

STWG meeting report

7th, 9th, 10th November 2012, Királyrét, Hungary

7th November

Next year plans and 2012 report

The STWG meeting has begun with the introductory round of the participants who have learned more about each other through short, kick-off game (*Candy Game*).

The group of 14 representatives of 10 member organizations could recollect the activities of STWG in 2012 through the PPT presentation concerning mainly three aspects: Assessment Criteria for National Tourism Development Strategies, Carpathian Convention Tourism Strategy and Danube Region Tourism Strategy.

After the presentation the new plans for 2013 were defined. The participants contributed to the list of aims, actions and outputs for the year 2013. Among other tasks the members confirmed the continuation of the assessment project.

9th November 2012

Activities of member organizations

The introductory round of all participants gave a short description of all year activities of their organizations and ongoing projects of sustainable tourism development:

- Greentourism Ecological Association - Green Project (Romania)
- Ecological Counseling Center Cahul -Tourism center at a Ramsar site, brochure for children (Moldova)
- School for survival – Guidelines for tourism guides (Serbia)
- Ecological Movement of Macedonia - Brochure about the tourism sights of a not/well known region (Macedonia)
- Environmental Organization – Rhodope – Development of trails, on-line guidebook (Bulgaria)
- AS of PTTK in Krakow – Tourist quests for mountain hut and camps, EVS programme (Poland)
- CUTEZATORUL Public Association - Cross border tourism activities (Moldova)
- ETE – International projects and policy level (Germany)
- Animal Research and Protection Association “Fauna” (Ukraine) (joined in the afternoon)



Contribution to the finalization of the Carpathian Convention Sustainable Tourism Strategy

The discussion on the Carpathian Tourism Strategy was preceded by present [presentation](#) about the Carpathian Convention framework, aims of the Tourism Protocol and history of CTS development.

Debate about the Carpathian Tourism Strategy considered the following problems:

- **Cultural heritage of the Carpathians:** Carpathian identity is existing and STWG should focus on maintaining this identity

- **Transboundary cooperation:** it is important to develop the cooperation in the frame of CC

- **The geographical scope:** the protocol covers more territory than the official convention, that is why the STWG should focus on the enlarged area

- **Involvement of Serbia:** the country is included in both CC and Danube Strategy and deals with both documents (in marketing and territorial planning); all interested organizations, not only regional should be involved from Serbia

- **Involvement of decision-makers:** how to involve them in order to have the Convention implemented; CEEweb office should contact the Hungarian Ministry and make them involved

- **Involvement of regional tourism organizations:** it is important to involve local governments in the strategy implementation (for example in Poland it would be three Carpathian voivodeships: slaskie, malopolskie and podkarpackie)

- **Contact with Carpathian countries:**
 - Invite 2-3 representatives from each of the countries to the two international meetings
 - Identify one expert per country, who call for stakeholder consultation at their country to present the advanced draft of the strategy

- **How to process with the draft of the Strategy:**
 - Establish an expert platform consisting of CEEweb, ETE, WWF, national focal points of the Carpathian Convention
 - Channel the compiled position paper to the next meeting of the Tourism WG of the CC, being held 6-7 of December in Vienna

A STWG position on the strategy will be compiled in the form of a [statement](#), finalized after the STWG Meeting and sent to the STWG members. It will address the interim secretariat of the CC and EU decision-makers.

