

WORKING TOGETHER FOR SUSTAINABLE TOURISM DEVELOPMENT

CSTP

Proposal for new Working Plan

WG Tourism of the Carpathian Convention
Rzeszów | March 11th, 2026

Sorina BOLDEANU, PP11 Project Manager
Brasov COUNTY

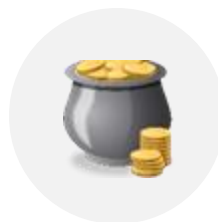




CENTRAL MOUNTAINS

From the Alps to the Carpathians - strengthening governance models for sustainable development of mountain areas in Central Europe

GENERAL INFORMATION



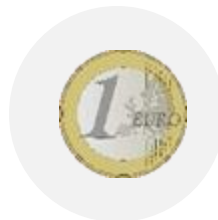
Source of funding

European Regional Development
Fund Interreg Central Europe
Programme 2021-2027



Implementation period

01.04.2023 - 31.03.2026



Project budget

2 334 902,00 EUR
(80% co-financing)

Project Partners:

- **Rzeszów County (Poland) - Lead Partner**
- Association of the Carpathian Euroregion (Poland)
- Association of Towns and Communities of Slovakia
- Carpathian Foundation – Hungary
- Association of Regional Brands (Czech Republic)
- Foundation of Landscape Protection (Poland)
- Eurac research (Italy)
- Institute of International Sociology of Gorizia (Italy)
- EGTC Alpine Pearls (Austria)
- CIPRA International Lab (Austria)
- Brasov County (Romania)



➤ *Supported by the Alpine and Carpathian Conventions*



Where to???

PROJECT AIM

Strengthening and improving governance models in the Alpine-Carpathian mountain areas of Central Europe, with particular emphasis on cross-border and transnational cooperation structures in order to solve common challenges for the sustainable development of mountain regions.

FROM VISION TO ACTION AND SOLUTION

Our plan

Phase 1

Joint perspective

- Capitalisation on previous projects results and initiatives.
- [Alpine-Carpathian strategy for sustainable, community-led development of mountain areas in Central Europe](#)
- Cross-border and transnational [action plans](#).

Phase 2

Joint actions

- Testing renewed transnational governance structures in mountain areas of the Alps and the Carpathians.
- Creating and testing new Cross-Border Functional Areas (CBFAs) in mountain areas of the Carpathians and the Sudetes (3 pilots)

Phase 3

Joint solutions

- A set of solutions for strengthening governance models for sustainable development of mountain areas in Central Europe
- Mobilizing policy makers

ACTION PLANS FOR



Development of sustainable tourism in the Carpathians

Carpathian Euroregion, Rzeszów County, Carpathian Foundation, ZMOS, Brasov County



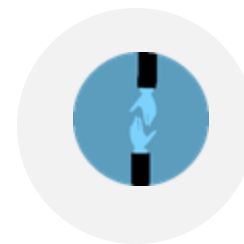
EGTC Alpine Pearls

Alpine Pearls



Involvement of citizens in decision-making processes in the Carpathians

Carpathian Foundation, Carpathian Euroregion, ZMOS, Brasov County



Public-private cooperation in the Sudetes for regional products and tourist services

Regional Brands Association, Landscape Protection Association

TRANSNATIONAL GOVERNANCE STRUCTURES - RENEWED



Carpathian Sustainable Tourism Platform

improving existing CSTP centres in Poland (ACE) and Romania (Brasov)



Alpine EGTC structure

enhancing participatory governance within Alpine Pearls EGTC and action plans prepared for individual member municipalities



Carpathian Civil Society Platform

CCSP new governance tested through improved civil society organisations involvement




CSTP Key Points

- Pan-Carpathian platform for **cross-border cooperation** on sustainable tourism.
- Set up under the **Carpathian Convention**, “CSTP and its Centres will conduct its business in close cooperation with the WG Tourism Chair and the Secretariat”.



Coordination mechanism that brings together people, places, plans and ACTIONS across Carpathian borders to grow sustainable tourism.



JUST LIKE THE *GAROFITA PIETREI*
CRAIULUI FLOWER—RARE, RESILIENT
AND ROOTED IN MOUNTAIN STRENGTH—
CSTP STANDS OUT AS A **BOLD**
FORCE FOR SUSTAINABLE TOURISM
ACROSS THE CARPATHIANS.

fragile but powerful in fragrance
uniquely **Carpathian**

WHY THIS WORK PLAN

We aimed to build and consolidate a more in-depth model for regional cooperation in the Carpathians.

Goals:

- ✓ Test real coordination across countries
- ✓ Strengthen CSTP Centers and partners
- ✓ Focus on tangible tourism results





Key Messages:

- ✓ CSTP is being **tested** as part of the *Central Mountains Project*.
- ✓ 2025-2026 **pilot phase**.
- ✓ Not about paperwork. We are testing what works and how we scale it.



D.2.2.1. - Designing and Testing A New Cooperation Mechanism for the CSTP

Advanced Proposal:

-  **Pilot-based thematic approach**
-  **4 Pan-Carpathian priorities**, fully aligned with the Protocol on Tourism of the Carpathian Convention
-  **Cross-Border Working Teams** for practical collaboration
-  **A coordination backbone** via Carpathian Euroregion

 **SMART objectives**, rapid national assessments & thematic pilot actions, deepening cooperation

 **Pan-Carpathian Branding identity** (value into the Carpathia Brand)

What's new?





