



## **Chapter 2 of the Tourism Strategy Vision Statement**

The Carpathians are a living region with a common identity where people enjoy quality of life with rich traditions and in sound environment.

The unique natural and cultural heritage of the Carpathians builds the basis for a competitive sustainable tourism destination.

Good cooperation, local management and partnerships contribute to the high quality of tourism, which ensures continuous benefits for local people and economies.

The creation and marketing of the Carpathians as a unique sustainable tourism destination	Development of a wide range of sustainable tourism products and services
	Information Platform, advertisement and marketing
	Development of efficient and suitable marketing
	Marketing and promotion of Carpathians and what they offer
	Standard and certification of products based on demand
Diversified tourism as a tool for nature conservation, preservation of cultural heritage and human resource development	Protection of natural and local cultural diversity
Spatial management based on socio-economic natural impact assessment	
Better coordination between central and local governments (improvement of policies, regulations)	