



CARPATHIAN SUSTAINABLE TOURISM PLATFORM

INTERIM REPORT

Carpathian Convention Implementation Committee
Ninth Meeting 17 – 19 December 2018
Vienna, Austria



CARPATHIAN CONVENTION'S SUSTAINABLE TOURISM PLATFORM



GOAL: Carpathian Sustainable Tourism Platform shall support cooperation between stakeholders and enhance implementation of the Carpathian Convention provisions on Sustainable Tourism



9TH MEETING OF THE CC WG TOURISM

12-14 SEPTEMBER 2017, BRASOV - ROMANIA



MINISTERUL TURISMULUI



Consiliul Județean Brașov

REPORTING FORMAT Carpathian Sustainable Tourism Center ROMANIA

- **Work programme for 2018-2020**
 - 5 general tasks (<http://cstp.center>, list of stakeholders, database from CEEWeb/ETE, communication strategy)
 - 15 activities out of 27 within the Country Action Plan
 - 28 qualitative and quantitative indicators
 - 9 activities out of 24 within the Joint Action Plan
 - 16 qualitative and quantitative indicators
- **Annual reporting format** for setting up a common mechanism for the implementation of the strategy
 - Simplified reporting format
 - Measurable indicators
 - Carpathian Convention framework

A. Reporting period: Oct 2017 – Oct 2020

B. Interim reports:

- 6 weeks prior meeting of WG 2018 (dates tbe)
- 6 weeks prior meeting of WG 2019 (dates tbe)

C. Final Report

- 8 weeks prior meeting of CCIC 2020 (dates tbe)

D. STAFF

- a. Number of staff
- b. List of staff (names/functions)
- c. Tasks allocated
 - Coordinator
 - Communication officer
 - Financial Officer

E. Volunteers:

- a. Number of volunteers
- b. List of volunteers (names/institutions/period of stay)
- c. Tasks allocated and ToR
- d. Call for volunteers – posted on ETE, Carpathian Convention website, Parties – also remote volunteers with specifically assigned tasks)

F. Overall budget

- a. Ministry of Tourism
- b. County of Brasov
- c. Voluntary contributions
- d. Generated projects

G. Work programme 2017-2020

- Activities of WP achieved; indicators presentation
- Forecast on activities for the next reporting period

Signatures:

CSTC - RO



MEETINGS OF THE CSTP

25th - 26th January 2018

Ministry for the Environment
Slovak Republic

Tourism fair Slovakiatour
Bratislava



- ❖ Joint **work programme and indicators** for the 3 CSTCs for 2018- 2020 years
- ❖ Joint **reporting format** to WG Sustainable Tourism and Carpathian Convention Implementation Committee (CCIC)
- ❖ Joint **communication strategy**
- ❖ Content and management of the Carpathian Sustainable Tourism Platform's website (<http://cstp.center/>), managed by the European Wilderness Society
- ❖ Further up-date of the Database on the Sustainable Tourism in the Carpathians <http://www.ceeweb.org/stcdb/>
- ❖ Update on current and planned projects for implementing the Carpathian Sustainable Tourism Strategy
- ❖ Effective implementation of a Carpathian Brand



MEETINGS OF THE CSTP

22– 23 March 2018

Association of the
Carpathian Euroregion

Slovak Republic,
Lešnica, Chata Pieniny



METHODOLOGY Place Brand Trigger

Model of place brand implementation

1. Establishment of DMO
2. Development of the Carpathian key of experiences
 1. Development of flagship products
 2. Marketing communication
 3. Commercialization of the offer



- ❖ Ongoing work in Ukraine over the development of the common Carpathian system of trailblazing
- ❖ Development of the legal framework for RTO Zakarpattia functioning 2016-2017 as CSTC-Uzhhorod;
- ❖ Development of a winning and awarded project proposal with a budget allocation for the CSTC-Uzhhorod approx. EUR 71.000 for 18 months (incl.5 staff, CC WG ST meeting, international event, webpage, publicity)



