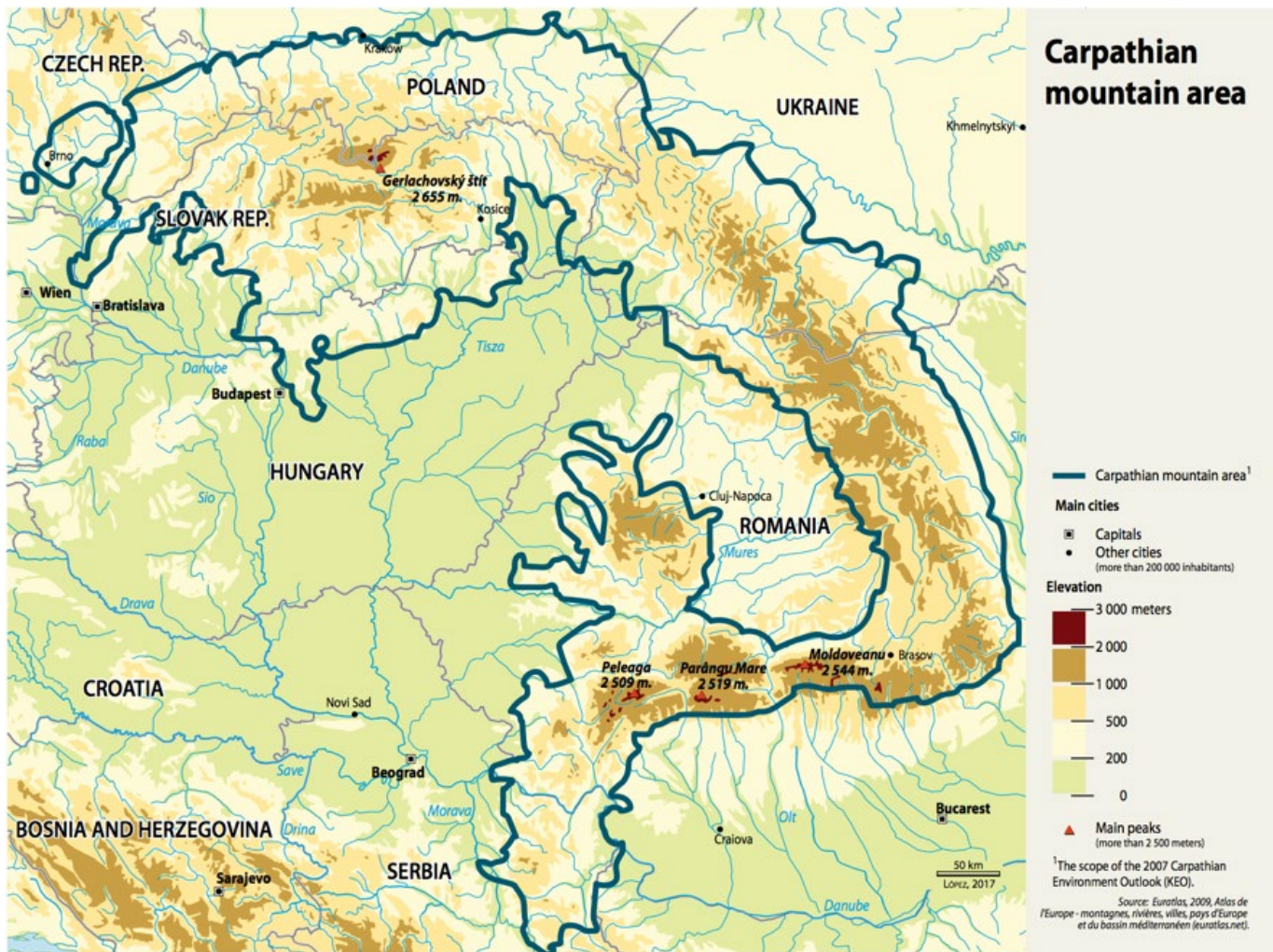




CARPATHIAN CONVENTION




Carpathian Sustainable Tourism Center

[www.cstp.center](http://www.cstp.center)



