




Hosting the Carpathian Tourism Coordination Platform
for implementing the
„Strategy for the Sustainable Tourism Development of
the Carpathians”





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I. Introduction

Ladies and gentlemen, members of the Carpathian Convention Working Group on Sustainable Tourism

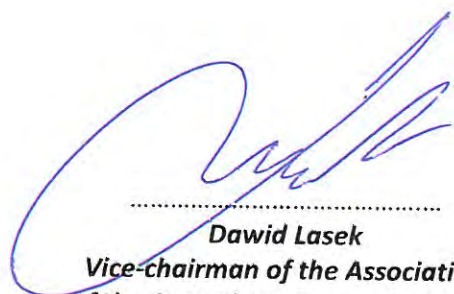
Carpathian Euroregion is the oldest territorial cooperation initiative working since 1993 in the area of the Carpathian Mountains. For over two decades people, communities and institutions from Poland, Ukraine, Slovakia, Romania and Hungary have been taking action for socio-economic development of the Carpathian Euroregion, often overcoming difficulties accompanying bold and pioneering ventures. Today, the Carpathian Euroregion is entering a new path as a well-developed, professional and international network of cooperation based on a broad partnership between entities of public, private and non-governmental sector. Our ambitious objectives are best conveyed by the vision of the Carpathian Euroregion in the “Carpathian Horizon 2020” Strategy – “Carpathian Euroregion – common socio-economic space in the region of the Carpathian Mountains using internal potentials of the place as well as extensive territorial partnership between the entities of public, private and non-governmental sector for international development cooperation with the aim of improving the quality of life of residents.”

Since 2001 the Association of the Carpathian Euroregion Poland has been a leading organization supporting the development of territorial cooperation in the Carpathians. As the basic structure of the Carpathian Euroregion we not only strive to effectively implement entrusted components of cross-border cooperation programmes of the European Union, but we also create modern organizational and institutional solutions, widely benefiting from the experiences of our international, European and global partners. By settling into the rhythm of dynamic development of territorial cooperation in Europe, we endeavour to involve our partners from the Carpathians region in such initiatives which may contribute substantially to the socio-economic development of the Carpathian Mountains. We focus on a broad partnership, which nowadays has to be determined, conscious of its goals, effectively coordinated and its network efficiently managed in order to be successful in fierce international competition. Therefore, we are certain that the Association of the Carpathian Euroregion Poland and created by it wide international coalition for the Carpathians, are able to compete effectively for the European and global tourist and investor as well as prevent disadvantageous socio-economic trends, which are an integral part of all regions forming the Carpathian Euroregion. We encourage the entities of public, private and non-governmental sector to cooperate and take an active part in the venture. For each of these partners we have a wide offer of cooperation. We also ask for support all people and communities for whom the Carpathians are of a great value that requires from them to postpone their own particular interests for the sake of a broad development cooperation.



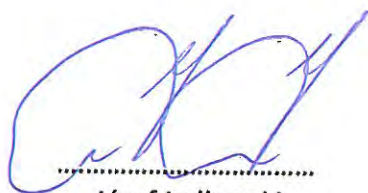
Today, thanks to the assistance and inspiration of the Swiss partners we can use for this purpose extraordinary effective and perspective tool – the Carpathian brand. Strategy of the brand prepared by the first class Swiss and Polish experts will ensure for the Carpathian region an opportunity to identify, integrate, effectively promote and advantageously sell economic potentials of all national parties of the Euroregion. CARPATHIA will become a quality label of the Carpathians for the highest class services, products and values creating essence of the Carpathian Brand.

We invite any public, private and non-governmental partners to participate in this great venture! The concept of the Carpathian brand we have pleasure to present shortly in this brochure is an open offer. It is also a business concept which, we believe will bring some many-sided benefits to its stakeholders.



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Dawid Lasek
**Vice-chairman of the Association
of the Carpathian Euroregion Poland**

STOWARZYSZENIE
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SĄDOWA KASJA W OLSZTYNIE
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Józef Jodłowski
**President of the Council of the Carpathian Euroregion
Chairman of the Association
of the Carpathian Euroregion Poland**

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Carpathian Euroregion

a) Interregional Association Carpathian Euroregion

The Carpathian Euroregion is the oldest territorial cooperation initiative in Central - Eastern Europe. Brought to life on 14 February 1993, it was the first Euroregion in Europe encompassing the country of the former Soviet Union – Ukraine.

The Carpathian Euroregion covers an area composed of the border regions of Poland, Slovakia, Ukraine, Romania and Hungary, with an area of more than 156 000 km² inhabited by over 15 million people. Thus, the Carpathian Euroregion remains the largest land area of territorial cooperation in Europe. Conditions for cooperation within the framework of the Carpathian Euroregion are geographical, political and socio - economic in nature.

Considering the fact that the regions (NTS 2) forming the Carpathian Euroregion are listed in the last 20 according to the ranking of the European regions EUROSTAT, it is the economic aspect that imposes a special consideration of cooperation in the area of the Euroregion. **Therefore, by relying on the potential of the Carpathians, every effort should be made to use the functioning partnerships and create new ones within the Euroregion, in order to build structures and implement solutions that support primarily the economic development of the area.**

1. One of the most important tasks of the Carpathian Euroregion is to promote tourism.
2. By 2020 the Carpathian Euroregion will cover its organizational structure area of 7 countries - parties to the Carpathian Convention.



b) Polish Part of the Carpathian Euroregion – Association Carpathian Euroregion Poland

The **Interregional Association of the Carpathian Euroregion** has no legal personality. It is an informal platform for cooperation between representatives of the border areas which are its members. Each of the national party adopts legal and organizational solution that is the most appropriate form of cross-border cooperation. In Poland the Carpathian Euroregion has been represented by the **Association of the Carpathian Euroregion Poland** since 2001. The Association operates by being supported by its members - the local government units (63 in 2014). The legislative body of the Association is formed by the General Meeting of Members. The responsibility for the current organization of work of the Association lies with the Association Board headed by the President who is elected by the General Assembly. Audit Committee is another body that works within the Association. The functions and responsibilities of these bodies are laid down in the Statute of Association and relevant regulations.