- ❖ Submission of 5 microprojects under the second call of the Cross-Border Cooperation Programme Poland-Belarus-Ukraine 2014-2020 - hiking, spa towns, World War I fortifications, legends and Carpathian cuisine
- ❖ Ongoing activities related to the establishment of the European Grouping of Territorial Cooperation
- ❖ Development of a model tourism product (cross-border, Polish-Slovak) *"Hiking without backpack - use and promotion of cultural and natural heritage resources of the border region"*
- ❖ Joint Polish-Slovak promotional and marketing campaigns: *participation in fairs in Berlin, Poznań and Bratislava, production of a promotional video, publication of press materials in national and international industry press, publication of a guide with a map and an image folder, newsletter, organization of study tour for famous European bloggers in the field of hiking*
- ❖ The Carpathian Cooperation Forum
- ❖ Events promoting hiking across the border region (concert, stands with a tourism offer of border region, quests, tasting regional products) including within the first edition of the Young Explorers' Academy during the 10th edition of the Subcarpathian Kaleidoscope of Travel
- ❖ A special Functional Cross-border Development Area under the name "Kremenaros" was established within the framework of the Carpathian Euroregion.
- ❖ Ongoing implementation of the Carpathia Brand Assumptions - work on the preparation of a basket of tourism products as ready-made sales packages;





1. „Hiking without a backpack” – use and promotion of cultural and natural heritage of the border region

Partners:

1. ASSOCIATION OF THE CARPATHIAN EUROREGION POLAND
2. ASSOCIATION OF THE CARPATHIAN EUROREGION SLOVAKIA-NORTH

❖ aimed at increasing the attractiveness of the Polish-Slovak border region through the use of cultural and natural heritage resources, mainly in terms of the development of hiking

SOURCE OF FINANCING: European Regional Development Fund
Cross-border Cooperation Programme Interreg V-A Poland-Slovakia 2014-2020

IMPLEMENTATION PERIOD:
01.03.2017-30.10.2018

TOTAL PROJECT VALUE:
657 072 EUR (100%)





2. EtnoCarpathia - increasing the attractiveness and visibility of the Polish-Slovak border region through the use of cultural heritage resources

Partners:

1. ACEP
2. Culture Centre Vranov nad Toplou
3. Regional Museum In Rzeszów

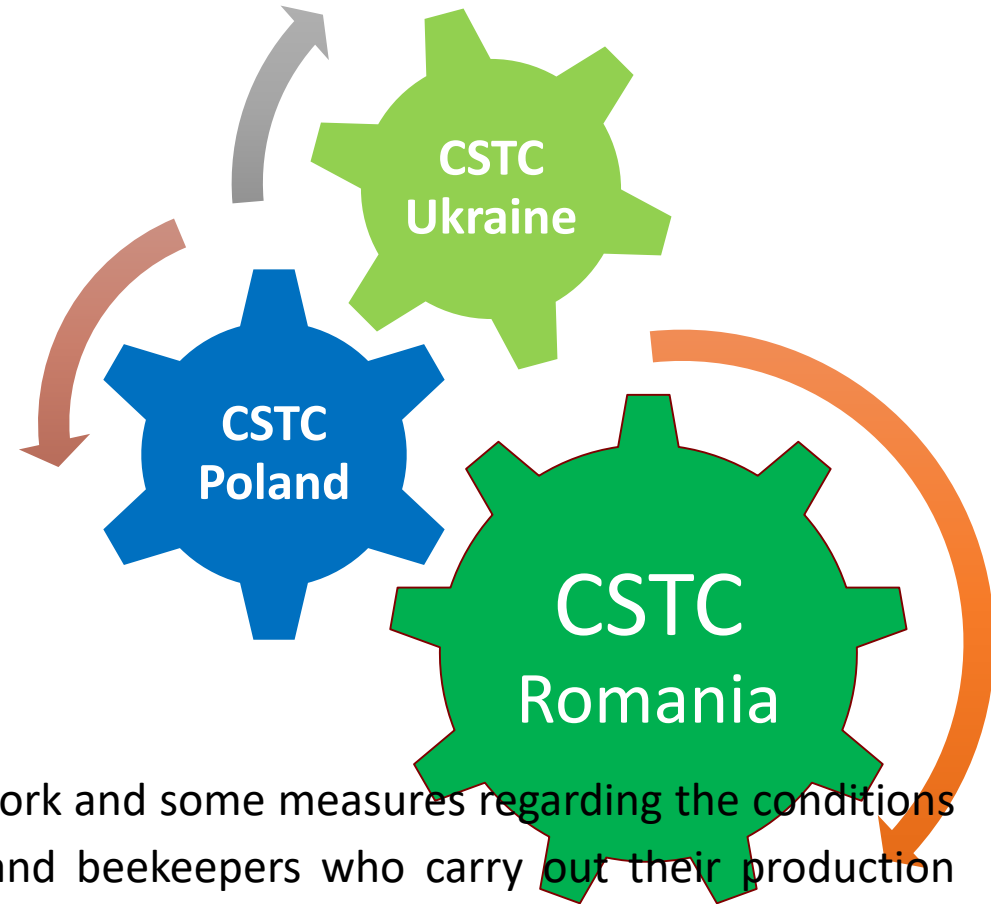
CSTP:

