



Part of Chapter 5.1: Objectives of the Tourism Strategy

OBJECTIVE 1	
<i>Establishing a marketing scheme for the promotion of the Carpathians as unique destination, including the development of supportive conditions for sustainable tourism products and services</i>	
OBJECTIVE 2	
<i>Developing an innovative tourism management at all levels, fully integrating the needs of local populations and the preservation of natural and cultural heritage</i>	
OBJECTIVE 3	
<i>Establishing of a continuous process of awareness raising, capacity building, education and training on sustainable tourism development and management throughout vertical and horizontal levels</i>	

→ additionally it will be necessary to keep another objective regarding financial mechanisms in mind;

→ after elaboration of chapter 5 additionally objectives might emerge that can be included in objectives later on; the inclusion of these potential additional objectives will be decided on during the next meeting