

Minutes of the Tourism Policies in the EU and beyond workshop and meeting of the CEEWEB Sustainable Tourism Working Group



Bojentsi | Gabrovo | Bulgaria
October 9 -13, 2008

Edited by
Blanka Bolgár
Katrín Gebhard
Kristina Vilimaite



CEEWEB Sustainable Tourism Working Group 2008

- The meeting was supported by the European Commission -

0. DAY – 9 OCTOBER

Arrival of the participants and welcome dinner in the evening.

FIRST DAY – 10 OCTOBER

INTRODUCTION OF PARTICIPANTS, PRESENTATION OF AGENDA AND WORKSHOP GOALS

TRAINING ON POLICY WRITING SKILLS

- DPSIR for mass tourism (group work)
- Structure of the policy paper, writing skills development (presentation, exercises)
- Writing skills exercises
- Policy cycle, policy paper group work

EVALUATION OF THE DAY

Introduction of participants, presentation of agenda and workshop goals

The workshop started with the introduction of the participants. Everybody said a few words about himself, about his organization. The participants expressed their expectations related to the workshop, Kristina Vilimaite (CEEweb) wrote them on a flipchart paper.

Expectations:

- become a real group/network
- learn about tourism and how it is related to biodiversity and sustainable development
- learn about EU and national policies on sustainable tourism
- information about sustainable tourism in other countries, including both good and bad practices
- exchange information and experiences on use of EU funds and programmes
- learn about cooperation in the field of tourism, i.e. among authorities, protected areas
- find out how NGOs can influence policies and foster sustainable development
- find inter-linkages between STWG and other CEEweb working groups
- learn how to influence national tourism development through EU policies

For getting to know each other better the “Treasure Hunt” game was played. Every person received a question and had to collect the “yes” answers from all participants. The answers were noted on a flipchart paper.. The questions included information useful in terms of for the workshop contents (e.g. who thinks that NGOs can influence the EU policies), in terms of logistics of the workshop (e.g. who knows how to provide first aid) and some personal information to help the participants to know each other better (e.g. who considers himself a good cook, who goes to work by bike). Katrin Gebhard (Ecological Tourism in Europe) summarized and commented the answers.

The participants (as per suggestion of Katrin) formulated the ground rules of the workshop and voted them.

Ground rules:

- be on time
- interruption is ok, if it's getting too long or out of topic; the person who gets stopped should not get insulted
- hand signs can be used
- only one person speaks at a time
- mobile phones on silent
- use simple language, ask if something is not clear

Kristina briefly presented CEEweb, and then described the program and the goals of the workshop.

TRAINING ON POLICY WRITING SKILLS

The session started after a coffee break with a discussion of the following questions: what is policy, what are the policy's goals, objectives.

After the discussion Kristina introduced the DPSIR model, stressing the importance of the drivers, pointing out that our actions should be focused on the drivers too, not only on the pressures.

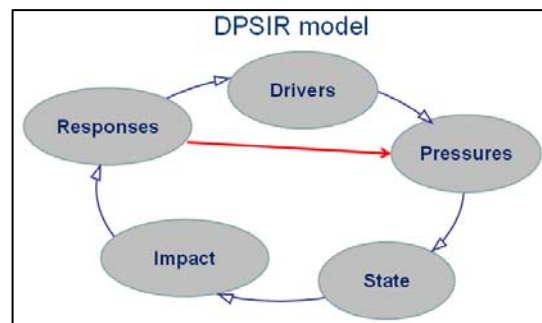


Figure 1: DPSIR model

Source: European Environment Agency, 2003 (adapted from Smeets and Weterings, 1999.)

The main problem is that policies mainly aim at solving the pressures. However, only if the drivers are affected the policy can achieve the real and long-lasting change. For making the model more comprehensible she used a head-ache example: on a long term it is not enough and not healthy to take a pill, you have to find the reason of your head-ache and solve them. The presentation included an example of DPSIR model for biodiversity loss that was developed by the CEEweb Policy Working Group.

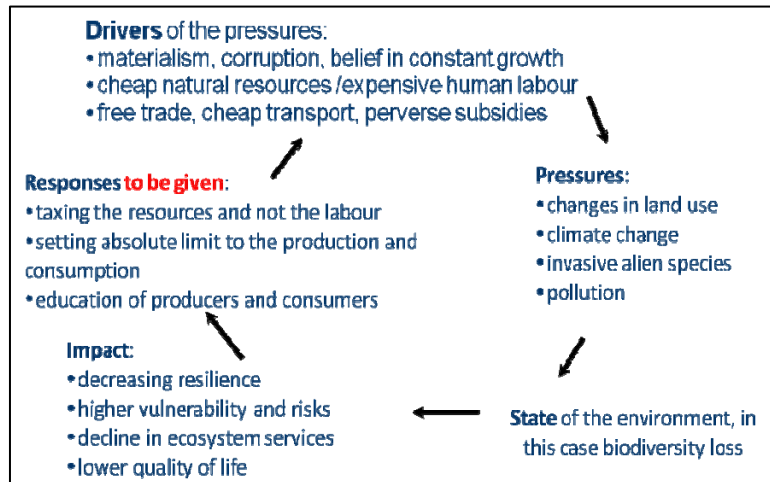


Figure 2: DPSIR model for biodiversity loss

Source: CEEweb for Biodiversity, Policy Working Group, 2008

DPSIR for mass tourism (group work)

