Presentation on the CARPATHIAN TOURISM project and its follow-up – Ágnes Szabó-Diószeghy, Humtour LLC.

Carpathian Convention
Fifth Meeting of the Working Group on Cultural Heritage and Traditional Knowledge

4 -5 April 2018
Szentendre Skansen and Budapest, Hungary
CARPATHIAN TOURISM
Cooperation of V4 Countries
project March 2017 - February 2018
and the
Follow-up project
September 2018 - February 2021
Support local entrepreneurs to increase the quality and the visibility of rural tourism and craft initiatives.
Partners

# Secretariat of the Carpathian Convention

#2 Poland
Stowarzyszenie Ekopsychologia
Project Expert: Monika Ochwat-Marcinkiewicz
www.ekopsychologia.pl

#1 Hungary
Association for Tourism in the Tisza Plain

www.ekopsychologia.pl
Partners

#3 Slovakia
Art and Craft of Stiavnica Civil Association

Project Expert: SashaSi - Alexandra Sikoraiova

http://umenievstiavnici.wixsite.com/home

#4 Czech Republic
Tourism Authority of South Moravia

Project Expert: Petr Rysanek

www.ccrjm.cz
## The project team

### Ecotourism experts

**Dr. Tibor Gonda**  
Lecturer at the University of Pécs in Hungary, head of the Orfű based Association for Tourism Destination Management Organization

**Dr. Zoltán Raffay**  
Lecturer at the University of Pécs in Hungary, renowned English translator of tourism and regional development. His main field of research is ecotourism.

### Marketing expert

**Peter Balog**  
Consultant, local marketing expert, providing solutions to small companies throughout three continents on how to develop a more effective online marketing strategy.

### Organizing Members

**Senior Advisor**  
**Dr. Mátyás Szabó**

**Project Expert**  
**Adrienn Széll**

**Photographer**  
**Judit Kocsis**

**Craft Artists**  
Jan Kvak leather artist  
Daniel Lichard potter artist from Banska Stiavnica
Presentation of the project results on the

Fifth Meeting of the Conference of the Parties to the Carpathian Convention UN Environment

Lillafüred HU on the 11th of October 2017
Workshop Contents
Elements of a workshop

- Tourism Modules
- Marketing Modules
- Study Trips
- Consultations
Tourism Modules

Day 1

● The system of tourism as a sector
● Evolution of modern mass tourism and the globalization of tourism

Day 2

● The tourism product
● Ecotourism
Marketing Modules

Day 1

- Marketing Communication and Global Tourism Trends
- Basics of online tourism marketing communication

Day 2

- Search Engine Marketing, Social Media
- Review management and customer satisfaction
Consultations

Individual consultation regarding

- business targets
- brand building possibilities

with our experts in a rotation system.

Participants presented their online marketing tools, and together with the experts we analysed how these tools could be improved.
Project outcomes

Ecotourism handbook for rural handicraft entrepreneurs and actors of tourism

A practical guide and sophisticated promotion material

with the aim of distributing rural tourism development within the CARPATHIAN TOURISM project

http://carpathiantourism.humtour.com/booklet/
CARPATHIAN TOURISM PROJECT CATALOGUE

This catalogue promotes the rural areas of the Visegrád Group countries, the tourism services and products of the project participants and partners.
What’s Next?
Follow-up Project

Why is necessary to continue?

We have got feedbacks during the workshops that:

- support for local entrepreneurs in needed
- there are missing competences
Challenges

**fresh start**
entrepreneurship means a fresh start in the life of many business owners

**family business**
the whole family depend on the success of the business and success depend on quality of management: pricing, marketing...

**competences**
- language barrier
- lack of information about cooperation platforms and space to make connection
- difficulty to use marketing tools
CARPATHIAN TOURISM +
September 2018 - February 2021

1. Legal advices and business management
2. Marketing
3. Fundraising and finance

4 days workshops for rural tourism entrepreneurs & craft artists
Carpathian Rural and Agritourism Fair 2020

where wholesalers can meet local suppliers

● EXHIBITORS
● DISCUSSIONS AND CONFERENCES WITHIN THE SCOPE OF AGROTRAVEL
● SHOWCASES
● REGIONAL PRODUCTS AND CRAFT FAIR
● WORKSHOPS ON SEARCHING A COMMON BRAND
● B2B
● AWARD FOR THE BEST RURAL DESTINATION IN THE CARPATHIANS
● COMPETITION FOR VISITORS
Still to come

Apply by the 1st of June to the Visegrad Strategic Grant
“What represents a country?”
Thank You!

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