# CARPATHIAN CONVENTION'S SUSTAINABLE TOURISM PLATFORM

# CARPATHIAN CONVENTION

## CONFERENCE OF THE PARTIES (COP) & IMPLEMENTATION COMMITTEE (CCIC)

- **8 Working groups:** Conservation and Sustainable Use of Biological and Landscape Diversity, Spatial Development, Agriculture and Rural Development, Sustainable Forest Management, Industry, Energy, Transport and Infrastructure, **Sustainable Tourism**, Cultural Heritage and Traditions, Adaptation to Climate Change.
- **4 Additional Protocols:** Protocol on the Conservation and Sustainable Use of Biological Diversity, Protocol on Sustainable Forest Management, **Protocol on Sustainable Tourism**, Protocol on Sustainable Transport
- **1 Sustainable Tourism Strategy:** **competitiveness, conservation, cooperation** - effectively increasing the level of integration between tourism and other relevant sectors, i.e. socio-cultural and ecological, economic elements; increasing public participation, awareness and preservation of interest in tourism in the Carpathian Mountains.

**3 objectives; 27 actions in the Country Plan and 24 actions in the Joint Plan**

# CARPATHIAN CONVENTION's Sustainable Tourism PLATFORM



**GOAL:** Carpathian Sustainable Tourism Platform shall support cooperation between stakeholders and enhance implementation of the Carpathian Convention provisions on Sustainable Tourism

# CARPATHIAN CONVENTION's Sustainable Tourism PLATFORM

**The main challenge** in realizing the vision of socio - economic development of the Carpathians through the implementation of the Strategy for Sustainable Tourism Development of the Carpathians (Strategy) is:

- the lack of an efficiently functioning cooperation network between institutions,
- the low institutional capacity of individual actors in the process,
- the lack of coordinated action on a regional level,
- the lack of stable funding

**Carpathian Sustainable Tourism Platform**  
**\_coordination of public institutions, private sector and NGOs to successfully implement the Strategy.**



# CARPATHIAN CONVENTION'S Sustainable Tourism PLATFORM

- Promote intensive **cooperation of tourism stakeholders** from all Carpathian countries in the implementation of the tasks listed in the strategy through an active **network of relevant partners** (countries, stakeholders or external experts).
- Platform for common understanding of **sustainable tourism planning and management**.
- Comprehensive efforts of the countries that have ratified the Carpathian Convention to **coordinate the responsible use, protection and promotion of the Carpathians** as a sustainable tourism destination.
- An **information hub** to ensure the flow of information in the following area: development, maintenance and updating of a common online database on sustainable tourism in the Carpathians; mobilisation of resources; exchange of best practices; product development; branding and certification; marketing and promotion; capacity building of stakeholders, businesses and destinations.



# DATA BASE for the sustainable tourism in the Carpathians

<http://www.ceeweb.org/stcdb/>

1. **Handbooks and guides** relevant to sustainable tourism (87 documents)
2. **Financial instruments** relevant to the Carpathian Convention countries (45 records)
3. **Tourism projects** implemented in the Carpathian countries relevant for sustainable tourism (92 records)

## **Needed tasks:**

1. Revitalize the data base
2. Disseminate the database and ask experts, ministries, local public authorities to contribute with updated information
3. Find funding to maintain and expand the database
4. Establish an Observatory for Sustainable Tourism in the Carpathians similar to the one in South Tyrol (Italy) for the Alps

# Cooperation of V4+ rural tourism actors through social and digital innovation project

Support local entrepreneurs to increase the quality and the visibility of rural tourism and craft initiatives

## OUTPUTS

1. **Management and Marketing Tools for Rural Tourism Entrepreneurs-** Enhancement of How to Attract Tourist Ecotourism Handbook (Product)
2. **Management Workshop on Rural Development and Innovation (Event-Public),** Roudnice nad Labem, CZ
3. **Digital Communication and Building Identity Marketing Workshop (Event-Public),** Banska Stiavnica, SK
4. **Tools for Social Enterprises, NGOs and Rural Tourism Entrepreneurs-** Enhancement of How to Attract Tourist Ecotourism Handbook (Product)
5. **Social Enterprises and Community Development in Rural Areas Workshop (Event-Public),** Szekszárd, HU
6. **Webinar about Digital Communication and Building Identity (Product)**
7. **Webinar about Rural Development and Innovation Management (Product)**
8. **Webinar about Community Development and Social Entrepreneurship on the Rural Areas (Product)**