Two working groups had a task to discuss how the DPSIR model looks like for tourism and present the results of their discussion.

Results of the group work:

Group 1

Driver: mass tourism

Pressures: over-construction, lack of space, lack of infrastructure

State: negative influence of mass tourism

Impact: landscape and culture changes, diminishing quality of nature

Responses: rearrange the mass tourism in sustainable forms

Group 2

Drivers of mass tourism: cheap (public) transport, urge to travel, media/advertising, low life quality in urban areas/urbanization, changing consumption patterns

Pressures: land and resource use, biodiversity loss

State: growing tourism, lack of regulation, growth of mass tourism, alternative tourism is getting popular, nihilism of local people

Impact: heritage destruction, tourism industrialization

Responses: sustainable public transport, promotion of local tourism, internalizing environmental costs (real prices of resources and human labor), awareness raising, education

The participants have disagreed about the exact place of tourism in the model. However, everybody agreed that not only the pressures that should be addressed, but the drivers too. Kristina commented the results of the working group. Among other things she suggested to look deeper when thinking about the drivers and consider cultural and societal causes of mass tourism.

Structure of the policy paper, writing skills development (presentation, exercises)

After the lunch Kristina continued the presentation about policy writing skills. To better understand and learn how a policy paper is structured the rope exercise followed. The participants had to find the logical sequence of the common elements (*Title, Table of contents, Abstract/Executive summary, Introduction, Problem description, Policy options, Conclusion and recommendations, Appendices, Bibliography, and Endnotes*) of a policy paper and hang them up to a rope. Additionally they had to assign texts to the titles of the sections.

Kristina presented the three basic elements of an argument that are essential in writing a policy paper: the claim, the support and the warrant. She presented a text as example, the participants had to find these three elements.

To avoid the usual faults in the writing of a policy paper an exercise called “The worst teacher” followed. The participants shared their experiences about their worst teacher, the group summarized how this can be relevant to the policy writing process. Kristina wrote all this “lessons” to a flipchart paper.

Lessons learned:

- there can be more interpretations than one
- think independently
- forget bad things
- guilt doesn't help, it is not convincing
- to take sides, to get united and have common goals
- find weak points of your “enemies” and use them
- threat/tension supports action
- adjust writing style to the style of your audience

Writing skills exercises

After the game Katrin presented a few exercises to improve the policy writing skills of participants. She presented for a short time the following text, which might be logically and grammatically incorrect, but doesn't provide a reader-friendly style that enables easy understanding.

The text:

The irrigation of hill systems needs to have a foundation in sustainability and cost-effective engineering. The criteria for selection of systems should be based on the

consideration of the prevention of influence of politicians. Investment should concentrate on interventions to overcome key bottlenecks in existing systems. Agreement with farmers with regard to the finances and manpower resources for which there is a requirement for maintenance must be reached and is a necessity at the planning stage to ensure that systems are within farmers' maintenance capacities. Alternatively, a specific budget should be allocated from the outset. Moreover, construction work should be of a high quality that will both last and not require significant quantities of material for maintenance.

She had three simple questions about the text, nobody could answer. She presented the FOG-index, which calculates the text's readability by the length of sentences and the number of hard words (words longer than 3 syllables). The resulting number is an indication of the number of years of formal education that a person requires in order to easily understand the text on the first reading.

Fog index = (Average No. of words in sentences + Percentage of words of hard words) x 0.4

There are online tools for counting fog index, please refer to http://en.wikipedia.org/wiki/Gunning-Fog_Index

A short brainstorming followed to find out why the short sentences are more effective. Brainstorming results:

- clear
- faster to understand
- less energy and time needed for reading
- more natural
- message is straighter
- better structured, less confusing
- user friendly
- easier to remember

As next exercise the group had to shorten some sentences that were very long, and find the words and expressions that are unnecessary.

