lab (Austria)
- Brasov County (Romania).

- ❑ Strengthening and improving governance models in the Alpine-Carpathian mountain areas of Central Europe, with particular emphasis on cross-border and transnational cooperation structures to solve common challenges for the sustainable development of mountain regions.
- ❑ As a result, cross-border areas and communities in the Alps and Carpathians will benefit from strengthened structures for long-term cooperation using a modern approach (participatory - involving young people, multi-level, multi-sector).

<https://www.interreg-central.eu/projects/central-mountains/>

Central Mountains

Central Mountains



Let's cooperate

From Alps to Carpathians

HOW:

- **Capitalization of results and initiatives** from previous projects.
- **Joint Alpine-Carpathian strategy** for sustainable, community-led development of mountain areas in Central Europe and solutions for use in mountain areas CE and beyond.
- **4 action plans** for selected areas: for the development of sustainable tourism in the Carpathians, the EGTC Alpine Pearls, involvement of citizens in decision-making processes in the Carpathians and in the area of public-private cooperation in the Sudetes for regional products and tourist services.
- Testing **renewed transnational governance structures** in Alpine and Carpathian mountain areas: Carpathian Sustainable Tourism Platform, new Alpine EGTC structure and Carpathian Civil Society Platform.
- Creation and testing of **new Cross-Border Functional Areas (CBFA)** in the mountain areas of the Carpathians and Sudetes (3 pilot actions), including the creation of a mobile application.
- **Study visits** (Czech Republic, Austria, Hungary, Slovakia) and road show with public events in the Alps, Carpathians and Sudetes.

Between Fjords and the Carpathians - the platform for the exchange of experiences in tourism education

Implementation : 01.02.2022 to 31.01.2024

3 Partners: ACEP, State Higher School of Technology and Economics in Jaroslaw (Poland), Nord University (Norway)

Source of funding: "Education" programme under the EEA- Iceland, Liechtenstein, Norway funds in Poland

- The project aims to **increase the quality of higher and secondary vocational education** in tourism in the border area of the Polish part of the Carpathian Euroregion, **using Norwegian models**.
- The project activities will ensure **raising the level of knowledge** both of students (thanks to new curricula at the professional level) and people working in the tourism sector (participation in quality circles).
- The project will also influence the **strengthening of professional competences** of the region's tourism sector staff and managers, as well as will ensure the exchange of good practices. Innovative elements of the project will include professional education programs in tourism on the basis of Norwegian models and ensuring the implementation of "Carpathia" brand strategy.



Small Project Fund within INTERREG Poland-Slovakia 2021-2027 Programme

Project has started in March - **first call** for small projects is planned in July/August

Programme priority axis: Creative and touristically attractive borderland

→ **Specific objective:** Strengthening the role of culture and sustainable tourism in economic development, social inclusion and social innovations.

AIM:

- supporting sustainable tourism through an integrated and comprehensive approach - taking into account the well-being of residents and tourists, respecting the natural and cultural environment, ensuring socio-economic development,
- exploiting the full potential of culture and sustainable tourism for economic recovery, social inclusion and social innovation,
- supporting cooperation between public institutions and enterprises aimed at more effective provision of high-quality services in areas with high tourist potential.



AgroCarpathia

Implementation: 01.05.2023 - 31.12.2023

Source of funding: Ministry of Sport and Tourism of Poland

AIM: Implementation of activities for the development of rural tourism in the Polish part of the Carpathians (the Carpathian areas of voivodships: Podkarpackie, Małopolskie & Śląskie).

ACTIVITIES:

- **an audit of rural accommodation facilities** in the Carpathians in Poland and classification in 2 categories:
 - ✓ *facilities based on the cultural resources of the former inhabitants of the Carpathians (cultural heritage),*
 - ✓ *facilities promoting the region's tourist products in a sustainable way;*
- **certification system** for agritourism facilities operating in line with the Carpathia Brand;
- system of cooperation between rural accommodation facilities and entities offering traditional, local or regional products or services;
- **study visit** of people representing entities related to the tourism in the Carpathians to another region popular with tourists, with a well-developed system of rural tourism/agritourism, in order to exchange knowledge, experience and good practices;
- **raising competences** by developing a handbook for educating rural tourism staff based on the Carpathia brand, as well as on experiences, mechanisms and good practices from other European countries.



Carpathian tourist communes – analysis of resources and potential

Carpathian Tourism Observatory

Implementation: 01.05.2023 to 31.12.2023

Source of funding: Ministry of Sport and Tourism of Poland

AIM: Conducting research of the tourism market together with a qualitative and quantitative analysis of tourist traffic in the area of the Komańcza Commune in Podkarpackie Voivodship. As a result, a quantitative and qualitative database will be developed to support the decision-making process at the local and regional level.

ACTIVITIES:

- **analysis and development of recommendations** for use by local, regional or national authorities and entities involved in the development and promotion of tourism in the region;
- **conducting research** on the tourism market and developing a **comprehensive database** - a tool for interpreting research results - for the selected area, i.e. the Komańcza commune.

The developed document may also become the basis for other local governments in Poland, indicating the direction of tourism development in their region, as well as for national authorities, e.g. in the context of large investment projects or planning development policies/ strategies for the coming years.

