



(I) Why it is necessary to assess planning documents for tourism?

The importance of tourism sector strategy in the country in CEE Region.

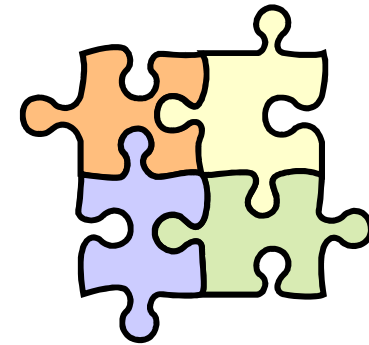
Katarzyna Sliwa-Martinez, STWG meeting, 2012, Királyrét, Hungary





Why now?

- many documents are being created at the moment
- common approach for CEE countries
- countries are dynamically developing
- natural resources are still preserved
- little knowledge on the tourism influence in resolving problems of other sectors of economy
- numerous documents which influence tourism policy





1) managing natural and cultural resources as a part of **competitive advantage**

2) **quality** of tourist national destinations in the long term



- **Convention on Biological Diversity (CBD) Guidelines**
(ecosystems)

- **Agenda for a Sustainable and Competitive European Tourism**
(social equity and the quality of life, cultural diversity)



3) managing **the complexity** of the tourism development

What do we want to tackle?

lack of the coordination of activities among the ministries

problems with participation in the strategy formulation process

monitoring and evaluation measures

inadequate inventory of the tourism resources

**formulation of the document (too long and not understandable
only administrative regions included in the analysis,
poor document structure etc.)**



Institutions

- coordination of policies and plans (local – national)
- shared understanding of the property by all stakeholders

Case: Poland (regional level):

*The General Directorate for Environmental Protection – Regional Directorates
Strategy of Regional Development*

A look beyond the legislation and check lists of the institutions – difficult!

Strategy planning – important or not?

Implementation projects – facilitate the realization of the strategy on the local level.

*Case: Strategy of Regional Development and Regional Innovation Strategy
Cooperation: science and business (economy sector)*

Monitoring and Evaluation



What for?

advise for decision makers
"perfect document"
changes in tourism planning
projects
international and regional
cooperation
situation description
experience exchange
database
educational tool



Ukraine

State Programme of Tourism Development for 2002-2010 a strategy document, devoted to priority areas and directions for development of tourism branch

Moldova

Strategy of tourism sustainable development in the Republic of Moldova 2003-2015 (Tourism Agency of the Republic of Moldova)

Romania

Master Plan for National Tourism Development in Romania 2007 - 2026 (Ministry of Regional Development and Tourism)

Bulgaria

National Strategy for Sustainable Tourism Development 2009 -2013



Poland

Directions for Tourism Development until 2015 is a strategy document of Ministry of Sport and Tourism defining the priority areas and directions for development which is following the Project of Tourism Development Strategy in Poland for years 2007-2013

Serbia

The Serbian Tourism Strategy (elaborated 2005)
Tourism Strategy implementation (2010-2012)



Coordination between the levels of decision-making in government departments and agencies responsible for broader national economic development

Education and capacity building

CBD GUIDELINES

GUIDELINES ON BIODIVERSITY AND TOURISM DEVELOPMENT





Communication

- with internal and external partners
- with leader (responsible gov. body)
- through logical document structure and necessary contents
- monitoring and evaluation – feedback and information



It is difficult to assess the National Tourism Development Strategy!

- my score is different than yours
- the document suits only for this piece of land
- it is not the number of „sustainable” words that makes the difference
- the best strategy can be wasted while not well implemented



Game time! 😊

(Scissors, paper and stone version)

2 groups (Kingdom of West and Kingdom of East)

Communication cards
(Prince, Princess and Dragon)

2 battles, each battle – 7 attacks



(II) Introduction to Assessment Methodology of National Tourism Development Strategies

Assessment Criteria for National Tourism Development Strategies





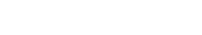
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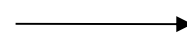
(I) Assessing a strategy and complementary documents which influence tourism in the countries



(II) It will give **constructive feedback on the national tourism strategy **linkage between tourism and biodiversity protection**, that could be used to further improvements of these strategies.**



(III) CEE NGOs and decision makers will be informed on the subject



2012 - 2013



Criteria and structure of assessment

Basic information

The evaluation table
(Scores and Wedgies)

Indicators



Definitions

Value proposition – an offer to visitors that results in more benefit to them (through satisfaction, financial reward, or other measures) than the costs incurred

Competitiveness – qualities or features of a destination or product that attract customers over other destinations or products

Targets – outcomes which are achievable during strategy



Contents

- I Description of the document and elaboration process
- II Situation analysis and programming
- III The grade of enhancement on sustainable approach to tourism in policies
- IV Participation of institutions in tourism management
- V Sustainable development of tourism businesses, supply of services and special enhancement addressing nature protected areas
- VI Tourism strategy measures
- VII Financing and Implementation of the National Tourism Strategy

$$\text{Total Score (TS)} = W\text{I} \cdot \sum S1-21 + W\text{II} \cdot \sum S22-31 + W\text{III} \cdot \sum S32-44 + W\text{IV} \cdot \sum S45-59 + W\text{V} \cdot \sum S60-68 + W\text{VI} \cdot \sum S69-122 + W\text{VII} \cdot \sum S123-132$$

$$\text{Maximum Score (MS)} = 45$$



The support of relevant research and studies:

- management process and procedures,
- cost-benefit analysis of tourism demand and supply form the perspective of energy and environment,
- culturally-determined product and service standards,
- tourism as complementary activity in economically and socially depressed areas.



Thank you and lunch time 😊!





Collection of data about planning documents in CEE countries represented on during the meeting:

1. Are the documents accessible, available online or is it easy to obtain information from the ministries and other administrative bodies?
2. Is there any English language summery available?
3. Is the Assessment Methodology language clear enough to understand?
4. Which part of the evaluation table is not relevant or especially difficult to assess?
5. Do you think that the assessment points out the important issues for sustainable tourism implementation?
6. Is assessment methodology able to indicate the indicate gaps and suggest better solutions for tourism planning in your country?
7. Is there anything we missed in the methodology that you think is included in your country tourism strategy?