Katrin presented some examples of "spicy" words that should be used only if well-considered and necessary, but be avoided as usual vocabulary. The examples include:

Spicy words:

- Absolute / Absolutely
- Basic / Basically
- Effective / Effectively
- General / Generally
- Important/ (most) importantly
- Quite
- Really
- Substantially
- Typical /Typically
- Very

Another usual problem in writing and presentations is the nominalization. To develop the writing skills of participants a new exercise followed, the group had to change the passive mod of a text in active mod, for avoiding the nominalization.

Policy cycle, policy paper group work

After the exercises and coffee break Kristina presented the policy cycle, and discussed about the agenda setting theory. She gave an example of climate change. In this case the policy doesn't have to deal with putting it on the agenda of policy makers because it is already there.

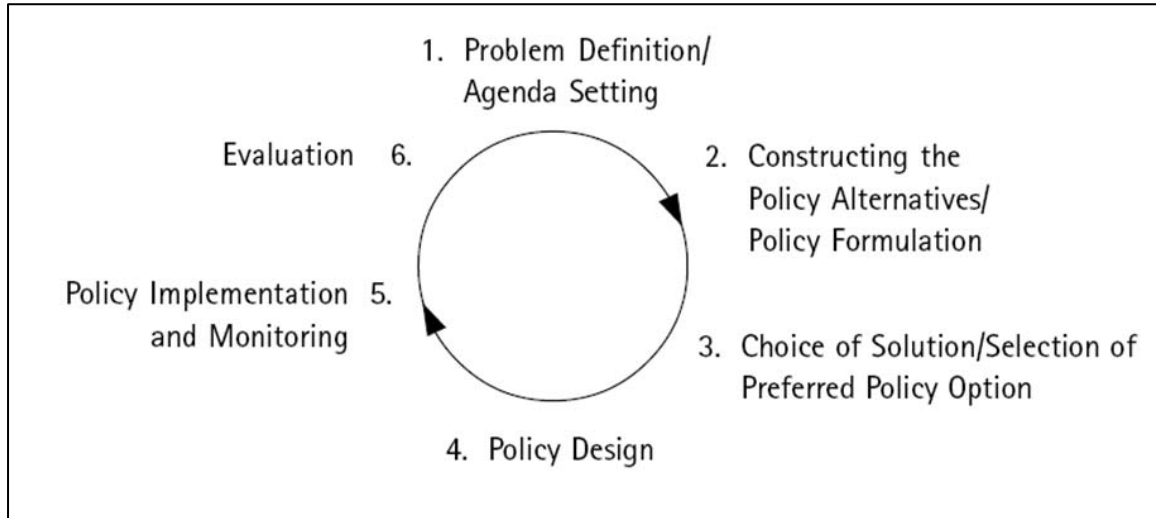


Figure 3: The policy cycle

Source: Eóin Young and Lisa Quinn, 2002

After the presentation the group work followed. For breaking into groups the participants had to arrange themselves – without talking – in order, according to their birth date. As revision they had to discuss and present what makes a policy paper good. A few new ideas came up, like how to identify the stakeholders, what channels to use for disseminating the information.

The results of group work “What makes a policy paper good?” :

Group1

- clear structure
- clear goals
- written by people with experience in writing policy papers
- based on good evaluation of problems
- prepared in partnership with others (incl. public participation)
- short sentences, simple language
- importance of first sentence of paragraph
- possibility of implementation
- to be in the interest of all

Group2

- understandable and convincing
- accurate identification of problem and target group

- (good methods, tools)
- the recommendations and solutions have to be realistic, argued (pro and contra), give alternatives
 - have an implementation schedule/plan
 - coordinated with other policies
 - prepared with the involvement of many stakeholders
 - the document should be well structured, concentrated, appropriate language used
 - monitoring + evaluation + update

The presentation is available at

www.ceeweb.org/workinggroups/sustainabletourism/Meetings/2008_1/policy_paper_writing.pdf

Further reading:

- Eóin Young and Lisa Quinn. Writing Effective Public Policy Papers – A Guide for Policy Advisers in Central and Eastern Europe (OSI/LGI, 2002)
www.publicpolicy.umb.edu/~pubpol/documents/policywriting-toc.pdf
- The Reporting Skills and Professional Writing Handbook: a practical guide for development professionals (ELD, 2008) www.reportingskills.org

Evaluation of the day

At the end of the day, the participants had to evaluate the day by positioning their comments on a vertical line where top was “positive” and bottom was “negative”. The evaluation by points showed that everybody was satisfied all the comments were placed above the middle point of the line.

Comments:

- too analytic, but I’m not sure that poetical way is the right way
- interesting topics (little bit complicated, but interesting and important)
- would be good to have the presentation on the projections screen during the exercises
- good beginning, almost very (spicy word) well organized
- well organized, very useful, grammar part not so clear
- worth participating
- too much indoor work

For the evaluation of tomorrow two observers were chosen (Erisa Llaka, Eden, Albania, and Ivan Svetotsarevic, Young Researchers of Serbia), they will have the task to observe, interview the others, summarize and present the result.

