



12th Carpathian Convention Implementation Committee Meeting 18 - 19 November 2021, Krakow, Poland

Progress Report – WG Toursim
WG Tourism Co-Chair – Mr. Dawid Lasek



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 the Department of Tourism of the Ministry of Economic Development and Technology PL – January-October 2021

Organization of the Polish Sustainable Tourism Task Group of the Carpathian Convention

- ❑ Presentation of the results of the 6th Conference of the Parties to the Carpathian Convention for Tourism
- ❑ Presentation of the Carpathian Sustainable Tourism Platform (CSTP) for 2021-2023
- ❑ discussion on proposals for improving the above-mentioned work plan
- ❑ Approval of the work plan to be presented at the CC Working Group on Sustainable Tourism

Co-chairing the 10th Working Group on Sustainable Tourism of the Carpathian Convention on April 15, 2021

- ❑ The meeting allowed the consideration and discussion of appropriate priorities and ideas for organizing the work of the bodies and initiatives related to the implementation of the Protocol on Sustainable Tourism for 2021-2023.
- ❑ Presentation of the CSTP Work Plan Draft for the years 2021 – 2023, which was proposed by CSTP–Center Poland
- ❑ during the 10th meeting of CC WG on Sustainable Tourism, the parties presented activities related to the implementation of the Protocol on Sustainable Tourism

Report by CSTP Poland (ACEP)

Cooperation with Slovakia (Priority area I)

- Numerous meetings with Slovak partners – LAUs and NGOs conducted despite COVID-19 pandemic restrictions, 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.
- A meeting in the Ministry of Construction and Transport of the Slovak Republic focused on the prospect for establishing the CSTP Slovakia Center.

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 will be designed.
- In October 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)

XXX Economic Forum in Karpacz (Priority area I)

- CSTP topics were presented during the XXX Economic Forum in Karpacz, where, on 9 September 2021 the ACEP was a moderator of the Panel entitled: *"New climate policy in the Carpathian Mountains - how to effectively protect the natural heritage in the Carpathian Mountains. The potential of national parks"*.

Cooperation with the World Tourism Organization (Priority area I)

- 15-16.10.2021 - Meeting with Mr. Zurab Pololikashvili, Secretary General of the UN World Tourism Organization in Povazska Bystrica, concerned cooperation with the WTO in the field of promotion of the Carpathian Brand and activities to support sustainable tourism in mountain areas.
- In this context, the idea to build cooperative solutions between the Carpathian Mountains and the Caucasus regions was born.

Small Project Fund INTERREG PL-SK 2021-2028 (Priority area I)

- 23.10. 2021 the Polish-Slovak Working Group of on the INTERREG PL-SK 2021-2027 Programme made a decision related to the implementation of small project funds on the Polish-Slovak border. On the basis of this decision, the ACEP will be responsible for managing the fund in the priority 4.6 *"Increasing the role of culture and tourism in economic development, social inclusion and social innovation"*.
- The first call for proposals is planned by the ACEP in the second half of 2022.

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 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) - projects

EtnoCarpathia

(Priority area III)

In progress



Inter Ventures

(Priority area III)

In progress



Between the Fiords and the Carpathian Mountains" – the platform for the exchange of experiences in tourism education

(Priority area III)

start – February 2022

EtnoCarpathia

Implementation: 01.11.2019 to 30.06.2022

3 Partners: ACEP, Municipal Cultural Center in Vranov (Slovakia), District Museum in Rzeszow (Poland)

Source of funding: ERDF, CBC Interreg V-A Poland-Slovakia 2014-2020 Programme, National Institute of Liberty - Civil Society

Development Center from the funds of the Civic Organization Development Programme for the years 2018-2030

- The main idea of the project is to develop and promote the cultural heritage of the Polish-Slovak borderland through the development of the EtnoCarpathia tourist product based on the resources of the Carpathian culture.
- Activities are aimed at increasing the attractiveness and recognizability of the borderland through the use of cultural heritage resources of 7 Carpathian cultures (Podgorzans, Dolinians, Lemkos, Boykos people from Šariš, Zemplin and Zamagurie regions).
- The EthnoCarpathia product will be developed under a common, already existing international Carpathian brand and will offer tourists the opportunity to get to know the authenticity and multiculturalism of the Polish-Slovak part of the Carpathian Mountains, diverse crafts and unique traditions.