The mission of the Association of Carpathian Euroregion Poland is „creating common socio-economic space that uses internal potentials of the Carpathian Mountains as well as forming extensive territorial partnership between the entities of public, private and non-governmental sector for international development cooperation with the aim of improving the quality of lives of residents”

The basis for the implementation of the Mission of the Association is to create a strong organizational foundation on which is built a partnership among entities of public, private and non-governmental sector.



c) Strategy of the Association Carpathian Euroregion Poland

Like in case of any mature organization, the work of the Carpathian Euroregion Poland is based on its own strategic documents. The basic document is the Strategy of "**Carpathian Horizon 2020**," containing basic assumptions of the development strategy of the Euroregion and showing the main development priorities for 2020. The Association has also drawn up additional documents related to the Strategy of "Carpathian Horizon 2020" such as "the Carpathian Brand Strategy or Polish-Swiss Cooperation Strategy for the years 2014-2020." The Association has also prepared strategies for its established institutions such as the Network of Cities of the Carpathian Euroregion, Carpathian NGO Forum and Carpathian Regional Development Agency.



d) Activity of the Association Carpathian Euroregion Poland

The Association runs multifaceted and multi-branch international activity whose aim is to realize the Mission and its objectives of development. While being the basic structure of cross-border cooperation in the Carpathian Euroregion on the Polish side, it coordinates the actions of its shareholders that is local governments and other organizations in the field of territorial cooperation and regional development. What distinguishes the Association of the Carpathian Euroregion Poland from other associations involving LGU in the Subcarpathian Voivodeship and from other national sites of the Carpathian Euroregion, is the fact that the Association acts as the Authority Implementing some of the components of cross-border cooperation programmes of the European Union.

By 2013, under the PHARE CBC, the National Programme PHARE, INTERREG III A , the Neighbourhood Programme Poland - Belarus - Ukraine INTERREG IIIA / TACIS CBC and Programme of Cross-border Cooperation Poland - Slovak Republic 2007-2013, a total of 319 projects were subsidized by the agency of the Association. In addition to the funds which the Association has at its disposal, it offers the member governments comprehensive support and assistance in the preparation of any other cross-border and interregional projects and international ventures of social or economic character. The Association is also an expert organization that supports and organizes the communities and people related to regional development and economic cooperation.

e) Features and services of the Association of the Carpathian Euroregion Poland

The Association pursues its policy by performing certain functions and conducting services to entities of public, private and non-governmental sector. The main factor contributing to the offered services is design approach based on the methodology of BPM (the Business Project Management) as well as a partnership approach at every stage of cooperation.

ASSOCIATION AS AN ORGANIZATIONAL STRUCTURE FOR AFFILIATED UNITS OF LOCAL GOVERNMENT

By involving units of local government, the Association is an organization that allows formal participation of its member governments in the functioning of the Interregional Union of the Carpathian Euroregion and enables international cooperation. This function is basic in terms of improving cross-border cooperation methods based on formal and legal structures for cooperation. National Structure in the form of Association is a formal serious partner for both internal and international actors. The stronger the Association the more effective operation and greater benefits for its members.

ASSOCIATION AS A COORDINATOR OF ACTIONS OF MEMBER UNITS OF LOCAL GOVERNMENT AND NON-GOVERNMENTAL ORGANIZATIONS

The formal organizational structure consisting of many ready to cooperate stakeholders (LGUs, NGOs) allows the implementation of the system of cooperation based on the principles of coordination of activities, ranging from the identification of common problems to the implementation of investment and non-investment projects. The Association offers its members a strategy of coordination methodology, in particular that related to the use of EU funds allocated for territorial cooperation.

ASSOCIATION AS AN INSTITUTION IMPLEMENTING EUROPEAN FUNDS

By This feature is directly linked to the decentralization of the implementation of programs of the European Union (PHARE CBC, the National Programme PHARE, INTERREG III A, the Neighbourhood Programme Poland - Belarus - Ukraine INTERREG IIIA / TACIS CBC European Territorial Cooperation 2007-2013). It provides the possibility of direct support for cross-border cooperation of its members through the so-called Micro-projects (up to 50 000 EUR). In terms of activation and participation in cooperation of subsequent partners, it is a very important mechanism.

ASSOCIATION AS AN INSTITUTIONAL PARTNER IN REALIZED AND PLANNED TERRITORIAL OPERATIONAL PROGRAMMES

Because of its functions relating to the implementation of cross-border programs of the EU, Association is an entity participating in the rights of a full member of both the international working Groups responsible for the preparation of individual operational programmes, and participating with full voting rights at meetings of the governing bodies (Monitoring Committee). It is therefore an institution having a real impact on current and future programmes of the European Union since the moment of development until the approval of projects for implementation.



ASSOCIATION AS A EUROPEAN PARTNER AND AN INTERMEDIARY FOR ENTITIES FROM THE REGION OF THE CARPATHIANS

The Association of the Carpathian Euroregion Poland is also a member of the Association of the European Border Regions (AEBR), and a representative of ACEP belongs to the Board of AEBR. AEBR is an international non-governmental organization founded in 1971 in Anholt, Germany. It is the oldest regional organization in Europe. Its main office is located in Gronau, Germany. At the moment it consists of 79 members representing over 160 European border regions.

ASSOCIATION AS AN INTERNATIONAL INSTITUTION FORMING A PLATFORM FOR BUILDING SOCIAL AND ECONOMIC CONTACTS

By taking advantage of its status as the Polish Side of the Carpathian Euroregion and many years of experience in cooperation in the region of Carpathians, the Association acts as an intermediary in finding partners for projects realized by units of local government and other public institutions (schools, community centres etc.) While cooperating with many different organizations with varied profiles, we mediate in establishing contacts with business partners not only in the Carpathians but also in Europe through our presence in the Association of the European Border Regions.

The most important functions of the Association include:

- Co-financing cross-border projects through EU funding;
- Comprehensive help in finding social and economic partners in the area of the Carpathians;
- Assistance in preparing territorial projects in the area of the Carpathians;
- Serving investors – finding business partners;
- Leading project teams and preparing ready-made strategies and planning documents;
- Mediation in dealings with public authorities and business related institutions in the area of the Carpathians;
- Conducting media, promotion and marketing campaigns;
- Assistance in identifying development problems possible to be solved through activation of international and cross-border cooperation;
- Assistance in preparation of guidelines for cooperation with partners from the Interregional Union of the Carpathian Euroregion;
- Assistance in preparation of investment projects and projects which are "soft" in character for member self-governments under EU cross-border cooperation programmes;
- Professional training for staff related to the preparation of cross-border projects;
- Assistance in organizing and managing professional Project Teams;
- Assistance in establishing professional institutions of cross-border cooperation;

- Assistance in preparing projects for funding managed by the Association;
- Serving investor interested in cooperation in the area of the Carpathians.

f) Strategic Initiatives of the Carpathian Euroregion related to the tasks of the CTCP

EUROREGIONAL SYSTEM OF COOPERATION

is an instrument in conducting the mission of the Interregional Union of the Carpathian Euroregion, support instrument of regional development and regional policy support tool in cross-border and international cooperation. The aim of building the System is therefore strictly subordinated to the objectives of the Union, for which it plays an executive role and to the objectives of membership regions in implementing the priorities of international cooperation. What takes place within the framework of the System is programming (strategic and operating), organization, coordination, realization and promotion of cross-border, interregional and international actions (of strategy, programmes, projects) in the area of the Carpathian Euroregion. The Euroregional System of Cooperation is an instrument of activating entities working in the area of the Carpathian Euroregion. Cooperation between entities of public, private and non-governmental sector for the socio-economic development of the Euroregion will bring tangible benefits to its members. It will be achieved by identifying possibilities and levels of cooperation, preparing self-governments, businesses and non-governmental organizations to use EU funds earmarked for cross-border cooperation, creation of thematic development strategies, implementation of joint projects and programs, as well as promotion and presentation of the regions of the Carpathian Euroregion in Europe and the world.



