



COOPERATION OF TOURISM FOR BUILDING
PATHWAYS THROUGH DEVELOPING
HANDICRAFT WORKSHOPS FOR TOURIST AND
RURAL TOURISM SUPPLIERS

CARPATHIAN TOURISM:
Cooperation of V4 Countries
Visgrad Fund

23 January – 30 November 2017

The project aim is to develop traditional craft entrepreneurs along with tourism services in the Carpathian region of the V4 countries

The project is based mainly in the Outer Western Carpathians in Poland and the Czech Republic and in the Inner Eastern Carpathians in Hungary and Slovakia.

Professionals:

Dynamic Tours Travel Agency

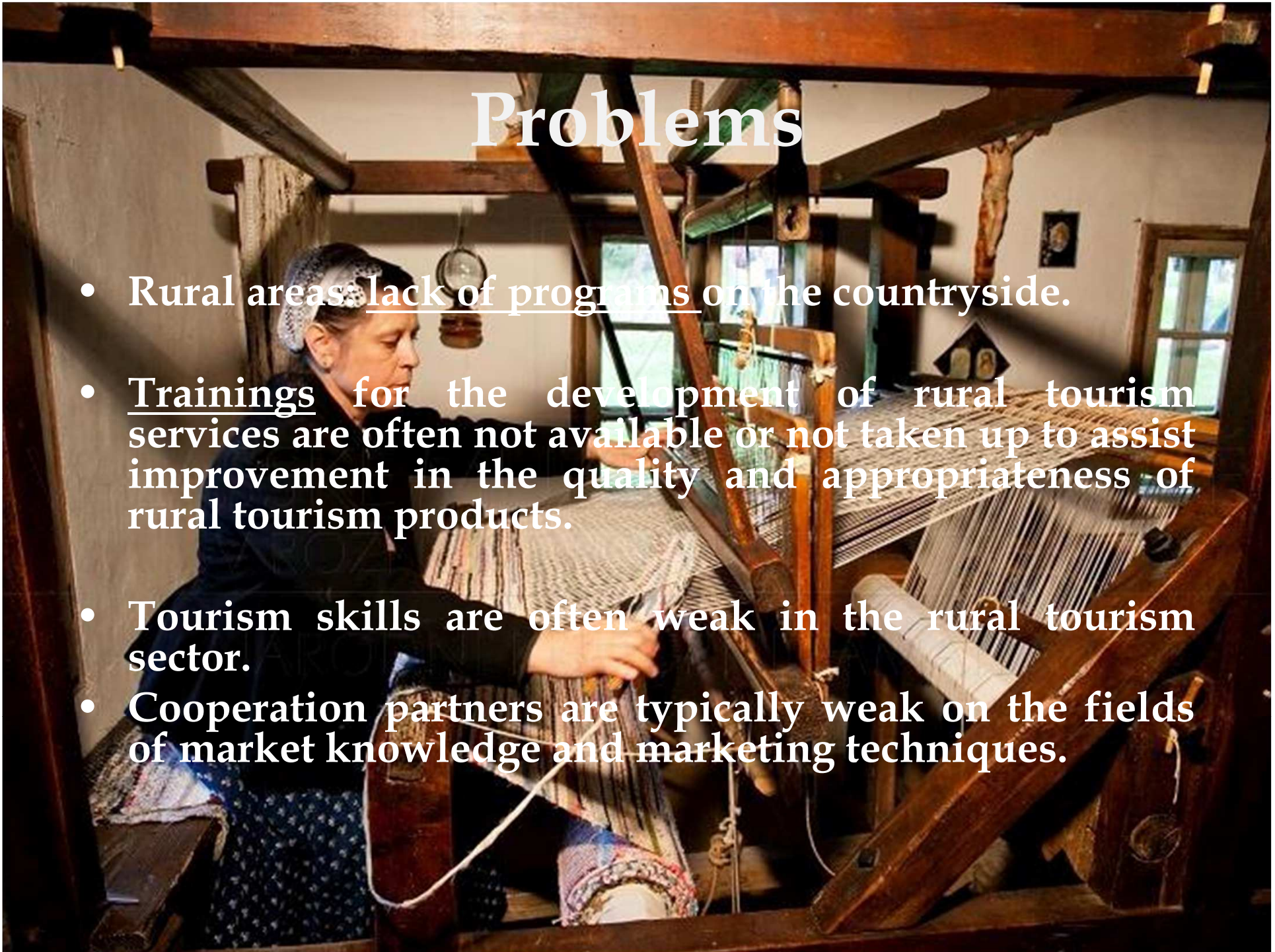
Borbála Vígh - travel blogger, social media professional

Partners:

- **Hungary:** Leader NGO: Tourism in the Tisza Plain Association, NGO: Ecologic Institute for Sustainable , Enterprise: Art Glass Parád Kft. - Glass bowling workshop at Parádsasvár
- **Poland:** Entrepreneur: Pracownia Miodosytnia traditional polish jewellery designer
NGO: Uniwersytet Ludowy Rzemiosła Artystycznego, handicraft organization
- **Slovakia:** NGO: Umenie a Remesla Stiavnice - Art and Crafts of Banska Stiavnica,
Enterprise: Jewellery designer
- **Czech Republic:** Wallachian Open-Air Museum, Moravian Museum
- **Strategic Partner:** UNEP- Secretariat of the Carpathian Convention

Problems

- Rural areas: lack of programs on the countryside.
- Trainings for the development of rural tourism services are often not available or not taken up to assist improvement in the quality and appropriateness of rural tourism products.
- Tourism skills are often weak in the rural tourism sector.
- Cooperation partners are typically weak on the fields of market knowledge and marketing techniques.



Project aim

- Rural tourism products can be isolated and therefore they will benefit in most cases from collaborations and networking regarding promotion and marketing.
- Increase the competitiveness of the NGOs and SMEs involved in the project and to provide effective governance systems by tourism and marketing professionals.
- The project principal aim is to develop workshops at our partners' artisans places where tourist can try themselves in these professions and enjoy the spirit of handicraft creation.

Specific aims

- **Developing a handicraft workshop for tourist with the local partners.** Local partners will be encouraged to invest in tools and machines for production on tourism workshops. The aim is to raise productivity and to provide a place to organize the workshops and to improve their products to meet the demands of tourists.
- **Professional tourism training course** for the local partners provided by marketing professionals and travel agencies gives local people access to advanced technology and enables them to promote themselves.
- Building cooperation partnerships between local partners and local rural tourism suppliers.
- “Improving local stakeholdership”
- Handicraft and sustainable rural tours provided exclusively. Creative guided tours to discover the rich and colourful traditions and handicrafts. Tourism for small sized groups











Outputs and outcomes

- Events: 3 days workshops in the V4 countries for 15 artists and tourism suppliers, press conference in Hungary, Presentation about the experiences on UNEP - Secretariat of the Carpathian Convention Sustainable Tourism Working Group 2017
- Publications:
 - Workshop workbook for the participants to help them identifying their individual goals and their needs and challenges in terms of reaching their goals.
 - At the end of the project the results will be collected in a handout which presents the best practises as well as the proper strategies to improve the touristic marketing of our participants and their ability to develop or improve their sustainable touristic services.
- Cooperation platform between artists and rural tourism suppliers.



Budget for 11 months

**Total project cost (€):
40.590**