CSTP

Where Mountain Communities Lead the Way

Just like this young guardian of tradition, the CSTP stands to empower the people of mountain destinations to carry the torch of heritage, resilience and cross-border unity into a sustainable future.

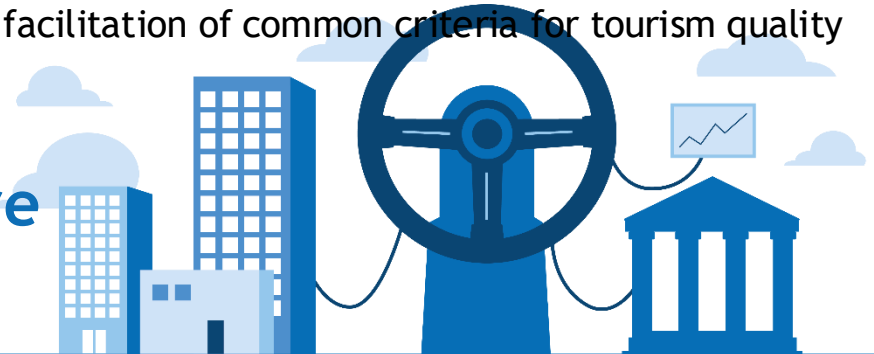
Key Priorities and Actions

The 4 Pan-Carpathian Priorities


Across all participating countries, we shall focus on:

1. **Ecotourism Destinations** - natural & cultural places to protect and promote
2. **Long-Distance Trails** - hiking, biking routes across borders
3. **Local Gastro Points** - authentic food meets local economy
4. **Sustainability Standards** - facilitation of common criteria for tourism quality & eco-responsibility

...connecting nature, culture
and community



HOW IT WORKS - A 5-STEP APPROACH

- 
- ## 1. Common Ground

Shared objectives, governance & working formats
 - ## 2. Country-Specific Plans

Tailored to national contexts/Thematic pillar
 - ## 3. Pilot Actions

Market smartly & engage stakeholders.
 - ## 4. Monitoring and Communication

Monitor, measure & improve
 - ## 5. Scale up

Learn, adapt, expand

The solution:

Cross-Border Working Teams

PIATRA CRAIULUI NATIONAL PARK



The **CROSS-BORDER THEMATIC WORKING TEAMS** are designed to coordinate and share progress on the four identified priority areas.

These pillars were identified through the **Central Mountains Project**, via the **CSTP pilot action D.2.2.1.** and are fully aligned with the **Carpathian Convention Protocol on Sustainable Tourism.**

- Each CBWT is composed of transnational experts and stakeholders.
- Operate through quarterly meetings & annual reports, anchored in CSTP Work Plan.
- Connect directly with National Tourism Task Forces (NTTFs) to align local and transnational strategies.
- Inclusive structure: authorities, DMOs, NGOs, academia, protected areas & private stakeholders.



Ecotourism Destinations



Long-Distance Trails



Local Gastro Points



Sustainability in Mountain Destinations

If the **why** is powerful, the **how** is easy!!!

A strong “Why” fuels perseverance & success

→ Motivation & shared vision: Sustainable, Resilient
Carpathian Tourism

The “How” = Cross-Border Working Teams (CBWTs)

→ Coordinated thematic strategy across borders

Motivation strengthens resilience

→ Turning obstacles into opportunities

Clarity of purpose drives innovation

→ Challenges become collaboration



Cross-Border Teams = Shared Purpose + Clear Path

→ Sustainable Tourism Development

CROSS-BORDER WORKING TEAMS

AS A TOOL FOR
THE CARPATHIAN
SUSTAINABLE TOURISM
PLATFORM



Collaborative structures...

Target Groups & Stakeholders

- ❑ Authorities (ministries, DMOs, municipalities)
- ❑ SMEs & Associations
- ❑ Protected Areas & NGOs
- ❑ Universities & Experts
- ❑ Local Communities & Youth

...towards joint initiatives and projects

Added Value & Uptake Potential

The solution is **innovative** in that:

it focuses on **specific thematic areas** (ecotourism, trails, gastronomy, sustainability) that are directly linked to local livelihoods and nature diversity.
it introduces **joint monitoring frameworks**, enabling evidence-based policy adjustments across borders.
it balances **institutional engagement** (authorities, conventions) with **community-led initiatives**, ensuring both top-down and bottom-up ownership.

The CSTP solution is designed for **scalability and long-term integration**. Its uptake potential lies in:

Institutional anchoring through National Tourism Task Forces and the Carpathian Convention.

Replication across all Carpathian countries, **beyond the pilot phase.**

Integration with EU tourism and climate adaptation policies, **ensuring additional funding streams.**

The Carpathia Brand, **creating a recognizable identity that unites diverse tourism products under common sustainability standards.**



Thank You!

Let's **build bridges** into the
future of sustainable tourism in the
Carpathians.

Together



Interreg
CENTRAL EUROPE



Co-funded by
the European Union

Central Mountains



BRASOV COUNTY, ROMANIA



www.cjbrasov.ro



sorina.boldeanu@cjbrasov.ro



<https://www.facebook.com/ConsiliulJudeteanBrasov>