SECOND DAY – 11 OCTOBER

COMMON GROUND – Is tourism sustainable in Bojentsi ?

- site visit
- group work

INSIGHT INTO TOURISM RELATED EU POLICIES

- presentation

HOW TO DEVELOP SUSTAINABLE TOURISM POLICY?

- Turania exercise

EU FUNDS

- presentation

XY GAME

INTERCULTURAL EVENING

Common ground – Is tourism sustainable in Bojentsi? (site visit, group work)

The day started with 1-hour walk in the village; the participants had to find out how tourism is organized there, what signs are visible, talk with the villagers and hosts during the breakfast. They had to pay attention to social, environmental and economic aspects of tourism. The overall question of the exercise was to answer if tourism is sustainable in Bojentsi.

After the site visit they were divided in three groups, their task was to develop three sets of tourism sustainability criteria. The first group had to develop the environmental, the second the socio-cultural and the third the economic criteria of sustainable tourism and fill in a specified table:

Results of the group work:

Environmental criteria	Is the criteria met in Bojentsi?		
	YES	NO	More info needed
Biodiversity	(X)	X	
Nature conservation	X		
Environmentally friendly infrastructure		X	Fresh and waste water Garbage Transportation Energy supply
Waste management		X	
Air quality	X		Heating system
Environmental management plan, assessment plan			x
Soil			Sewage Waste
Tourism services	X		x
Acoustic pollution	X		
Built environment (heritage)	X		
Use of resources			x

Socio-cultural criteria	Is the criteria met in Bojentsi?		
	YES	NO	More info needed
Age of population elders	X		
Youngsters		X	
Employment retired	X		
Active		X	
Education		X	
Architecture protection/maintenance	X		
Folklore, traditions	X	X*	
Services – guides	X		

* Mix of cultures, not authentic

Economic criteria	Is the criteria met in Bojentsi?		
	YES	NO	More info needed
Local people have income from tourism	?		X
Inhabitants use local resources		X	X
Climate fee (contribution to local economy)			X
Municipality involvement (roads, waste, parking places)		X	X
Subsidies	X		X
% of income from tourism		X	X
Social structure – age – high % of retired people		X	

The discussion that followed tried to identify how the criteria were chosen, and what is the role of carrying capacity, how can it be calculated. The participants raised another problem too: is Bojentsi a living village or a tourism resort? In the socio-cultural and economic criteria some overlaps occurred.

Insight into tourism related EU policies (presentation)

After the coffee break Kristina held a presentation about the tourism related EU policies. She presented the EU institutions, programs and communication documents related to tourism. The presentation is available at www.ceeweb.org/workinggroups/sustainabletourism/Meetings/2008_1/EUpresentation.pdf

How to develop sustainable tourism policy? – Turania exercise

After the lunch a new group work followed to improve the sustainable tourism policy development skills of the participants. They had to imagine that they are the members of the Presidential Panel on Sustainable Tourism in Turania (imaginary country). They are having the first meeting. The goal of this meeting is to decide: what legislation should be changed and whom to involve into this process. They received a short description of the country, a list of existing laws and legislation and one of the potential stakeholders. Due to the limited budget they can only change 7 laws of 20, and involve 10 persons/institutions from 20 listed.

List A: Laws relevant to tourism development and management

- | | |
|--|---|
| 1. Law on Protected Areas | 13. Public Utility, Communications and Transportation Law |
| 2. Act on Hotel Operations | 14. Regulation on Quality of Bathing Water |
| 3. Act on Railway Transport | 15. Regulation on Quality of Drinking Water |
| 4. Energy Law | 16. Tourism services regulation |
| 5. Environmental and Natural Resource Law | 17. National Parks, Nature Reserves, National Sites and Monuments Law |
| 6. Cultural Heritage Act | 18. Tax Law |
| 7. Investment Promotion and Protection Act | 19. Learning and information Law |
| 8. Land Use Planning Act | 20. Traveler's rights regulation |
| 9. Small Business Act | |
| 10. Consumer Protection Act | |
| 11. Law on state support to regional development | |
| 12. Labor code | |

List B: Persons and institutions important to sustainable tourism development and management

- | | |
|--|---|
| 1. Ministry of Environment | 3. Association of Biofarming |
| 2. Interministerial Committee for the Implementation of Convention on Biological Diversity | 4. Association of Hotel Owners |
| | 5. Association of Small Tourism Service Providers |



- | | |
|--|---|
| 6. Association "For a Hospitable Turania" | 15. Association "For the development of sustainable tourism in Turania" |
| 7. Ministry of Economy | 16. Directorate of National Parks and Protected Areas |
| 8. Ministry of Finances | 17. Interministerial Commission for Environment and Tourism |
| 9. Association of Municipalities | 18. The Education Commission of Turania |
| 10. Association of International Tourism Agencies | 19. Association of sports, recreation and health |
| 11. Tourism board of Turania | 20. Ministry of Transport |
| 12. Parliament of Turania | |
| 13. Ministry of Water, Forestry, Agriculture and Rural Development | |
| 14. Ministry of Sustainable Development | |

The participants were divided to four groups; two groups focused on the legislation, the other two on the stakeholders. The results were presented. The discussion focused on the process of prioritization: was voting used or consensus decision-making or other methods? The exercise showed the linkages of tourism policy with other policies.