URBAN NETWORK OF THE CARPATHIAN EUROREGION

is a proposal to create a permanent, professional cross-border structure, which will also support cooperation among the urban self-governments of the Carpathian Euroregion. The network will connect the existing scattered cooperation between the various local governments. The area of operation of the network will include border regions of Poland, Slovakia, Hungary, Romania and Ukraine. The purpose of the created structure is to support the cooperation between urban self-governments from the Euroregion in their socio-economic development. The initiators and coordinators of the project are the Association of the Carpathian Euroregion Poland and the Carpathian Euroregion Slovakia - North. The idea of establishing a Network of Cities of the Carpathian Euroregion already has a several year history. Since 2009 the Association of the Carpathian Euroregion Poland has been trying to create sustainable, professional cross-border structure of cooperation between Carpathian cities. Under the banner of creating the Network, a few pilot cross-border projects have been realized and they will be continued in the form of the project entitled "**Innovative Platform for Cooperation of the Network of Cities in the Carpathian Euroregion.**" To implement the project a city consortium has been formed and its task is to promote the coordinated development of urban centres in the border region. Assurance of efficient joint action taking to deepen, expand and improve the effectiveness of cooperation of the Cities Network, requires responsible involvement of all partners and continuous monitoring of development processes of UNCE.



CARPATHIAN REGIONAL DEVELOPMENT AGENCY

Created under an agreement dated 9 May 2012. The aim of CRDA is to provide a mechanism for co-ordination of organizations responsible for regional development in the Polish-Slovak border (and ultimately throughout the Carpathian Euroregion) for the realization of their missions.

The operational objectives of the Carpathian Regional Development Agency:

1. Strengthening internal RDA and leading to its networking
2. Support for RDA in developing tasks and achieving new effects
3. Technical support for CRDA

What does the Carpathian Regional Development Agency offer ?

- Organization of training and consultancy to the representatives of CRDA, RDA and partners from outside the sector in terms of: strategic thinking, design thinking, public marketing, human resource management, negotiation, knowledge of tax laws and regulations laws, public procurement etc.. (AIM 1)
- Keeping electronic "international bank of experts": people working in the field of entrepreneurship, investment, economics, finance, management, marketing, negotiation, taxation, public procurement etc.. (AIM 1)
- Internet service with database and "knowledge base" for CRDA, RDA in the field of: entrepreneurship, investment, economics, finance, management, marketing, negotiation, taxation, public procurement (AIM 1)
- Preparing for RDA separate strategies or their updates as well as consultancy in this regard (AIM 2)
- Consultancy for special-purpose unions and associations of local government units in the development of infrastructure, location and preparation of the investment, promotion and marketing
- Expertise and research



CARPATHIAN FORUM OF NGOS

is an open form of cooperation, voluntary agreement between equal non-governmental organizations referred to as Members, operating under the Regulations. It can be participated by all interested NGOs. With this level of cooperation it is possible not only to inform each other about planned lines of action, exchange experience and contacts or promote good examples, but also to improve the skills of the Carpathian representatives of non-governmental organizations by organizing business meetings, training courses, workshops, and panel discussions

Strategic objectives of the Carpathian Forum of NGOs:

- strengthening the internal environment of NGOs, gathered in the Forum
- strengthening the external environment of NGOs, gathered in the Forum
- strengthening of national associations of the Carpathian Euroregion in the activities of the Carpathian Forum
- extending the CF business to other countries and new NGOs
- Cooperation for the development of the Carpathian Euroregion
- Cooperation for the development of civil society

Belonging to the Carpathian FORUM of NOGs means:

- permission to use the online communication platform EMS
- promotion of the institution on the website of the Forum,
- right to receive the newsletter electronically,
- possibility to find a reliable partner to work with by using the NGO contact database created within the Carpathian Forum of NGOs
- opportunity to exchange experiences,
- participation in valuable training and conferences,
- substantive, in kind or financial support,
- possibility of individual consultation, counselling,
- experienced experts dealing with the third sector,
- possibility to use free services of volunteers,
- possibility to fund your own ideas and passions.



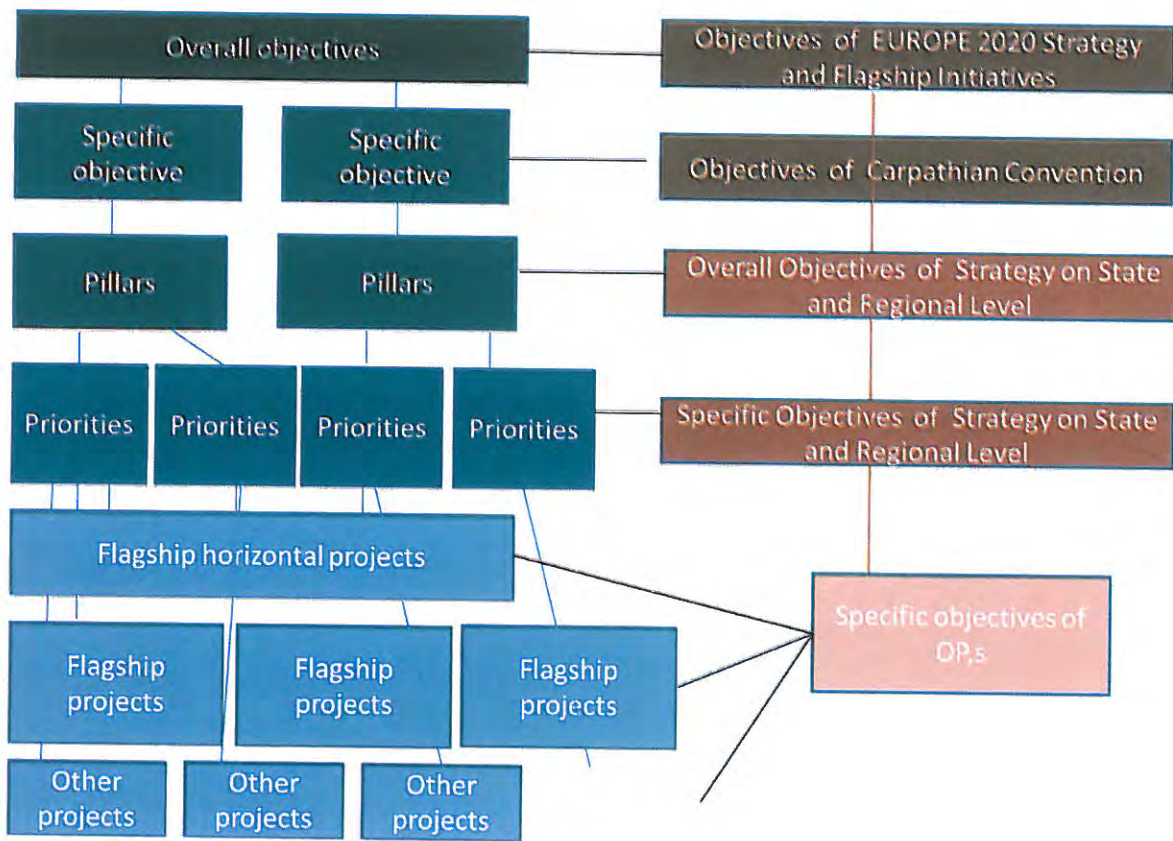
STRATEGY and Virtual Carpathian Programme "CARPATHIAN HORIZON 2020"

