CARPATHIAN SUSTAINABLE TOURISM PLATFORM

INTERIM REPORT

Carpathian Convention Implementation Committee
10th Meeting 11-13 December 2019
Budapest, Hungary
GOAL: Carpathian Sustainable Tourism Platform shall support cooperation between stakeholders and enhance implementation of the Carpathian Convention provisions on Sustainable Tourism
The Parties shall actively participate in implementation of the Tourism Protocol and the Strategy for the Sustainable Tourism Development of the Carpathians;

The Secretariat shall elaborate collaborative agreements with the centers of the Carpathian Sustainable Tourism Platform (CSTP);

WG Tourism, the CSTP and its centers shall contribute to the Carpathian wide report on the implementation of the Carpathian Convention and its Protocols;

CSTP and its centers shall further elaborate on the development of the common Carpathian brand

WG Tourism shall consider the Set of Indicators for measuring the positive and negative effects of tourism in the Carpathians as a useful source for the implementation of Article 24 of the Tourism Protocol;
➢ CSTP supported 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*


- 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. Digital Communication and Building Identity Marketing and Management Workshop
   February 4th – 8th, 2019 Cserkút, Hungary
   International partnerships for ecotourism presentation on Carpathian Convention

2. Social Entreprises and Community Development in Rural Areas Workshop (Event–Public), May 6th - 8th 2019 Uherce Minerale, Poland

   The book will offer guidance that helps rural leaders hone their entrepreneurial skills and carry out their social missions more effectively. The aim of this handbook is to understand which factors can promote entrepreneurship and the sustainability of tourism activities in rural areas.
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
➢ CSTP has undertaken different Carpathian Convention promotion activities by organizing info trips for opinion leaders, journalists, travel agencies.
CSTP supported the submission of the project proposal Carpathian Route to the first call of EEA and Norway Grants Fund for Regional Cooperation

- 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

Carpathian Route - exploring, promoting and protecting the richness of the cultural and natural heritage of the Carpathian Region
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.
• **Bory Tucholskie project in the Labyrinths of Nature** - Development of parking points, campsites along the route of the canoe trail and the construction of a bicycle path.

• **Tourist Passport 2018 – Kujawsko-Pomorskie "zakaMARKI" Constellation of good places.** Information campaign encouraging tourists to discover new, little-known places of the region.

• **Industrial heritage management:** the thematic route of the TeH2O Water, Industry and Crafts Trail: combining the history of fifteen places inscribed in the city space organically associated with water.

• **Nature tours entitled „Along the Lower Vistula Fortifications Trail“:** examples of integrated protection of cultural heritage and natural environment, including active protection of bats.
Via Sancti Martini – The Establishment of Saint Martin’s International Pilgrimage

Iron Curtain Trail: Sustainable mobility along the newest EuroVelo route
Michael Meyer _external expert of ThreeT Project_ set of indicators measuring the positive and negative impacts caused by tourism in the Carpathians, developed by ETE in cooperation with experts from e.g. UNWTO and with the support of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety.
02-04.10.2019, CSTP organised the 9th Cultural Routes Annual Advisory Forum

proposals were also presented for new cultural routes, including the Transhumanity Route - a Carpathian Route from Romania to Poland (11.12.2019 Transhumance wins UNESCO Intangible Cultural Heritage status) and extending the European St. Martin Cultural Route from Szombathely to Brasov
During the annual INSTO meeting in Madrid, Spain with the support of Michael Meyer (Ecological Tourism in Europe), a meeting with the Sustainable Tourism Observatory of South Tyrol was established for February 2020.
CSTP supported the organization in Brasov by the Society of Mountain Guides and International Mountain Leaders of the Congress Union of International Mountain Leader Associations (UIMLA) 7-10.11.2019

UIMLA is an international governing body based in France which is representing the IMLs from Andorra, Argentina, Austria, Bulgaria, Belgium, Czech Republic, Croatia, France, Germany, Great Britain, Italy, Macedonia, The Netherlands, Peru, Poland, Slovakia, Spain, Romania and Switzerland. One of the most important targets for UIMLA is to represent the profession at the international level as well as setting equal standards of qualifications for all International Mountain Leaders IMLs. UIMLA also promotes the profession and supports the cooperation between IMLs from different countries.
CSTP supported Via Transilvanica _ A long-distance trail, to be covered walking or by bike, aims to explore the cultural heritage of the Transylvania. It starts in Drobeta Turnu Severin and stops in Putna, or the other way around, a road that maybe resembles Camino de Santiago, through ten counties in Transylvania, on a 950 km distance.
The Parties shall actively participate in implementation of the Tourism Protocol and the Strategy for the Sustainable Tourism Development of the Carpathians;

The Secretariat shall elaborate collaborative agreements with the centers of the Carpathian Sustainable Tourism Platform (CSTP);

WG Tourism, the CSTP and its centers shall contribute to the Carpathian wide report on the implementation of the Carpathian Convention and its Protocols;

**CSTP and its centers shall further elaborate on the development of the common Carpathian brand**

WG Tourism shall consider the Set of Indicators for measuring the positive and negative effects of tourism in the Carpathians as a useful source for the implementation of Article 24 of the Tourism Protocol;
CSTP has undertaken different promotional and marketing campaigns, including the presentation of the Carpathian Brand “Carpathia” and hiking tourism offers.