- ❖ ethnographic groups of the borderland: Polish Uplanders (Pogorzans), Lemkos, Boykos, former inhabitants of contemporary Šariš, Zemplín and Zamagurie.
- ❖ A tourism product “EtnoCarpathia” offering authentic experiences related to the Carpathian culture and creating a coherent offer of cultural heritage cognition.
- ❖ the project will positively affect the consolidation of elements of culture being at risk of disappearing and will prepare local communities to create and promote their own cultural offer, thus enhancing their cultural identity

The project is on the standby list, currently awaiting the decision of the European Commission regarding the transfer of additional funds from the POLAND-RUSSIA Cross-Border Cooperation Programme 2014-2020



- ❖ The Romanian Government adopted in 2018 the **legislation** to approve the procedure for setting up, running, accrediting and re-accrediting the **destination management organizations (DMO's)**.
- ❖ The Romanian Ministry of Tourism in partnership with OECD are implementing an European funded project to exchange good practices to develop the DMO's in Romania.
- ❖ Romanian Ministry of Tourism, in cooperation with the Government, the World Bank and stakeholders elaborated a new **national tourism development strategy and action plan**, to be adopted in 2019.
- ❖ Romanian Government Decision that regulates the institutional framework and some measures regarding the conditions of use of the mention of "mountain product" - producers, farmers and beekeepers who carry out their production activity in the mountain area can promote their food with the "mountain product" label on their products (a measure implemented by the Ministry of Agriculture through the Mountain Zone Agency, based in Vatra Dornei). **A Best Practice Guide on the Right of Use of the "Mountain Product" label and a National Mountain Products Register has been developed in 2018.**
- ❖ CSTC – RO has run several awareness raising events related to the Sustainable Tourism Carpathian Convention's provisions (**Alpin Film Festival, 5th Carpathicum Forum, info trips for opinion leaders, Carpathian MTB Epic**)
- ❖ Attendance **04 - 05.04.2018** for the 5th meeting of the CC WG Cultural Heritage in Budapest



ThreeT - Interreg Europe

June 2018 – November 2022; Budget: 1.892.764 eur

<https://www.interregeurope.eu/threet/>

1. Livorno Province Livorno Italy – Lead partner
2. Tuscany Region Florence Italy
3. Regional Council of Jyväskylä Finland Central Finland
4. Planning Authority Floriana Malta
5. **Kujawsko-Pomorskie Torun Poland Voivodeship** **186.275 EUR**
6. Local Government of Santa Cruz Spain the island of Tenerife de Tenerife
7. **Brasov County Brasov Romania Council** **184.511 EUR**
8. **Self-Government Dunántul Hungary. Office of Vas County** **182.871 EUR**
9. Regional Giessen Germany Management Central Hessen GmbH



Interreg
Europe



European Union | European Regional Development Fund



Make "thematic trails" sustainable eco-tourist means for enhancing protected, accessible and visible territorial natural and cultural assets. Facilitating: **inter-modality; human-powered ("green" or "soft") mobility; asset visibility** - 3 key-factors leading to the successful development and sustained use and maintenance of trails, ultimately triggering territorial development.