It is a strategy that has been worked out and developed since 2005 by the Association Carpathian Euroregion Poland as well as national and foreign partners whose strategic goal is to develop the Carpathian Euroregion as a common area of socio-economic activity. The strategy is designed with the use of "bottom – up" method assuming bottom-up approach to consultation and programming of development solutions. An important part of the strategy is a proposal to create a special operational program for the Carpathian Euroregion for the years 2014 – 2020, following the examples of programs for the Euroregion Meuse - Rhine, Oresund, or the Alpine Space Programme.

The scope of the Strategy of the Carpathian Horizon 2020

- Implementation of the Mission of the Association Carpathian Euroregion Poland through the creation of Development Strategy of the Carpathian Euroregion "Carpathian Horizon 2020" as a macro-regional strategy at the European level
- Coordination of the preparation of the operational programs for the Euroregion / Strategy
- Establishing Operational Programme for the Carpathian Euroregion for the years 2014 - 2020: one of the financial instruments of Development Strategy of the Carpathian Euroregion "Carpathian Horizon 2020"
- Creating Euroregional Cooperation System for the entities of public, private and non-governmental sector.





STRATEGY and Virtual Carpathian Programme "CARPATHIAN HORIZON 2020"

The driving force behind our work will be the venture already announced by our organization, that is creating Virtual Carpathian Programme under the name of "Carpathian Horizon 2020." In a situation where there is no official Carpathian Strategy and there is no operational program ETC for the Carpathians, the only thing we can do is to use a network of institutions and contacts in the Euroregion in order to earn for the new operational programs ETC and ENPI which are being formed at the moment, packages of projects proposals (streams) that will relate to the Strategy "Carpathian Horizon 2020." Such a task requires good preparation of methodology and subsequent effective coordination of work, and although it does not guarantee full success (projects will compete in competitions) it is worth undertaking. The main reason for this is a huge potential for mobilization and motivation of people, communities and institutions left alone but acting for the good of the Carpathians

BRAND CARPATHIA

The Carpathian Brand strategy was developed by an international team of experts within the framework of the project carried out together with the Institute of Tourism in Sierre and financed by the Swiss- Polish Cooperation Programme.

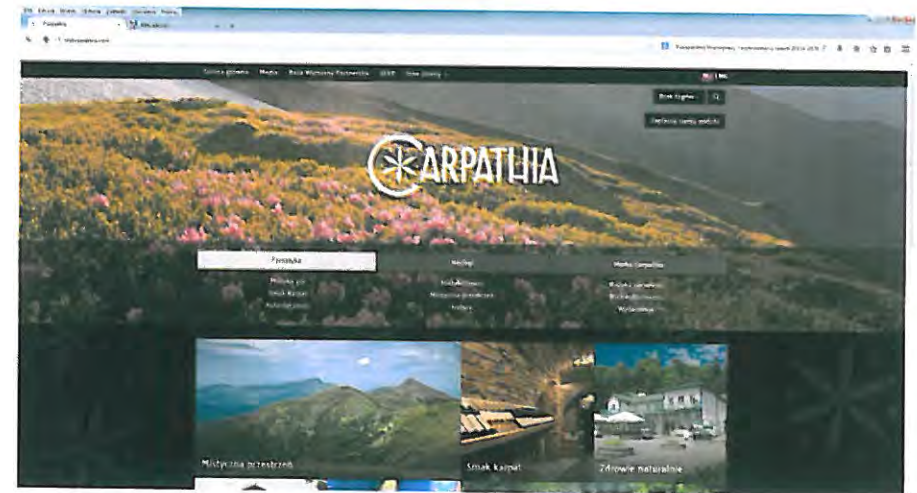
The Carpathian Brand strategy is based on the principles of striving for environmental conservation and sustainable use of its resources. Planned activities and consequently worked out results will encourage a pro-environmental attitudes and to a large extent, will focus on promoting the values of the Carpathian Euroregion, which will favour the development of its business.

The development of the Carpathian Brand strategy is a long-term activity. Professional maintenance and improvement of actions in the coming years will allow in the long term real and impressive impact on the growth of Carpathian recognition on international, European and world stage.

The Brand Carpathia is to be a new and strong impetus to the development of tourism based on the rich cultural heritage of the Carpathians as well as the unique nature. This is an idea connecting the inhabitants of the Carpathian Euroregion in creating a distinct tourist offer. The uniqueness of the CARPATHIA Brand results from the combination of diverse and multi-religious culture of the Carpathian region and unique space of the mountains with a rich natural world.