EU funds (presentation)

After the coffee break Katrin made a presentation about the EU funds. The participants shared their experiences in the field of applications for the EU funds and their management; and discussed if the EU funds are used for truly sustainable development in their countries.

XY game

Before dinner a surprise exercise take place: the XY game. The participants were divided to four groups, four nominated people chose others one-by-one. The game has 10 rounds, during each round each of the groups put down on the paper X or Y and the name of the group, and hand over to the game master. The game master announces the number of X and Y that arrived after each round. The groups can request consultation with other group/groups.

The aim of the game is to get as many scores as possible. The scores were as following:

4x	X=+1	
3x/1y	X=-1,	Y=+3
2x/2y	X=-2,	Y=+2
1x/3y	X=-3,	Y=+1
4y		Y=-1



Two meetings of the representatives of the groups took place, however in the first one of the groups did not participate. At the second meeting the four groups agreed on the strategy to follow, and signed an agreement. A discussion on lessons learned during the game finalized the exercise.

Intercultural evening

After dinner the intercultural evening took place, every participant brought some specific meal, drink or music from his country. Even some specific dances were presented.

THIRD DAY – 12 OCTOBER

REPORT OF OBSERVERS

NATIONAL LEVEL EXERCISE

- Tourism related organizations in the country of participants

STRANDJA CASE STUDY

- presentation

EXCURSION

STRANDJA CASE STUDY

- group work
-

Report of observers

The day started with the report of the observers, they presented the summarized opinion of the participants and they gave some recommendations too:

- involve all participants to the discussion, for example call them by country (ex. what Albania has to say related to this issue)
- respect the ground rules, keep the time
- take care with the amount of new information
- give more concrete examples
- give more time for some exercises
- the game should be planned in order to involve all ages
- the logistics are the best
- too much tasty food 😊

Kristina asked for some clarification from the observers and other participants. Some of comments of the observers were not taken by the group. On some she suggested how the improvement can be made during the last day of the workshop (smaller groups so everybody can participate, moderator and time keeper elected by the working groups, sending concrete examples after the workshop). She emphasized the fact that it is a workshop and therefore all the participants are responsible for the success of the event..

National level exercise – Tourism related organizations in the country of participants

The participants had homework to do before coming to the workshop. They had to check which tourism related organizations exist at the governmental level in their countries and to which ministries are they related. They had to fill in a table with the information gathered.

Country	Ministry of Environment	Ministry of Economy	Ministry of Tourism	Ministry of Transport	Ministry of Regional Development	Ministry of Agriculture	Ministry of Education	Parliament	Others
Poland	X		X						Polish Tourism Organization (POT), Polish Agency of Tourism Development
Albania			X						Ministry of Integration
Serbia	X	X							TOS, Ministry of Culture, P.E./M.P
Bulgaria	X	X			X				
Latvia	X	X			X	X			National Tourism Agency
Romania									Ministry of SMEs, Liberal Professions and Tourism, Forestry – Romsilva
Hungary	X	X			X	X		X	Ministry of Local Governments
Germany	X	X		X		X		X	Ministry for Economic Cooperation and Development and GTZ; Parliamentary Tourism Working Group

Kristina summarized the results. In the field of transports there is no interest related to tourism, fortunately the environmental sector has some tourism commissions. The economy is the sector that is strongly related to tourism in every country. The forestry too has a big interest in the tourism of the protected areas. Kristina stressed that the role of NGO's is to involve all other governmental sectors and organizations in the development of tourism policy.



Strandja case study (presentation)

Ivan Kamburov, from the Strandja Nature Park Directorate presented the case of their nature park, which is constantly in conflict with the local administration and government.

While he presented the actual problems related to the Spatial Master Plan and the process of the Plan's elaboration and acceptance Kristina draw the process's cycle on a flipchart paper for a better understanding and to see where NGOs can interfere.

Excursion

After lunch a five hours excursion to the ethnographic outdoor museum Etara and Sokolsky Monastery took place. From the ethnographic museum of Etara we hiked to the Monastery and back.