Main benefits for the participating regions (**CSTP**) are:

- ❖ Public accessibility and forms of sustainable enhancement of cultural and natural heritage improved
- ❖ New practices about green mobility, inter-modality and innovative information adopted
- ❖ Effective system for monitoring the Action Plan to assess the actual influence of its actions on regional development strategies
- ❖ Increased competence and skills of partner staff and key-stakeholders.



Cooperation of V4+ rural tourism actors through social and digital innovation project

Support local entrepreneurs to increase the quality and the visibility of rural tourism and craft initiatives

September 2018 – February 2021

<http://carpathian.ruraltourism.humtour.com/>

Budget: 104.580,00 EUR

- **Humtour Limited Liability Company – Hungary - Lead Partner**
- **Ekopsychology Society – Poland**
- **Art and Craft of Stiavnica Civil – Slovakia**
- **Homeland Museum of Knjaževac – Serbia**
- **Vavel - tourism business – Serbia**
- **Brasov County Council - Romania**

CSTP:

- ❖ *Contact and maintain the connection with ecotourism organizations, local producers, craft artists*
- ❖ *Support the project workshops' implementation with experts in the field of tourism marketing, experts on rural tourism and local product management and on community development*
- ❖ *Spread the call for application within our network, find and send participants to the workshops*
- ❖ *Collaborate to the development of the workshops' handbooks and booklets*
- ❖ *Provide support to the organization of the Carpathian Rural and Agritourism Fair 2020*
- ❖ *Promote the project and spread the outputs of the project via our CSTP, other platforms and network*



Cooperation of V4+ rural tourism actors through social and digital innovation project

Support local entrepreneurs to increase the quality and the visibility of rural tourism and craft initiatives

OUTPUTS

1. **Management Tools for Rural Tourism Entrepreneurs- Enhancement of How to Attract Tourist Ecotourism Handbook (Product)** - 29/10/2018-11/02/2019
2. **Management Workshop on Rural Development and Innovation (Event-Public), Roudnice nad Labem, CZ** - 13/02/2019-16/02/2019
3. **Marketing Tools for Rural Tourism Entrepreneurs- Enhancement of How to Attract Tourist Ecotourism Handbook (Product)** - 29/10/2018-06/05/2019
4. **Digital Communication and Building Identity Marketing Workshop (Event-Public), Banska Stiavnica, SK** - 12/05/2019-15/05/2019
5. **Tools for Social Entreprises, NGOs and Rural Tourism Entrepreneurs- Enhancement of How to Attract Tourist Ecotourism Handbook (Product)** - 29/10/2018-23/09/2019
6. **Social Entreprises and Community Development in Rural Areas Workshop (Event-Public), Szekszárd, HU** - 06/10/2019-09/10/2019
7. **Webinar about Digital Communication and Building Identity (Product)** - 22/05/2019-20/12/2019
8. **Webinar about Rural Development and Innovation Management (Product)** - 25/02/2019-20/12/2019
9. **Webinar about Community Development and Social Entrepreneurship on the Rural Areas (Product)** - 18/10/2018-20/12/2019





Carpathian Route - exploring, promoting and protecting the richness of the cultural and natural heritage of the Carpathian Region