Mission of the Carpathian Brand:

"Provide space and conditions for reflection on life and getting to know oneself"






**ALPEJSKO KARPACKIE
FORUM INNOWACJI
TURYSTYCZNEJ**



Alpine - Carpathian
Cooperation Bridge

THEMATIC CLUSTERS (Alpine-Carpathian Tourist Cluster of Knowledge)

Alpine-Carpathian Tourist Cluster of Knowledge was created on 28th June 2013 and is one of the effects of a project realized jointly with the Institute of Tourism in Sierre and funded by the Swiss- Polish Cooperation Programme. The primary signatories of the agreement on the establishment of the Cluster are: Association of the Carpathian Euroregion Poland, Kombornia Manor Hotel & Spa, Institute of Tourism in Sierre, Educare et Servire Foundation, Reseau Echange Developement Durable (REDD). ACTCK is a tool to create broad international and inter-sectoral partnership for the development and implementation of the Carpathian Brand Strategy. The objective of the Cluster is to provide programme and substantive support in knowledge management and transfer of information between the stakeholders in the cluster. The Alpine - Carpathian Tourist Cluster of Knowledge is to be ultimately a permanent platform for exchange of knowledge and experience between stakeholders from the Alps and Polish institutions in providing access to information and participating in decision-making on projects within tourism.



g) ACEP priority actions for 2020

1. **Virtual Carpathian Programme "Carpathian Horizon 2020"**

It is an international initiative to coordinate the preparation of a set of proposals of Carpathian projects within the framework of the so-called Virtual Carpathian Programme. The initiative is based on operational programmes of the European Territorial Cooperation and the European Neighbourhood Instrument functioning in the perspective of 2014-2020 in the Carpathian region.

2. **Carpathian Brand CARPATHIA**

International Carpathian Brand Strategy CARPATHIA was prepared by the Association of the Carpathian Euroregion Poland together with the Institute of Tourism in Sierre for integration, internationalization and commercialization of economic and tourist potential of the Carpathians in one innovative territorial brand "CARPATHIA".

3. **Support for the Carpathian Convention**

Support for activities and the inclusion of the Carpathian Euroregion in the process of popularization and implementation of the "Framework Convention on the Protection and Sustainable Development of the Carpathians." At the moment the Carpathian Convention is important international document relating to the whole area of the Carpathian Mountains which need implementation by large number of actors. The purpose of the Carpathian Euroregion is to create a complementary, bottom-up structure supporting the activities of the Convention on the political level.

4. **Principle Euroregion +**

The principle adopted by the Management of the Association of the Carpathian Euroregion Poland which indicates the need for expansion based on the principle of partnership structures of the Carpathian Euroregion outside the "historic" area of the Union. This will aim to achieve the integration of structures and institutional initiatives from around the geographical area of the Carpathians under the aegis of the Carpathian Convention and Carpathian Euroregion



II Carpathian Tourism Coordination Platform, General description

1. Brief description of the host city

RZESZÓW, POLAND

Rzeszów is a capital city of Podkarpacie province, situated in south-eastern Poland, sharing its border with Slovakia and Ukraine. The city is at the same time a center of Rzeszów Metropolitan Area and also an economic, scientific and cultural center of south-eastern Poland. It is an attractive, dynamically developing city. This fact is proven by high places of Rzeszów in all-Poland rankings and competitions. Area of the city amounts to 116,32 sqkm, and number of inhabitants of Rzeszów is 183 133 (state on 15.11.2013) and it is every year increasing. Development of the city is also proven by many capital investments for which the city is spending about one third of its budget.

Rzeszów is an important point of the European map. Some overland routes are intersecting there: the international route E-40 Dresden – Kiev and the national routes N^o 9 and 19 enabling the shortest possible connection of Scandinavian countries with Baltic Countries with the states of the Middle-Eastern Europa. Through Rzeszów is also leading a main railway line E-30 from West to East with economic significance. The highway A-4 underway of completion will ensure connection of route network of Western Europe with Ukraine as a part of the 3rd Pan-European corridor. Rzeszów is 90 km away from the Slovakian border and from the Ukrainian border 90 km as well. A very important asset of Rzeszów is the International Rzeszów Jasionka having available the second in terms of length runway in Poland where even the biggest airplanes can land. Rzeszów has regular air connections with: Barcelona, Birmingham, Bristol, Dublin, East Midlands, Frankfurt am Main, Gdańsk, Glasgow, London, Manchester, Oslo, Paris, Rome, Trapani and Warsaw and additionally charter flights to: Bulgaria, Egypt, Greece, Spain Tunisia or Turkey. There are also some cargo connections with the airports in Frankfurt and Vienna. Lately, on November 8th the Airport has signed the Memo of Understanding with the authorities of the Miami Airport aiming at establishing cargo connections (and in the future some passenger connections as well) between the two airline hubs serving for United States, Latin America and Caribbean on one hand and Middle-Eastern Europa on the other hand .

Rzeszów is a city where inhabitants in productive age predominate (about 67%; 2012). 10,5 living births and 7,4 deaths (2011) fall per 10000 people. In Rzeszów are located 5 public hospitals and also some private hospitals and clinics and many public and private specialist clinics as well. The city allots about 1% of its budget for expenditures related to health care.

Rzeszów is a city where inhabitants are feeling safe. The expenditures for public safety amount to about 2% of the budget. According to some rankings Rzeszów is for some years one of the most safe provincial cities in Poland.

Appendix Mapa Europy z zaznaczeniem Rzeszowa , Mapa Województwa Podkarpackiego, Zdjęcia z Rzeszowa

2. Brief description of the host building

Association of Carpathian Euroregion Poland (ACEP) is an organization representing the Polish part of the Carpathian Euroregion. The organization has a form of association of territorial self-governmental members. At present the association is composed of 67 self-governments from the Podkarpacie and Małopolska regions. The Podkarpacie Province alone is also a member of the Association. Mission of the Association is to develop a common social-economic sphere on the area of the Carpathians. The organization serves since 2001 as institution implementing programs of the European Union supporting border cooperation on the Carpathians area. Under programs PHARE CBC, INTERREGIIIA, INTERREGIIIA/TACIS CBC and European Territorial Cooperation 319 cross-border projects were co-funded to the amount of nearly PLN 33 Mio.


The Association of Carpathian Euroregion Poland is a member of **the Association of European Border Regions with its registered office in Gronau** and a representative of ACEP is an official of this organization. The Association occupies for activity purposes 23 people from three Carpathian countries- from Poland, Ukraine and Slovakia, prepared professionally to hold international projects. Association staff acts in two excellent equipped offices located in the center of Rzeszów (5 Rynek Street and 16 Rynek Street) with total area of 443,12sqm. In terms of organization these are Implementation Office of Micro-project Fund of Cross-Border Cooperation Program Republic of Poland – Slovak Republic 2007 – 2013 and Carpathian Center for Economic Cooperation and Regional Product (CCECRP). Three separate offices act within the CCECRP : Partnership Plan, Information and Promotion Office, Grant Fund Implementation Office and Office for Regional, Traditional and Ecological Product. The latter specializes in establishment of certification systems for regional products and gives support in development of such type of products.