Strandja case study (group work)

After the excursion the participants still had energy to work because they were very motivated in offering some possible solutions for the Strandja case. They were divided to three groups. Each of the groups had to 1) map which supplementary information they need on this case, 2) think whom to involve for solving the problem and 3) make a draft of the action plan.

In order to practice the facilitator's skills every group had a moderator and a time keeper. Some of the groups worked even after dinner, or they decided to take the dinner later.

FOURTH DAY – 13 OCTOBER

STRANDJA CASE STUDY GROUP WORK RESULTS

CEEWEB STWG MEETING

- Ceeweb news, STWG report
- Draft work plan 2009
- Draft agenda of “Business and sustainable tourism” workshop (group work)

EVALUATION AND FINALIZATION OF THE WORKSHOP

- Results of the evaluation:
- Letter to myself

Presentation of the Strandja case study group work results

I. What do you know / what do you still need to know?

We know:

- Political situation
- Media in BG is controlled (difficult to involve)
- Letter to EU
- Steps already undertaken by Strandja Nature Park Directorate
- Threats through the Spatial Plan
- Attitude of locals (against the Spatial Plan)
- Management plan is not working
- 3 out of 4 experts that did the EIA for the Spatial Plan (this is a weak point you could maybe use!)

What we need to know:

- What is the position of the Ministry of the Environment
- What is the position of NGOs? Are they all pro – do they have hidden agendas?
- Which investors are already interested?
- How to achieve sustainable development? How to protect it from mass tourism?
- How to change the mind of people destroying this area
- Who can help on other levels than the ones involved now? EU? Strasbourg (Court of Human Rights – illegal decisions are against human rights, i.e. exchange of experts...)

II. Whom to involve?

- Independent lawyer
- Independent, international experts: PR (spreading of information/notification, Scientists (analysis, facts provision), Policy expert
- Media involvement (Bulgarian Media, Internet (Blogs, Newsletters, Portals for Tourism & Environment), TV, Radio,
- Foreign Tourism Organisations (Germany, Britain, etc. – to reach customers as well)
- Other Nature Parks (PAs)

- EU, Parliament, Ombudsman
- Bulgarian Government
- Locals – as individuals and communities/communes (smallest administrative division as well)

Key player local population: How to improve cooperation between locals and the Nature Park?

- Project to hire expert for advertising image of Strandja on the national/regional level → plastic bags?
- Changing the mind of people
- Addressing the problem to the EU Commission
- *Constant* group of people that are interested in protecting the area
- Authorities that help support the protection of the park – higher level authorities!
- Greenpeace – one of their goals is protection of ancient forests; could provide access to media; help to make Strandja an issue on EU level
- Hans can provide information and contacts to Greenpeace
- Construction control authority should be contacted and informed about ongoing developments (do you have a prefect?); legality should be controlled in the continuous process!

III. What do do?

- Management Plan of Strandja Nature Park should be made official
- Develop policy for the Nature Park together with other Nature Parks from Bulgaria → unify procedures, responsibilities and clarify policies; amend existing legislation or change legislation
- Again letters to the EU
- Aggressive media attack (national and international) – i.e. press conference in Brussels; target increasingly international levels a) in order to increase pressure, b) to avoid not to be noticed by controlled national level
- Go to court with international, independent lawyer
- Try to influence elections (this is the time when there is public attention; all levels – Tsarevo as well as national government)
- Talk to local people → awareness raising; not only targeting people from Strandja but also people in Bulgaria in general
- Try to find a way to avoid corruption
- Trans-boundary cooperation – joint project with Turkey; to strengthen international pressure; common BR or Park with Turkey – gets even more difficult then to make developments within the Nature Park
- Involve the court of human rights in Strasbourg and issue a suit – also press relevant!
- Those who fight for Strandja should issue/publish all relevant and related documents (protocols, public information by Tsarevo, press releases, assessments by architects, EIA etc.) – it informs people and on the other hand