<http://carpathian.ruraltourism.humtour.com/>

**Budget: 104.580,00 EUR**

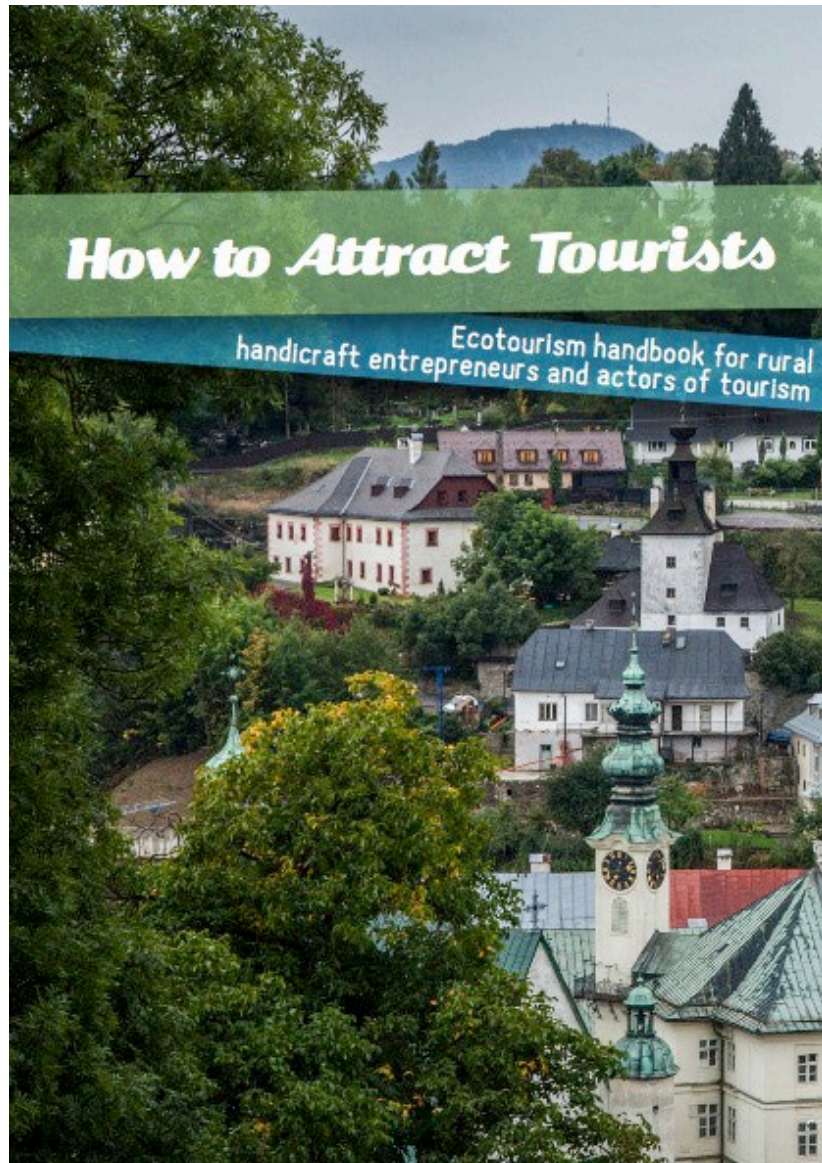
- **Humtour Limited Liability Company – Hungary**
- **Ekopsychology Society – Poland**
- **Art and Craft of Stiavnica Civil – Slovakia**
- **Homeland Museum of Knjaževac – Serbia**
- **Vavel - tourism business – Serbia**
- **Brasov County Council - Romania**

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Visegrad Group



# Cooperation of V4+ rural tourism actors through social and digital innovation project

Support local entrepreneurs to increase the quality and the visibility of rural tourism and craft initiatives



- 
- Visegrad Group
- 
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## **Carpathian Route - exploring, promoting and protecting the richness of the cultural and natural heritage of the Carpathian Region**

- **Marshal's Office of the Podkarpackie Voivodship - Poland - Lead partner – Public**
- International Charitable Organisation Information Center "Green Dossier" – **Ukraine** - NGO
- Brasov County Council – **Romania** – Public
- The Homeland Museum of Knjaževac – **Serbia** – Public
- Wallachian Open Air Museum - **Czech Republic** – Public
- Humtour Limited Liability Company - **Hungary** – Private
- Institute of Ecology of the Carpathians NAS of Ukraine – **Ukraine** - University or research institution
- The Monument Board of the Slovak Republic - **Slovakia** - University or research institution
- **International Commission for the Protection of the Alps CIPRA – Liechtenstein - Expertise partner – NGO**
- **UN Environment Vienna Office - Secretariat of the Carpathian Convention – International - Expertise partner - International organisation**
- **Stiftelsen GRID-Arendal – Norway - Expertise partner**