a) *Available rooms (approx. 10 staff) and equipment*

The Association has some additional rooms with area of 220 sqm available in the premises at 16 Rynek Street and at 1 Mickiewicz Street which can be dedicated for CTCP offices purposes. The offices are located in the center of Rzeszów in the building where Euroregion has functioned for some years what makes its availability easier. From January 2014 the Association shall allot some human resources, organization and premises of the Carpathian Center for Economic Co-Operation and Regional Product at 16 Rynek Street for actions related to functioning of CTCP. Whereas based on the premises being at disposal of the Association at 1 Mickiewicz Street (the building next to this one) it is possible to construct some separate structures and offices later.

b) *Technical equipment*

The Association will hand over the premises and up-to-date equipment and office equipment of the Carpathian Center of Economic Co-Operation and Regional product (16 Rynek Street) including office premises, furniture, PCs, professional office equipment (copiers, printers, fax machine, scanners) and telecommunication equipment for the assignment of temporary running of CTCP. Moreover, in the Carpathian Center for Economic Cooperation there is



a conference room for 20 persons developed with professional video-conference equipment allowing for conducting remote conferences. CTCP will also have at its disposal some business cars of the Association of Carpathian Euroregion Poland (Ford Focus, Citroen C4 Grand Picasso). In case of need the Association is able to make available some office premises in the premises of the building at 1 Mickiewicz Street. the Association will make available its own Intranet system called KFOP- int.to make communication between CCC staff and external experts/co-operating employers efficient.

c) *Financial arrangements to cover costs for rooms and equipment*

The Association of Carpathian Euroregion Poland declares to cover any local-operational expenses of CTCP functioning in the probationary period from their own means in the budget year 2015.


3. Supporting mechanisms for implementing the Carpathian Tourism Strategy

The Association of Carpathian Euroregion Poland is a part of the Carpathian Euroregion. It has organization structures in Slovakia, Ukraine, Romania and in Hungary which make an international co-operation network based on federation of national associations, constructed and acting according to the Polish functioning model of Euroregions. 22 years of experience of Euroregion and 13 years of activity of the Association of Carpathian Euroregion Poland for development of the Carpathian territorial co-operation can guarantee optimization of actions of CTCP as regards efficient management of international co-operation in tourism.

a) *Contributions from the host country/district/province*

The Association of Carpathian Euroregion Poland is co- funded from membership fees of its members – territorial self-government entities. It will be a significant financial contribution in CTCP functioning. Additionally, the assignment of running, activity promotion and support for CTCP will be included in the co-operation plan with the most important organization partner and member - i.e. Self-government of the Podkarpace Province for 2014. An essential operational element for CTCP will be the opportunity to use the support of all member self-governments of the Association in Poland and of the members of foreign structures. This support will include making available premises, staff and participation in projects and initiatives realized by CTCP. A frame plan of work of CTCP for 2015 will be prepared and agreed upon with ACEP members and Carpathian's partners till the end of 2014.

b) *Foreseen projects/third party funding*




The Association of Carpathian Euroregion Poland is currently underway of finalization of the „action plan” for the updated Strategy “Carpathian Horizon 2020” for 2014 – 2020 and working document called “Virtual Operational Program Carpathian Horizon 2020”. Based on organization and financial potentials of Euroregion structures some strategic development directions of Euroregion along with appropriate actions are designed within this document. The most important of them is a project called “Integrated support system for territorial co-operation on the area of the Carpathian Euroregion”. It was initially approved by the Self-Government of Podkarpackie Province as a key project for financial perspective 2014 - 2020. Budget of the project amounts to about EUR 50 000 000. The project assumes including but not limited to building of Carpathian Center for Territorial Co-operation Coordination and it would be ultimate destination for CTCP as well. Additionally, ACEP plans to realize actions related to CTCP as part of further programs of the European Union. A flagship project connected with tourism was applied among other things to the Program of the European Territorial Co-Operation Republic of Poland- Slovak Republic 2014 – 2020.

4. Institutional arrangements

Association Carpathian Euroregion acts based on the Strategy „Carpathian Horizon 2020”. Currently the strategy is subject to updating consisting among other things in extension of its scope on the whole geographic Carpathian area. Strategy, referring directly to the Agenda Europe 2020 indicates tourism as one of the main priority fields with pro-development significance. This is why the Association conducted for some years international actions in this field – creating territorial partnerships and co-funding some tourism projects (80 projects in total for amount of more than PLN 8.5 Mio) and accomplishing its own actions.

a) Description how the institution running the CCC is involving all Carpathian countries

The Association of Carpathian Euroregion Poland guarantees co-operation co-ordination mechanisms for CTCP at international level 2014 through structures functioning as part of Euroregion. It refers not only to basic structure elements as territorial self-governments, but also to all partnership organizations. About 1000 organizations are formally involved in co-operation process on the Euroregion area. The Association acts based on Euroregional Co-operation System being a group of institutions, environments, persons and tools serving to coordinate pro-development actions on the Carpathian area. The system, based on international partnership of entities of public, private and non-governmental sector is of an open character. It means that it is possible to extend the territorial scope and to encourage its resources for CTCP purposes and in the field of tourism. Introduction of new partners into the Euroregional Co-operation System proceeds in a formalized, however not troublesome manner and it ensures participation in information sharing and involvement in actions of Euroregion. Partners have two specialized tele-information tools available – process management subsystems SMEK – int and KFOP –int. Both of them are



based on the methodology PRINCE 2 and on the BPM (Business Process Management) approach. ACEP, in agreement with the Working Group for Sustainable Tourism will make it possible to introduce all partners from Carpathian countries interested in cooperation with CCC into the Euroregional Cooperation System. Some institutions acting at the Carpathian Euroregion - Carpathian Euroregion Cities Network, Carpathian Regional Development Agency, Carpathian Forum of Non-governmental Organizations will be also engaged in operational actions of CTCP. Some journalistic environments, cooperating within Carpathian Media Co-operation Platform will be engaged for actions connected with promotion and information. Thanks to close cooperation with media on the Carpathian Euroregion territory, ACEP is able to ensure an extended information campaign on the actions carried out within CCC with different information channels: through websites, media, press information and mailing. Additionally, ACEP will dedicate for information purposes related to activity of CCC all provided internet news bulletins:

www.karpacki.pl – home page of the Association Carpathian Euroregion Poland,

www.alp-carp.com – page dedicated to Swiss grants managed by ACEP,

www.kfop.karpacki.pl – page dedicated to the Carpathian Forum of Non-governmental Organizations

www.smek.karpacki.pl – page of The Carpathian Euroregion Cities Network,

www.forum-karpackie.pl – page dedicated to the Alpine-Carpathian Co-operation Forum organized by ACEP,

www.esw-tur.eu – page of Euroregional Co-operation System operated by ACEP


www.aisrr.eu – page of the project “Analysis-Integration - Networking of regional potentials of Podkarpacie province and Prešov county”, completed by ACEP