- shows the municipality that you want to know what is going on and that you will work towards publication of this information → law of access to public information (Aarhus Convention!); based on this law ask for copies of documents and information!
- Legal analysis of the case should be made: which international legislation was not met? Environmental Protection Agency needs to make a public debate on the strategic assessment; only the Tsarevo municipality made a fake debate!
 - Check urban planning and public participation laws!
 - EU Parliament resolution: achieve that they put the Strandja case on the agenda (signature collection)! Ask Hans for his experiences!
 - Focus mainly on: Legal aspect and media – in combination!
 - Press releases, new media, blogs – professionalize it! Add videos, pictures, etc.
 - Talk to big foreign travel agencies (TUI, Neckermann) – ask them to support/boycott!
 - Criminal reclamations against the Tsarevo municipality at the procuratorate! Ask for the withdrawal of mayor of Tsarevo or the Ministry of Environment
 - Ask international NGOs to support you regarding anti-corruption! Try to involve also social NGOs that work on that → do a research which NGOs that could be involved in that case! Green Lawyers!
 - Find out what happens at EU level if a Natura 2000 site is destroyed? Infringement process? Sanctions?
 - Clear facts and legal opinions should be on paper!
 - Check case studies from other countries – what did they do? How did they achieve results and success? (Natura 2000 sites)
 - Press kit for members of the protest and activists in the Strandja case
 - After the meeting in Brussels (EU) with CEEweb: they ask for more information and facts about the case; the task now is to provide all information and make a clear analysis of what has happened, what did you do (which steps did you take?), include more information from other sites in Bulgaria, maybe also from outside Bulgaria; the EU would like to see the structural problem in Bulgaria → CEEweb could support making a high-level conference in Brussels in case such a document gets developed (inclusion of media at the same time); also examples from other countries should be brought up there; make a broader approach! Show that it is happening everywhere!
 - Make a clear analysis why your efforts didn't work out! Try to find your weak points and see what you can change! → after all your efforts you should have achieved a lot more! How can you improve your efforts? That way you can also find out which partners are really useful
 - Try to create a big mass of participants! Not one alone should fight (too dangerous!) but responsibility would be spread; if there are more people involved it is not so easy to stop the work!

CEEWEB STWG MEETING

Ceeweb news, STWG report

The fourth day the STWG group meeting took place. Kristina presented the activity and characteristics of the STWG by a SWOT analysis.

Strengths <ul style="list-style-type: none">- Stable funding (EU core funding)- Some people (organizations) remain- Open for non-CEEweb members- CEEweb is member of the TSG (DG Enterprise)- Collaboration with other NGOs and networks- Competence of coordinators- Attention to capacity building	Weaknesses <ul style="list-style-type: none">- Cash flow problems- Lack of fundraising- Changes of participants- Lack of initiative from members- Benefits of participation in TSG not sufficiently used- Collaboration possibilities with other NGOs/networks not sufficiently used- Lack of capacity/time of coordinators to focus on STWG
Opportunities <ul style="list-style-type: none">- Carpathian Convention- External funds- Other NGO networks- Commission is open for cooperation	Threats <ul style="list-style-type: none">- NGOs do not see tourism as their priority- Lack of capacities of interested NGOs

After the presentation of the SWOT analysis a quick brainstorming followed: how to cope with the weaknesses. The results of the brainstorming:

(1) How to achieve at least a continuous core group of participants

- Informal internet platform for continuous contact and exchange of information, notices, request for help, etc.
- o BLOG!
- Commonly agreed tasks between the workshops/meetings that STWG members have to follow up on (e.g. country fact sheets)
- Search for NGOs that are specifically dealing with tourism so that results of the meetings are really implemented
- Participants should share information with their colleagues and organizations
- Establish a system that 1 person per organization plus 1 vice-representative are selected to participate in the meetings

- Include time in the meetings (1/2 – 1 day) to discuss problems of member organizations (should be mentioned before the meeting to the coordinators) → concrete support, finding of synergies, mutual exchange and support

- National coordinators

(2) Fundraising

- Youth in action!

Draft work plan 2009

After the SWOT analysis Kristina presented the work of the STWG in 2008 and the work plan for 2007–2010. The participants had to express their opinion regarding the three main topics of the work plan (*Creation of understanding on sustainable tourism, Influencing tourism development in CEE countries, Building capacities of the Sustainable Tourism Working Group*), suggest new activities and programmes and describe how they can contribute. A few new ideas appeared, a draft work plan for 2009 was developed.

Draft agenda of “Business and sustainable tourism” workshop (group work)

After the coffee break the last group work followed. The groups had to develop a draft agenda and propose exercises for the upcoming STWG business and sustainable tourism workshop. The topics and exercises proposed by the groups:

- How to encourage businesses to provide ST?
- History of tourism & current tendencies
- Case studies with involved people
- Labeling – how it works and what are its impacts?
- Incentives for businesses for sustainable offers (UNWTO desk research)
- Land use planning, pre-conditions to be ensured for reasonable ST development
- Economic tools to evaluate that ST is successful (10 year prognosis)
- Business interests drive ST
- Different speakers, experts, organizations from various businesses
- What are sustainable businesses?
- Education of locals
- Advertising of local products (e.g. labeling), services → service packages
- Cooperation in the region based on ST
- Hospitality
- What generates unsustainable tourism/tourism businesses?
- Involve (as speakers): business people, local governments, NGOs, Leader Groups
- Bad examples
- Good practice
- “to save the authenticity” – the way how to do
- Reimbursement of investments



- Cooperation between CEEweb working groups

Exercises:

- Guidelines development for actors that have impact on tourism
- Development of questionnaires, i.e. for hotel owners; → can be good feed- back
- Role play on LA21 (homework: read the LA21 Manual) for ½ day of a day

Evaluation and finalization of the workshop

After lunch the evaluation of the workshop followed. The “tree method” was used. The participants had to evaluate different topics (*Logistics, Site visit in Bojentsi, Writing skills training, Excursion, Turania exercise, EU presentations, XY game, Strandja case study, WG meeting*) by sticking green (keep), orange (improve) or red (change) “leaves” on the tree and writing their comments on them.