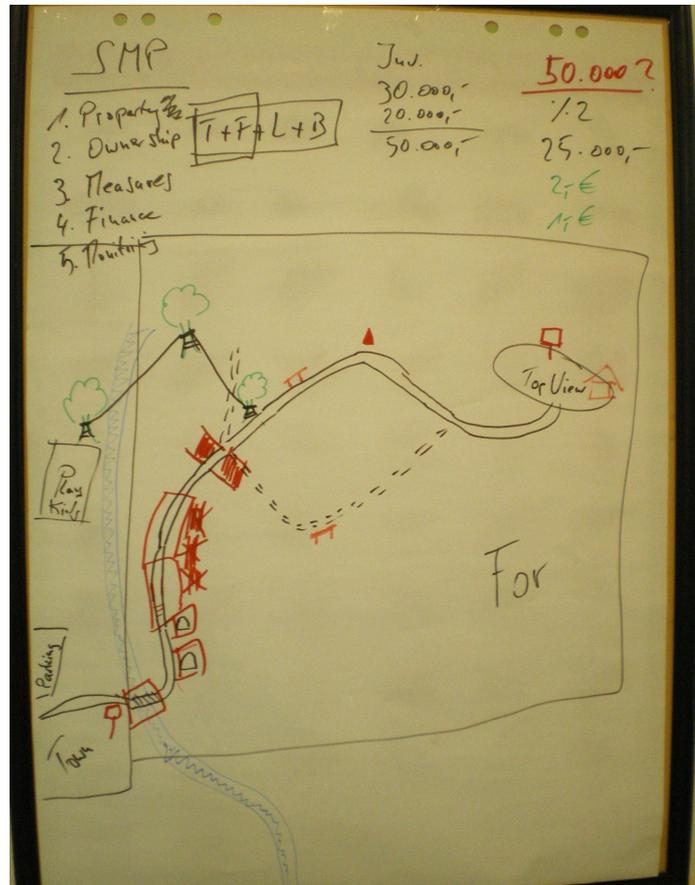


Regional and local tourism development strategies

The afternoon **field excursion** took place in Danube-Ipoly National Park, with the starting point as Királyrét Education and Visitor Centre - regarded locally as the gateway to the hills, and the nearby view point as the destination. The study tour aimed to show the possible development of **Site Management Plan** of the hilly and forestry surroundings of the existing local trail.

It was explained:

- 1) how appropriate tourist infrastructure may contribute financially to the area conservation,
- 2) what is necessary in order to make the route safe and attractive in the long term,
- 3) what are the most important contents of a SMP.



Exercise on **Regional Tourism Strategies** aimed to realize the necessary elements of the regional level planning for tourism. The participants of the meeting were divided into 4 groups which presented their 4 regions from Moldova, Romania, Ukraine and Bulgaria. The following tasks were completed:

- Make SWOT analysis of the destinations with economical, social and environmental issues (put maximum 3 strengths, 3 weaknesses, 3 opportunities and 3 threats)
- Define the long-term goal and 3 priority areas for Regional Development Strategy. Explain how they are linked to the National Tourism Development Strategy?
- Select maximum 4 stakeholders who will participate in the strategy formulation process (including an NGO and a protected area authority). Describe their roles in regional development and responsibilities regarding tourism development.
- Choose 2 appropriate indicators from each group which will be suitable for measuring tourist development in the destination. Why it is important to take the measures you have chosen for this particular area? Think of one indicator more which could suite the best monitoring of the strategy implementation.

Assessing National Tourism Development Strategies

The first part of [introduction](#) to assessing National Tourism Development Strategies was presented by underling the importance of tourism sector strategy in the country in CEE Region. Furthermore the problem was examined by explaining why it is necessary to assess planning documents for tourism development. The base documents for the assessment methodology elaboration (*Convention on Biological Diversity (CBD) Guidelines and Agenda for a Sustainable and Competitive European Tourism*) where presented.

The discussion was ended by the play time – energizer (*Prince, Princess and Dragon*) and after the evening session The film *Microcosmos* (1996) by Claude Nuridsany and Marie Pérennou was showed. The César Awards winner documentary about insect life reveals the extraordinary world of typical meadow biodiversity.

10th November

The second part of the Introduction to Assessment Methodology of National Tourism Development Strategies focused on the description and clarification of the methodology.

The first findings of assessments of the following documents were presented by experts selected for the project: (I) *Andriy-Taras Bashta, Ukraine, State Programme of Tourism Development for 2002-2010*, (II) *Artur Nebunu, Moldova, Strategy of tourism sustainable development in the Republic of Moldova 2003-2015*; (III) *Emil Karamfilov Vaklinov, Romania, Master Plan for National Tourism Development in Romania 2007 – 2026*; (IV) *Constantin Serban & Adela Talpes, Bulgaria, National Strategy for Sustainable Tourism Development 2009 -2013*

The presentations were followed by fruitful discussion in order to prepare the national assessments more effectively.

Contribution to Danube Strategy

[Presentation](#) of the Danube Region Strategy with the enhancement on tourism included Action Plan for European Union Strategy for the Danube Region (2010) and geographical scope of the planning document.

After the presentation members discussed **project proposals** for implementing the Danube Strategy considering sustainable tourism and biodiversity conservation. There were 7 initial proposals of the project related to the Danube Strategy selected. Each of the proposals was linked with a person responsible for drafting its concept. They problems of the projects focused on: climate change adaptation and mitigation, rural development and tourism, implementation of the Carpathian Tourism Strategy, urban areas along the Danube, historical heritage, birdwatching and cultural exchange.

The meeting was run by Katarzyna Sliwa-Martinez and Michael Meyer while the meeting minutes were taken by Veronika Kiss.