www.karr.com.pl – page of The Carpathian Regional Development Agency, established within ACEP


www.triptosee.pl – pilot page, shall ultimately facilitate planning a journey in the Carpathians

www.investincarpathians.eu – page dedicated to territories and investment offers on the territory of Carpathian Euroregion

b) *Current links to other institutions in the Carpathians on tourism*



The Association Carpathian Euroregion Poland treats tourism matters as priority. It results from the strategy "Carpathian Horizon 2020" and from the conviction that tourism is a branch of economy which will ensure to the Carpathian regions potential of social-economic growth within average period of time. However, there are needed some professional structures, international partnerships and a strategic approach in this respect. As regards establishment and coordination of co-operation structures, so the Association possesses great achievements and results. In tourism field we co-funded totally 80 cross-border projects. The Association co-operated for many years with specialized institutions connected with tourism, including but not limited to regional tourism organizations, such as Regional Tourism Organization of Podkarpacie (PROT), Ukrainian organizations (Lviv Tourism Development Association, West-Ukrainian Journalistic Youth Foundation of Ecological and Tourism Information <<WETI>>, Tourism Department on the Lviv University, Association of Mountain Tour Guides ROVIN), Slovak (National Slovak Tourism Center in Warsaw, Kosice - Tourizmus, Centrum Rozvoja Tourizmu Vysoke Tatry, Regional Development Agencies in Svidnik, Humenne, Banska Bystrica, TORYSA and many Slovak municipal authorities and their tourism departments), local tourism organizations ("Zagroda Handzlowianka" Association for Country Area Development, Ecotourism Association of Bieszczady „BASZTA", Agrotourism Association "Galicia Hospitable Farms – Bieszczady) and Local Activity Groups (LAG Green Bieszczady, Polish Tourism - Tourist Association in Rzeszów, Local Tourism "Beskid Niski", Local Tourism Organization "Pogórze" in Strzyżów, Local Activity Group Association "Dorzecze Wisłoka", LAG Eurogalicja, Local Tourism Organization "Bieszczady". The Association carries out also some tourism projects with territorial self-governments and co-operates closely with embassies of Alpine and Carpathian countries. ACEP provides two internet news bulletins dedicated to tourism www.triptosee.com and www.esw-tur.eu. Within ECS (Euroregional Co-operation System) ACEP cooperates with the best national and international experts in field of regional development and tourism. Additionally, the Association organizes The Alpine-Carpathian Co-operation Forum, the largest exposition-conference event in Carpathian Euroregion, where tourism is a leading subject. However, the most important international initiative of the Association related to tourism is development and implementation of the Carpathian Brand. This great, long-standing project is realized with co-operation of Swiss partners. Strategy of the Carpathian Brand along with several executive documents were established with support of experts from The Institute of Tourism in Sierre, based on the Strategy of the Brand of Valais Canton and other international patterns, under consulting process with partners of the Carpathian Euroregion. At present ACEP is underway of preparation for next actions connected with creation process of Brand system (audit of Carpathian tourism resources). An assumption is to start functioning of The Destination Management Organization (DMO) for Carpathian Brand, coordinated by ACEP in December 2014. Close cooperation of DMO with CCC is assumed in terms of actions related to the Carpathian tourism. The Carpathian Brand project places particular emphasis on business aspect of the undertaking and this is why private sector is main partner of the undertaking, apart from entities of public and non-governmental sector. ACEP with the Tourism Institute in Sierre together have set up the Alpine-Carpathian Tourism Knowledge Cluster for Polish and Swiss tourism organizations in June 2013. Objective of the Cluster is to provide a policy and substantive support for development and implementation process of the Carpathian Brand Strategy and especially in terms of knowledge management and to create transfer between cluster participants to optimize substantive support on the academic level. Main Cluster assignments are: to prepare and complete projects on the Carpathian Brand functioning, information and skill sharing between Cluster participants, common representation of Cluster and of Carpathian Brand interests against third persons and institutions, keeping monitoring of the



Carpathian Brand implementation. It has to be emphasized that ACEP has opportunity to promote and to create some business tools to sale the Carpathian Brand on a large scale, through working , partnership contacts with Euroregional structures in the whole Europe.

It is planned to establish institutional basis for co-operation in this field, including but not limited to the Euroregions Oresund (DK/SWE), Moza – Ren (B/NL/DE), Pskov Livonia (RU/LT/EST), or with Alpine and Pyrenees regions. The membership of ACEP in AEBR making possible direct cooperation with over 100 members of the organization - with Euroregions and regions from the whole Europe will be also used for promotion of the Carpathian Brand .

c) *Expertise in sustainable tourism of the hosting institution*


ACEP was involved in development process of many international and operational documents referring to tourism. Its representatives take part since 2004 in preparation process of operational programs of European Union and since 2011 in works on strategic documents of AEBR. ACEP is an author of the Strategy “Carpathian Horizon 2020” and of the Carpathian Brand Strategy, besides ACEP is an author of the below mentioned documents :

- „Concept of establishment of theme cross-border tourism routes in Carpathian Euroregion”, Krosno 1999 r.
- „Analysis-Integration-Networking. Challenges for Carpathian Euroregion in regional development”, Rzeszów 2010 .
- „Map of regional development in Carpathian Euroregion. Analytical document of the Association Carpathian Euroregion Poland. Strategic Scope for Cooperation of Regional Development Institutions within Euroregional Cooperation System”, Rzeszów 2011 .
- „Network of Cities of Carpathian Euroregion – assumptions for public relations strategy”, Rzeszów 2011 .
- „Polish-Slovak Carpathian Cooperation Strategy. Carpathian Agency for Regional Development. Institutional strategy 2012–2017”, Rzeszów 2012 .
- „ Carpathian Forum of Non-Governmental Organizations – Strategy 2012-2017”, Rzeszów 2012 .
- „Analysis of support system for tourism in Poland and Switzerland”, Rzeszów 2012 .
- „Common Polish-Slovak Area of Carpathian Euroregion: Concepts of Area Development Plans in view of European, national and regional documents”, Rzeszów 2012 .

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- „Adaptation of the methodology of PRINCE2 for the Network of Cities of Carpathian Euroregion”, Rzeszów 2012 .
 - „Manual for effective use of SMEK-int system by project partners and simplification of cooperation and communication rules for the Cities of Carpathian Euroregion ”, Rzeszów 2012 .
 - „Effective use of BMP system by project partners and simplification of cooperation and communication rules for the Cities of Carpathian Euroregion ”, Rzeszów 2012 .
 - „Cooperation procedures for the Cities of Carpathian Euroregion”, Rzeszów 2012 .
 - „Institutional audit of the cities belonging to the Network of the Cities of Carpathian Euroregion”, Rzeszów 2012 .
 - „Carpathian media – Potential analysis of Polish-Ukrainian cross-border cooperation”, Rzeszów 2013 .