Results of the evaluation:

Logistics

10 green leaves: well organized; that’s the way; notifications in email – don’t forget anybody; well organized meeting. I liked that everybody had the chance to take part in the discussions; very well; magnificent place! No doubt

Site Visit Bojentsi + indicators

1 green leaf

10 orange leaves: More info in advance, conclusions; conclusions from experts; conclusions; provide a local guide; short time for discussing and finding out; it was useful to see what kind of indicators are more important for the others; make them focus only on the criteria; much more info from the experts; I would like to have 2 hours for the exercise, but it was good to talk to the locals and have some close “life experience”

Policy writing skills

4 green leaves: because I learned new things about ST; good beginning

1 orange leaf: more time, more details, more exercises

Excursion

5 green leaves: better to be with discussion of problem

2 orange leaves: too short time for the trip, maybe more info to be provided, bit not bad at all

Turania exercise

7 green leaves: interesting, good example to work, very interesting case and very useful to understand better



1 orange leave: interesting as idea but irrelevant as exercise (no learning effect)

EU presentation

3 green leaves: good level, basic info that are necessary to have; I need more time

6 orange leaves: maybe some exercise would help or to stop a bit to digest; was difficult for me; found accessible to NGOs; more simple, the quotes from the article were not too useful; OK, PPS don't work, as I don't remember almost nothing at the moment; presentation too fast, too theoretical

XY game

7 green leaves: useful how to act; worked, keep it; ok, improve mind

1 orange leave: more info

1 red leave: suxx

Strandja case study

6 green leaves: very useful that you will try to use it for going to the int. level; thank you in advance; hope it helps

2 orange leaves: short discussion; prepare clear presentation in English (there is a time)

STWG meeting

4 green leaves: + written exercises; this is useful

1 orange leave: really move attention on this topic (STWG meeting)

2 red leaves: make them really involved in the planning for next year, 20 min. is not enough; I wish I would know how to involve and make them to have concrete activities with CEEweb

Letter to myself

The workshop was finalized by the "Letter to myself" exercise, the participants had to write a letter addressed to herself/himself, they had to describe their future tasks and objectives that they plan to realize within one month and withing one year that related to the theme of the workshop. The letter will be sent on a date agreed with the group to the participants.

After packing, taking a photo together and saying good-bye the participants left.

We hope that you found it useful and we are looking forward to collaborate with you and see you at the next workshop!

APPENDIX

List of participants

	Name	Country	Organisation	E-mail
Participants				
1	Kristina Vilimaite	Hungary	CEEweb	kvilimaite@ceeweb.org
2	Blanka Bolgar	Hungary	CEEweb	bolgarblanka@ceeweb.org
3	Katrin Gebhard	Germany	ETE	k.gebhard@oete.de
4	Imola Fuzi	Hungary	CEEweb	office@ceeweb.org
5	Erisa Llaka	Albania	EDEN Centre	erisa_llaka@yahoo.it
6	Ivan Svetozarevic	Serbia	Young Researchers of Serbia	svivan@gmail.com
7	Baiba Strazdina	Latvia	Latvian Found for Nature	strazde@lanet.lv
8	Hans Hedrich	Romania	Sustainable Sighisoara	sighisoara_info@yahoo.com
9	Ivan Kamburov	Bulgaria	Strandja Natura Park	kamburiv@gmail.com
10	Milen Rashkov	Bulgaria	Strandja Nature Park Directorate	milenrashkov@abv.bg
11	Diana Pavlova	Bulgaria	Strandja Nature Park Directorate	diana.pavlova@strandja.bg
12	Kalin Anastasov	Bulgaria	NGO Ecosouthvest	k_anastasov@dir.bg
13	Katarzyna Śliwa	Poland	Polish Country Lovers' Society	wasikuna@gmail.com
14	Desislava Valentinova Parvanova	Bulgaria		terra_junior@yahoo.com
15	Diana Veselinova Terzieva	Bulgaria	Central Balkan National Park Directorate	did@centralbalkan.bg
16	Nikolay Plamenov Golemanov	Bulgaria	Central Balkan National Park Directorate	ngolemanov@centralbalkan.bg