- **Marshal's Office of the Podkarpackie Voivodship - Poland - Lead partner – Public**
- International Charitable Organisation Information Center "Green Dossier" – **Ukraine** - NGO
- Brasov County Council – **Romania** – Public
- The Homeland Museum of Knjaževac – **Serbia** – Public
- Wallachian Open Air Museum - **Czech Republic** – Public
- Humtour Limited Liability Company - **Hungary** – Private
- Institute of Ecology of the Carpathians NAS of Ukraine – **Ukraine** - University or research institution
- The Monument Board of the Slovak Republic - **Slovakia** - University or research institution
- **International Commission for the Protection of the Alps CIPRA – Liechtenstein - Expertise partner – NGO**
- **UN Environment Vienna Office - Secretariat of the Carpathian Convention – International - Expertise partner - International organisation**
- **Stiftelsen GRID-Arendal – Norway - Expertise partner**

Foster the sustainable socio-economic development of the Carpathian mountain region by safeguarding and sustainably using the cultural and natural heritage assets as drivers for local economies' development.



Forecast on challenges for the next reporting period



- ❖ CSTC – PL will participate in the Ukraine-Europe Forum
- ❖ CSTC – UA organising the meeting of CC WG Tourism in 2019 that puts forward proposals for actions to the Working Group on Sustainable Tourism of the Carpathian Convention.
- ❖ CSTC– RO Organize at least two events, within a public relations campaign, which will include press conferences, seminars, speeches, conducted at national and international level, for promotion and development sustainable tourism in the Carpathian Mountains.
- ❖ In October 2019, CSTC – RO will organize the Annual Consultative Forum on the Cultural Routes of the Council of Europe – occasion for promotion of the CC together with the CC WG Cultural Heritage
- ❖ On-line advertising campaign and off-line by publishing brochures, leaflets, other advertising materials, and developing the Carpathian Convention section on the official website of the institution. Elaborate Carpathian Thematic Brochures: Natural, Carpathian Cultural Heritage, Carpathian Intangible Heritage, Cultural Routes in the Carpathians, UNESCO World Heritage in the Carpathians.
- ❖ Promotion campaign of the Carpathians by participating in fairs, exhibitions with a Carpathian Convention component.
- ❖ Monitor programs or projects that are carried out at national level in the Carpathian Mountains and upload into the database
- ❖ Continue the awareness raising campaign in the Carpathian region for the local population and government officials in the field of sustainable tourism and the Carpathian Convention
- ❖ Sibiu the European Gastronomic Region in 2019 or Alpin Film Festival 2019 as opportunities to organize events to promote the Carpathian Gastronomy



Forecast on challenges for the next reporting period



- ❖ Meeting with **CZ in Prague on their contributions to the strategy implementation**
- ❖ Meeting with **CSTC-PL in Rzeszow on Carpathian Brand and INSTO**
- ❖ Support to other Carpathian countries to create their **stakeholder's lists and content for the databases** (CSTP PL - Slovakia; CSTP UA – Hungary; CSTP RO – Serbia; Czech Republic will create it on their own and send it to the Coordinating CSTC).
- ❖ CSTC – PL will coordinate the activity of creating a **quartely newsletter** based on information received from the other CSTC's to be uploaded on the <http://cstp.center/>.
- ❖ Extension of the **ServiceQ with sustainable tourism standards**.
- ❖ CSTC - PL, being closer to the Carpathia Brand (www.karpacki.pl, www.visitcarpathia.com), proposed to organise a meeting dedicated to the Carpathian Brand (apart from continuously promoting it, elaboration of a **road map** on what has been done so far) and Tourism Observatory.
- ❖ Simplified description of each Carpathian country marking trail system in order to apply for a project to unify all of them.
- ❖ The structure of the website should be changed to enable the CSTCs to individually upload information on their CSTC (staff, contact details, location, activities, events, etc.), current projects, events calendar, link to National Tourism Organisations.
- ❖ The 3 databases currently managed by CEEweb (www.ceeweb.org/stcdb) must be moved to the CSTP website.





Thank you for
your attention!

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<http://cstp.center>



*”Coming together is a beginning.
Keeping together is progress.
Working together is success”*

Henry Ford