Following documents were developed among other things within projects co-funded by ACEP :

- “Polish-Ukrainian strategy as a provision for effective cross-border cooperation ””Rules of sustainable development in management with natural environment resources in border regions with considered forest ecosystems”
- „Polish-Ukrainian strategy of development of tourism as a necessary component of joint ventures”
- „Tourism in Euroregion- evaluation of development perspectives”
- „Strategy of Sport Border Cooperation – professionalization of common sport actions of Polish and Ukrainian cities ”
- „Development strategy of tourism for Podkarpacie province and Prešov County ”
- „Development strategy for cross-border cooperation”
- „Strategy for Cities of Carpathian Euroregion”
- „Strategy of cooperation and environmental protection”

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- „Strategy for local product promotion”

Following documents on tourism will be developed in 2014 within the projects accomplished by ACEP:

- Strategy of the Spa Tourism Development in the Polish-Ukrainian part of the Carpathian Euroregion
- Promotion strategy for the micro-region "Borderland Forts"

d) *Personnel arrangements (e.g. covering cost of staff and experts)*

Basic assumptions


The basic premise to ensure appropriate involvement of staff, experts and individuals to support the implementation of the Strategy for Sustainable Tourism by CTCP is to use existing links and co-operatives managed by the Carpathian Euroregion and expand their synergistic based on the international system of partnership, environments and institutions for the development of tourism in the Carpathians.

CTCP will be the operational center of the international system for the coordination of action-oriented key actors including staff and experts for the implementation of the Strategy.

For this purpose, the Carpathian Euroregion make its personnel resources and human resources of its partners, members, partner institutions (operational expertise and lobbying) for activities CTCP and will involve further identified, key partners such as the regional and local tourist organizations and their members, environmental non-governmental organizations, hotels organizations and large hotel facilities, organizations carriers.

CTCP bonus activity is, in this case, the inclusion of existing institutional arrangements and cooperation.

I. For the purposes of efficient implementation of the CTCP plans to use implemented by the Association of Carpathian Euroregion Poland the brand



strategy CARPATHIA created especially in terms of organizational structure and links between the project partners. Association of the Carpathian Euroregion Poland is planning to implement a strategy saved, and the development of sustainable tourism in the Carpathians action based on the concept of Carpathia brand such as:

- Develop a joint document that indicates the Carpathian Brand and guidelines for the creation of a common brand management structure of the Carpathians and in relation to other sectoral or geographical brands,
- Development of methods of protection "Branded" elements of the cultural heritage of the Carpathians through the implementation of joint projects in the field of protection of cultural heritage,
- Creation of a system-wide quality standards of the Carpathian local branded products and services (eg. Local food, Accommodation Local)
- Supporting the creation of regional brands(destinations) tourism in the Carpathians strengthening the protection of landscape and nature of the material / intangible cultural heritage, possibly referring to the brand of the Carpathians.
- Ensuring the participation of local communities in the development of regional brand products,
- Identify and support the development of authentic overall - Carpathian clusters of branded products such as sustainable tourism. Thematic excursions (eg. Architecture, cuisine, land use, mixed heritage cultural / technical, etc.) agritourism, hiking, cycling, skiing trips.


Financing

Operating costs and ongoing communication between staff and experts SCTCP system shall be charged by the partner institutions. In the case of the identification and implementation of specific actions budget provides funding a specific project / program.

CTCP will seek to achieve these tasks from the EU funds. Association of the Carpathian Euroregion Poland has the necessary liquidity to apply for such measures and projects on the basis of the refinancing of aid funds of the European Territorial Cooperation in Central Europe, Poland and the Czech Republic, Poland and Slovakia.

Functional Description

Coordination of activities of staff and a network of collaborators within the CTCP will take place on the basis of operating segment expert cooperation in the field of tourism in the context of Euro-Co System. This system is based on mechanisms for cooperation and communication between different institutional levels and environments in the international system. Such a system guarantees access to human and institutional resources related to tourism in the Carpathians. Carpathian Euroregion from the beginning of its operation indicated the great importance and undertook a number of initiatives in the field of tourism development. 22 years of experience have led to the development of a system of cooperation in this field, together with the methods of coordination.



Components of the system of cooperation of staff and experts

Carpathian Euroregion implementing development activities of tourism in the Carpathians is based on a network of experts and institutions. CTCP concept implies the effective and interactive use of existing and development of new contacts in this area. The structure of the cooperation scheme involves mobilizing experts and supporters at various levels of cooperation from European to local.


In 2015, assumed the appointment of the initiative of Polish and Slovak deputies to the European Parliament "Carpathian Parliamentary Group", which will provide political support group for action in the Carpathians, including in terms of tourism.

It is assumed to initiate formal CTCP cooperation with EU agencies responsible for the development of tourism, mainly from the European Commission. To work for the development of tourism in the Carpathians will be invited also identified institutional partners and experts from outside the Carpathian Mountains in the European and global level.

For many years the Association of the Carpathian Euroregion Poland cooperates with the Parliamentary Team Carpathian Parliament of the Republic of Poland, is also planned establishment of similar groups in the parliaments of other countries Carpathian. CTCP propose that cooperation between these teams was to tourism.

At the level of the Carpathian countries assumed current and effective cooperation with the relevant ministries and government departments responsible for the development of tourism as well as with the ministries responsible for foreign affairs and regional development.

It is assumed that, in cooperation with national contact points CTCP by the end of III in 2015, amended by the list of institutions and individuals are key to the implementation of the Strategy. On this basis will be extended cooperation network Carpathian tourism actors, creating a key resource - Meeting CTCP activity.



At the level of the regions that make up the Carpathian plans to expand cooperation with both regional and regional administrations (state) in the field of tourism, both at the political level (government) and operational (substantive departments). It also assumes the involvement of regional partner organizations related to tourism and environmental protection, and the inclusion of regional academic in this field.

At the local level of CTCP action will be based on existing and continuously expanded cooperation system of basic public sector actors, private and non-governmental. Key in this respect will be local governments, local organizations specializing in the field of tourism (local tourist organizations, tourist information network), administration and non-governmental environmental organizations, entrepreneurs.

The financial model system of operational cooperation and expertise for the CTCP is sustainable. On the one hand, based on the resources of shareholders / partners systems - each of the partner institutions designate a contact person to the system. On the other hand, on the basis of and in cooperation within the framework of the system will be generated projects - the source of funding for national and joint action plans.

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of the Carpathian Euroregion Poland

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