



How do we do, sustainable tourism? *Analysis of Sustainable Strategy in National Tourism Strategies*

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About CEEweb

- 50 member
- In 20 countries
- Based in Budapest, Hungary
- only network in operation which has been set up and run by nature conservation NGOs in CEE





The assessment tool

- Guidance for decision makers
 - Assessment methodology for NTDS in CEE
- EU policies
 - EU Biodiversity Strategy to 2020
 - Agenda 21 for Sustainable and Competitive European Tourism
- Sustainability indicators



132 criteria, 7 thematic fields

- Description, elaboration process
- Situation analysis and programming
- Sustainable approach to tourism policies
- Participation of institutions in management
- Business, supply of services and PAs
- Strategy measures
- Financing and implementation





11 documents assessed in 9 countries

- The State Tourism Policy Concept; Czech Republic (2014 – 2020);
 - National Tourism Development Strategy of Hungary (2005 – 2013);
 - Tourism Development Strategy; Republic of Serbia (2006 – 2015);
 - National Rural Tourism Master Plan 2011 (Serbia);
 - The strategy of the tourism development until 2020 (Slovakia);
 - Ukraine State Programme of Tourism Development for 2002-2010;
- + Ivano-Frankivsk Regional Target Program of Development of Tourism in the region

in 2011-2015

- Master Plan for National Tourism Development in Romania (2007-2026)
 - A review for the Polish National Tourism Strategy
- + Bulgaria National Strategy for Sustainable Tourism Development
- + Strategy of Tourism Sustainable Development in the Republic of Moldova



Overview

- All strategy refers to sustainability
- Regional strategy vs national strategy (Ukraine case)
- Weakest points:
 - Target
 - Financing + Implementation
 - Monitoring
 - Lack of operational/action plans
- Best result: Serbian National Rural Tourism Master Plan



Czech Republic



- Lacks concrete steps
- Need to emphasize sustainability
- The actual concept was missing data and indicators
- Funding opportunities: more details
- Set targets, criteria and deadlines for monitoring
- Ensure successful implementation



Hungary

- Some objectives, concrete duties, goals of sustainability → only declarative phrases
- Too many pages
 - Stakeholder consultation
- Too many, not relevant statistics
- Financing of duties wasn't specified → a lot of tasks could not be achieved





Poland

- Should describe variety of tourism development, finance sources, which institutes
- Strategic planning should be more visible
- Tourism's role in other sectors
- Recognize other fields
- Short, easy version to prepare
- Tourism resources and market analysis: ES involvement
- More offers of touristic regions
- Lack of development indicators
- Impacts on economy, soc., env.





Romania

- Short version
- Clear goals, measures
- Conservation and landscape included to Master Plan
- Green Infrastructure, ES to be included (not only PAs)
- Stakeholder consultation
- Master plan updated acc. to complementary documents + relevant policies (EU, national, etc.)
- Lack of development indicators
- Infrastructure to consider natural heritage
- Support creation of Destination Management Organization



National Tourism Development Strategy, Serbia

- Operative plan for government actions and agendas to add
- Based on principles of sustainable tourism
- Should have clear vision, goals, objectives, measures, indicators, outcomes
- Specify linkage to other sectors
- Strategy formulation process: include all stakeholders and their active role
- Should include resources and market analysis → ES



National Tourism Development Strategy, Serbia

- Further improvements: destination marketing, benchmarking
- Emphasize importance: local communities, tourism bodies
- Clarify the role of local government, NGOs, PA authorities
- More detailed evaluation and monitoring plan
- Specify the indicators for implementation achievements



National Rural Tourism Master Plan, Serbia

- Evaluation and monitoring more detailed
- Indicators should be listed, special indicators to implementation achievements
- Short, easy version to prepare
- Details of impacts on natural resources and ES
- Measures to protect biodiversity and habitats
 - National and local level
- Importance of protecting natural diversity



Slovakia

- Prologue about the importance of sustainability
- Less general measures
- Financial tools and allocation to add
- Involve more organizations
- Chapter on indicators, time schedule and monitoring





Ukraine

- Formation of structural units of tourism to enhance development of tourist industry
- Monopolization of certain tourism branches
- Should incentivise tourism activities (tax, advertisement)
- 3 state support types - creation of capital investment, transport infra, promotion of tourism (lacking concrete actions)
- Quality and prices control based on proper reviews



Synthesis

- The general recommendations:
 - operational measures of existing strategies,
 - monitoring of the strategy implementation,
 - functioning of the tourism business and nature protected areas in tourism
 - national planning
 - enhancing the cooperation between authorities and institutions from different sectors and brands in tourism sustainable development



Summary

- Assessment from 11 countries' STP
- Based on 137 criterion
- All of them strongly refer to sustainability
- But: lack of concrete steps
- Targets, financing and monitoring are the weakest
- Serbian NRTMP got the best result



Resources

National and local authorities, PAs authorities, NGOs and other institutions may find more information about the research on the CEEweb website:

- Upgraded version of the Assessment Criteria for National Tourism Development Strategies:
http://www.ceeweb.org/wp-content/uploads/2012/08/CEEweb_STWG_NTDSAssessment-Methodology-final1.pdf
- Assessed national tourism strategies:
<http://www.ceeweb.org/work-areas/workinggroups/sustainable-tourism/activities/>