**Foster the sustainable socio-economic development of the Carpathian mountain region by safeguarding and sustainably using the cultural and natural heritage assets as drivers for local economies' development.**

## Project Partners:

- Rzeszów County - 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)

# CENTRAL MOUNTAINS

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



Total value of the project  
2 334 902,00 EUR

# Actions deriving from CARPATHIAN CONVENTION

- WG Tourism, the CSTP and its Centers shall contribute to the Carpathian **wide report on the implementation** of the Carpathian Convention and its Protocols;
- CSTP shall further elaborate on the development of the common **Carpathian brand** based on the following three pillars:
  - local products and eco-tourism
  - quality of the natural environment
  - integrated ecological transborder public transport system
- WG Tourism shall consider the **Set of Indicators for measuring the positive and negative effects of tourism in the Carpathians**
- WG Tourism, the CSTP and its Centers shall contribute to the **EU Macro-Regional Strategy for the Carpathians**

# EU macro-regional strategies

Macro-Regions:  
Adriatic and Ionian, Alpine, Baltic, Danube

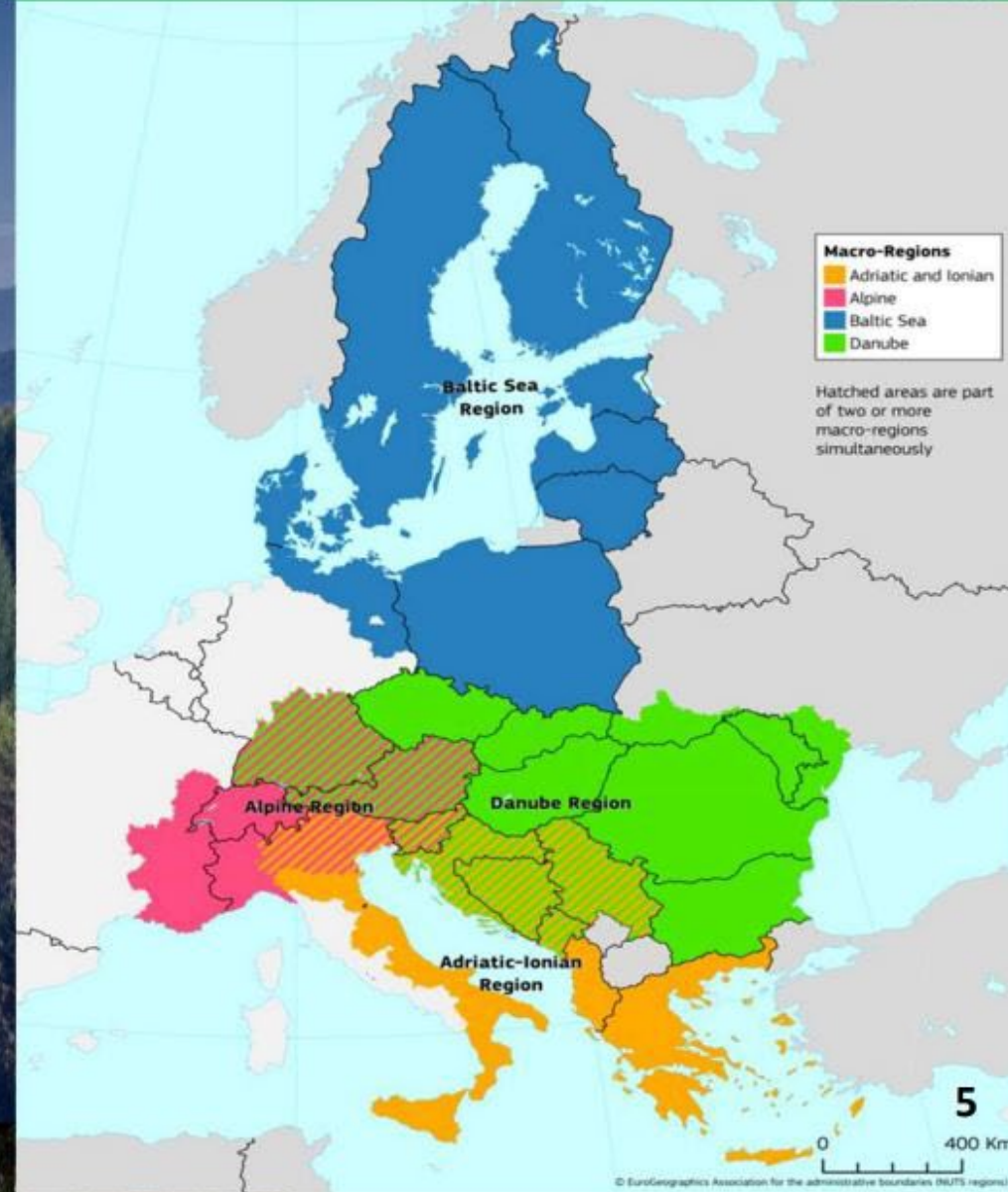


There are currently four EU macro-regional strategies:

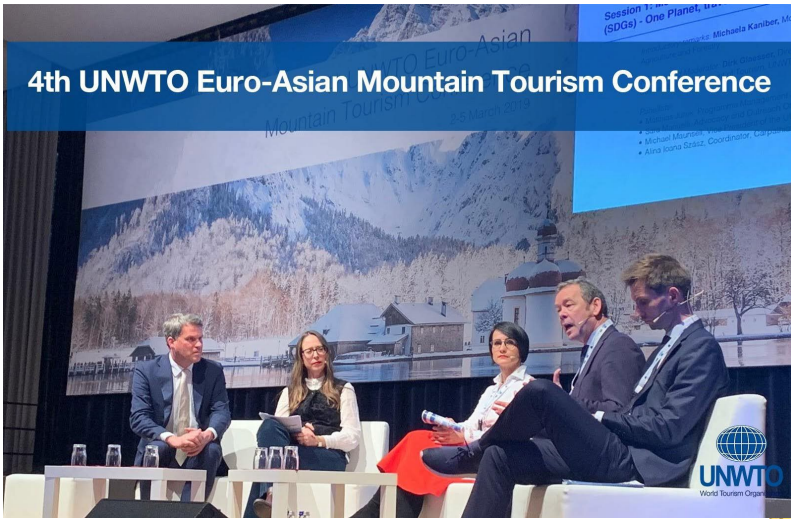
- EU Strategy for the Baltic Sea Region (EUSBSR; 2009),
- EU Strategy for the Danube Region (EUSDR; 2010),
- EU Strategy for the Adriatic and Ionian Region (EUSAIR; 2014 r.)
- EU Strategy for the Alpine Region (EUSALP; 2016).

There are also initiatives to create new strategies for the Carpathian, Atlantic, Iberian and Mediterranean regions.

Most EU Member States are included in the macro-regional strategy agenda and some EU countries are involved in several strategies.



4th UNWTO Euro-Asian Mountain Tourism Conference



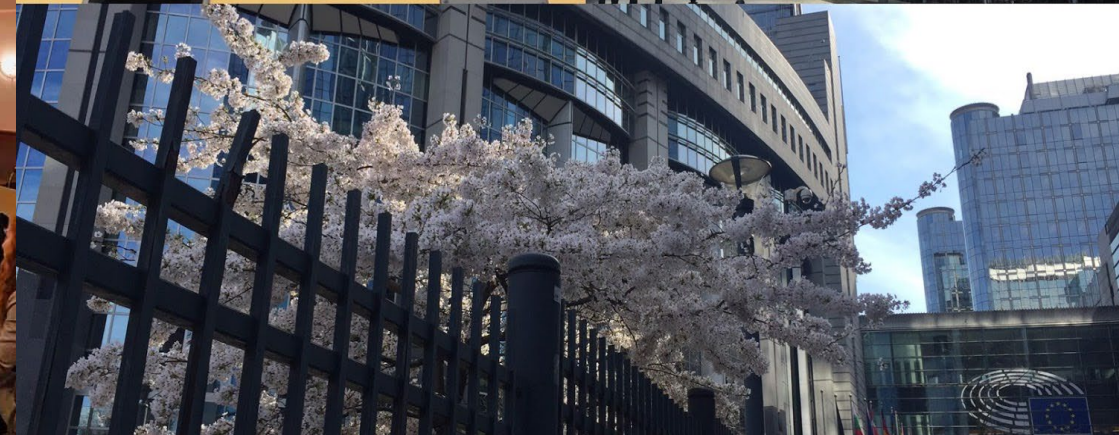
EU Biodiversity Directors  
Brasov, Romania



European Committee of the Regions (CoR)  
Carpathian Interregional Group



Carpathian Convention  
Implementation Committee





Thank you for  
your attention!

Alina Szasz  
CSTP - CSTC Romania

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www.carpathianconvention.org



***”Coming together is a beginning.  
Keeping together is progress.  
Working together is success”  
Henry Ford***