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

Partners:
1. Association of the Carpathian Euroregion
2. Municipal Cultural Centre in Vranov nad Topľou (SK)
3. Ethnographic Museum in Rzeszów (PL)

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
CSTP supported the establishment in Ożenna near Krempna of the **Cross-Border Functional Area (CFA) **"Low Beskids"** was established. The territorial scope of the CFA "Low Beskids" includes on the Polish side: Krosno, Jasło and Gorlice Counties, Krosno City with county rights, and on the Slovak side: Svidnik, Stropkov and Bardejov Districts.

The **Association of the Carpathian Euroregion Poland** is responsible for the coordination of activities on the Polish side, and the **Association of the Carpathian Euroregion Slovakia-North** together with the town of Svidnik is responsible for the Slovak side. Ultimately, the “Low Beskids” CFA have to be a model example of the cross-border use of innovative development mechanisms. It will also be a "laboratory" for pilot implementation of the Carpathian Brand "CARPATHIA" using the potential of the indicated area.
Actions deriving from CC PoW 2018 – 2020

The Parties shall actively participate in implementation of the Tourism Protocol and the Strategy for the Sustainable Tourism Development of the Carpathians;

The Secretariat shall elaborate collaborative agreements with the centers of the Carpathian Sustainable Tourism Platform (CSTP);

WG Tourism, the CSTP and its centers shall contribute to the Carpathian wide report on the implementation of the Carpathian Convention and its Protocols;

CSTP and its centers shall further elaborate on the development of the common Carpathian brand

WG Tourism shall consider the Set of Indicators for measuring the positive and negative effects of tourism in the Carpathians as a useful source for the implementation of Article 24 of the Tourism Protocol;
MoC between State Regional Administration of Zakarpattia and Regional Tourism Organisation for the years 2018-2020 «...on implementation of Carpathian Convention, incl. creation of the office of the Coordination platform for sustainable tourism of the Carpathians in Uzhhorod»

FORMAL STRUCTURE to be reinforced after the transfer of tourism functions to Ministry of Culture, Youth and Sports

PROJECT Regional State Administration, Regional Tourism Organisation, Agency of Regional Development for the years 2019-2021

- Has a separate subbudget on CSTC operations, run by the Regional Tourism Organisation
- Has a separate subbudget for one CC WG Tourism meeting
Actions deriving from CC PoW 2018 – 2020

The Parties shall actively participate in implementation of the Tourism Protocol and the Strategy for the Sustainable Tourism Development of the Carpathians;

The Secretariat shall elaborate collaborative agreements with the centers of the Carpathian Sustainable Tourism Platform (CSTP);

**WG Tourism, the CSTP and its centers shall contribute to the Carpathian wide report on the implementation of the Carpathian Convention and its Protocols;**

CSTP and its centers shall further elaborate on the development of the common Carpathian brand

WG Tourism shall consider the Set of Indicators for measuring the positive and negative effects of tourism in the Carpathians as a useful source for the implementation of Article 24 of the Tourism Protocol;

➢ CSTP with CSTC_RO, CSTC_PL, CSTC_UA made steps towards collecting data on the level of implementation. However, due to lack of dedicated personnel and funding or frequent changes in governments, the activity of the Centers is insufficient to provide a clear image of the degree of the implementation of the Protocol on Sustainable Tourism and its Strategy therefore more support is needed from the Secretariat and all the Parties
Forecast on challenges for the next reporting period

➢ Sign agreements between CSTC_RO and CSTC_UA and the Secretariat as soon as the formal structure is reestablished;

➢ Proposal to organise to 10th WG Tourism of the Carpathian Convention in Brasov

➢ Enable each CSTC and all the Parties to individually upload information on their status of implementation of the Strategy CSTC-staff, contact details, location, activities, events, etc., current projects, events calendar, link to National Tourism Organisations.

➢ Increase connectivity between projects and inclusive cooperation

➢ Continue the Work Programme of the CSTP 2018-2020
CCIC 2019 recommendations/next steps prior COP6

1) The CCIC reiterates its request to the Carpathian Sustainable Tourism Platform (CSTP) to provide a written interim report on CSTP activities;

2) The CCIC reiterates its advice to the CSTP partners to provide an update on progress in CSTP Centers establishment and their formal structure;

3) The CCIC welcomes the comments received from Poland on the Memorandum of Cooperation between the CSTP Centres Poland and the Secretariat; thanks the Secretariat for drafting the MoC and request the relevant CSTP Centres to provide comments to the draft;

4) The CCIC welcomes the implementation of the “Cooperation of V4+ rural tourism actors through social and digital innovation project” under the Visegrad Fund and encourages the CSTP to share the result of the project;

5) The CCIC welcomes the implementation of the “Etno Carpathia” project related with the already existing international Carpathian brand CARPATHIA, under the cross-border Interreg Poland-Slovakia Programme, and encourages the CSTP to share the result of the project;

6) The CCIC welcomes the implementation of the project “Thematic Trail Trigger” under the Interreg Europe Programme and encourages the CSTP to share the result of the project;

7) The CCIC welcomes the proposal of Romania (or other) to organize the next meeting of the WG TOURISM and requests the Secretariat to facilitate its organization;
Thank you for your attention!

Alina Szasz
CSTP - CSTC Romania
alina.szasz@judbrasov.ro
www.carpathianconvention.org
http://cstp.center

"Coming together is a beginning.
Keeping together is progress.
Working together is success"
Henry Ford