<https://etno.visitcarpathia.com/>

InterVentures

Implementation : 01.08.2019 to 31.01.2023

9 Partners from Poland, Hungary, Italy, Lithuania, Poland, Spain + AEHR

Source of funding: ERDF, Interreg Europe Programme

-
- The idea of the project is to use the potential of enterprises located in the border areas in order to increase their degree of internationalization and thus to increase their competitiveness.
 - INTER VENTURES brings together partners from five European border regions (Poland, Hungary, Spain, Lithuania, Italy) representing different stages of evolution of SME ecosystems, ranging from occasional cooperation through more structured networking to international clustering.
 - The project is expected to contribute to the improvement of the existing business support mechanisms (policies related to EU funds available for SMEs). Moreover, locally tailored regional action plans will be developed and implemented, which can lead to the desired improvement of the five selected regional ERDF programmes in order to strengthen the internationalization of SMEs.

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

Between the Fiords and the Carpathian Mountains - the platform for the exchange of experiences in tourism education

Implementation : 01.02.2022 to 31.01.2024

3 Partners: ACEP, Bronislaw Markiewicz 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 activities of the project 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.

Report by National Authority in Tourism (member of the CSTP Romania)

- Danube Cycle Plans project.
- The draft Government Decision for the approval of the Methodological Norms regarding the creation, arrangement and homologation of the pedestrian, equestrian and cycling tourist routes
- The draft normative act on amending and supplementing H.G. no. 77 of 2003 on the establishment of measures for the prevention of mountain accidents and the organization of rescue activity in the mountains
- A collaboration protocol signed with the Ministry of Agriculture and Rural Development for the promotion of rural tourism and the capitalization of Romanian agri-food products
- At regional level, local gastronomy textbooks, guides for healthy lifestyles, textbooks for sustainable landscaping in the Carpathian sheepfolds for tourism
- At the national level an Alliance for Tourism (with main stakeholders from the National Tourism Taskforce and regional DMO's from Romania) was established to bring legislative amendments necessary to support the special law of DMO's

Danube Cycle Plans project

Partners from 4 Carpathian countries – Czech Republic, Slovakia, Serbia, and Romania

- Facilitate the development of cycling policies at national and transnational level supported by National Cycling Plans based on a common transnational Danube Cycling Strategy;
- Support the provision of adequate cycling infrastructure by defining the Danube Cycle Route Network, developing common standards and deriving an investment plan to upgrade current conditions;
- Increase the awareness of relevant stakeholders for the needs of cyclists and increase their capacity to promote cycling in the whole Danube region by implementing a mentoring system, inspiration events and national cycling conferences.



Source:

www.interreg-danube.eu/approved-projects/danube-cycle-plans

Report by the Brasov County Council (member of the CSTP Romania)

Thematic Trail Trigger (ThreeT) – the Interreg Europe project implemented by the Braşov County Council

- 9 partners from 8 countries: Romania, Italy, Spain (Tenerife Island), Finland, Malta, Poland, Hungary, Germany
- Project aimed at the amplification of performing different local, regional and European policies in order to make better use of resources, acting as an investment multiplier in the sense of protecting and developing the tourist heritage by identifying local solutions to improve accessibility and tourist mobility, cooperation for the exchange of practices between partners, the intention to generate new thematic routes in the county or to connect the existing ones to be, through the measures taken, more visible and more accessible.
- Pilot Action "Silence as a tourist attraction", within the ThreeT project - 3 project partners (Livorno Province and Tuscany Region in Italy, Kujawsko-Promorskie Region in Poland and Braşov County, Romania) aimed at implementation of a sustainable tourism product idea developed by Braşov County based on the methodology proposed by the Regional Council of Central Finland as a good practice. The concept of quiet areas as tourist attractions in Europe is piloted as an engine for local sustainable development, especially after COVID 19.

Report by the Brasov County Council (member of the CSTP Romania)

The HINGE – Higher bike–transit Intermodality from Good Experiences project

- Brasov County Council together with two other ThreeT partners - Livorno Province (Italy) and Vas County (Hungary), in January 2021 submitted for funding under the European Climate Initiative (EUKI), a project that promotes cycling (as a mode of transport to work or leisure) and other public transport methods that will progress together in a synergistic way, to develop more integrated mobility variants, addressing strategies such as: Green Deal, Next Generation EU, European / national / regional sustainable mobility strategies.
- The project contributes to EU policies on decarbonisation (reduction of CO2 emissions), maintaining the health of citizens, reducing air pollution from public / private transport. It aims at an increased use of trains, buses or other infrastructures and public transport facilities by cyclists, in a strategy of smooth movement between origin and destination / return, with several effects associated with the environment and society: fewer km travelled by cars, reducing CO2 emissions, reducing energy consumption, saving lives due to increased physical activity. Similar impacts can be anticipated for other bicycle transit interconnections (e.g.. bicycle-bus) promoted by HINGE.