

## WORK PROGRAMME 2017 - 2020 And Performance Indicators

### Carpathian Sustainable Tourism Center ROMANIA

	TASKS	INDICATORS
<b>GENERAL TASKS</b>		
1	<p><b>Internet appearance of the CSTP</b> - CSTC will link up with the webpage and frequently upload information <a href="http://cstp.center/">http://cstp.center/</a></p>	<ul style="list-style-type: none"> <li>• Uploading 20 events / year</li> <li>• Uploading data on website (work program, team, stakeholders, etc)</li> </ul>
2	<p><b>List of stakeholders for Romania</b></p> <ul style="list-style-type: none"> <li>• National Tourism Task Force members</li> <li>• Country level stakeholders</li> </ul> <p><b>a. Government cluster</b> Government national level - all ministries Government subnational level (county contact points and Tourism Information Centres)</p> <p><b>b. Scientific cluster</b> Universities, science institutions, consultancy companies attached to universities (ex. Institute for Geografy, Institute of Biology, etc)</p> <p><b>c. Tourism sector</b> Accomodation, Food production, Transportation, Marketing, Travel agencies, Tour operators - national / subnational</p> <p><b>d. NGOs (maybe subcluster on fields of action)</b></p>	<ul style="list-style-type: none"> <li>• List of stakeholders, including all clusters mentioned, uploaded by December 2017 and frequently uploaded - until next report 3 years</li> </ul>
	<p><b>Request the list of stakeholders from all the Carpathian countries</b></p>	<ul style="list-style-type: none"> <li>• Carpathian wide list of stakeholders including all clusters mentioned above</li> </ul>
3	<p><b>Overtaking the database from CEEWeb / ETE by the end of 2017 and frequently uploading new information.</b></p> <ul style="list-style-type: none"> <li>a. Projects on implementing the Strategy</li> <li>b. Funding sources</li> <li>c. Handbooks / guidelines on sustainable tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Database managed by CSTC RO December 2017</li> <li>• Number of documents uploaded (a,b,c)</li> </ul>

	<b>Request the information from all the Carpathian countries and frequently uploading new information</b>	<ul style="list-style-type: none"> <li>• Carpathian wide list of documents uploaded (a,b,c)</li> </ul>
4	<p>Elaborating and implementing a <b>communication strategy</b></p> <ul style="list-style-type: none"> <li>• aim of the centre</li> <li>• staff members</li> <li>• programme</li> <li>• ways to communicate with the stakeholders</li> <li>• output - which documents we send</li> <li>• input - how do you expect input, which tools you use</li> <li>• integrate events – present the center, presentations, once a year a meeting of the parties</li> </ul>	<ul style="list-style-type: none"> <li>• 1 (one) communication strategy</li> <li>• Distribution on CSTC homepage and to NTTFs in all Carpathian countries</li> </ul>
<b>ACTIONS FROM COUNTRY ACTION PLAN</b>		
1	<p><b>Act.1 Initiate destination and/or country specific tourism product development (e.g. rural tourism, slow tourism, heritage tourism, ecotourism in protected areas, spa tourism, dark sky parks, social tourism and handicapped tourism), focusing on all seasons</b></p> <ul style="list-style-type: none"> <li>• identify all sub-clusters (thematic clusters, types of tourism) according to the strategic documents approved</li> <li>• identify strategies, sub-strategies treatment bases, stakeholders, projects</li> </ul>	<ul style="list-style-type: none"> <li>• Number of clusters identified</li> <li>• Number of strategies collected</li> <li>• Number of projects identified</li> </ul>
2	<p><b>Act.4 Set principles and develop guidelines on sustainable tourism infrastructure and activities</b> <b>Compile all available principles and guidelines on sustainable tourism infrastructure and activities</b></p> <ul style="list-style-type: none"> <li>• identify relevant guidelines</li> <li>• upload guidelines on the homepage</li> </ul>	<ul style="list-style-type: none"> <li>• Number of guidelines identified and uploaded</li> <li>• Discussions within at least 2 CC WG Tourism towards Action 5. within Joint Action Plan <a href="#">"Develop common principles and guidelines on tourism infrastructure and undertake activities to make them sustainable"</a></li> </ul>
3	<p><b>Act.5 Support rural tourism which is maintaining traditional land use (e.g. beekeeping, food production)</b> <b>Linking the activities of Ministry of Tourism, Ministry of Agriculture, Ministry of Development – are we maintaining traditional land use?</b></p> <ul style="list-style-type: none"> <li>• identify relevant documents</li> <li>• identify relevant projects</li> <li>• identify gaps and communicate to responsible bodies</li> <li>• upload documents on the homepage</li> </ul>	<ul style="list-style-type: none"> <li>• Number of documents</li> <li>• Number of projects</li> <li>• Number of identified gaps and communicates to the responsible bodies</li> <li>• Number of documents uploaded on the homepage</li> </ul>

4	<p><b>Act.6 Support the establishment of regional Carpathian touristic (destination) brands contributing to the preservation of landscape character and tangible/intangible cultural heritage, possibly connected to a Carpathian brand</b></p> <ul style="list-style-type: none"> <li>• Further develop the Carpathian National Brand in Romania in connection with the action 3 of the Joined Action Plan "Initiate and possibly create a certification and/or labelling system for sustainable tourism for the Carpathian Brand, supported by a Carpathian-wide marketing strategy"</li> <li>• Identify destination level brands</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Set of recommendations elaborated for the national brand and the destination management plan towards sustainable tourism</li> </ul>
5	<p><b>Art.7 Support the development of cross-border tourism cooperation, favorable visa regime where applicable, and linking of trails-implementation to joint cross-border tourism products</b></p>	<ul style="list-style-type: none"> <li>• 3 Project applications by 2020</li> </ul>
6	<p><b>Art.9 Ensure participatory involvement (e.g. workshops, online consultations) of local communities in regional product development</b></p> <ul style="list-style-type: none"> <li>• Design a pilot area and develop a methodology for participatory involvement of local communities</li> </ul>	<ul style="list-style-type: none"> <li>• Developing a methodology for participatory involvement of local communities by 2020 to be distributed to the county levels in Romania</li> </ul>
7	<p><b>Art.11 Establish the Sustainable Tourism Task Force as part of the Sustainable Tourism Working Group of the Framework Convention on the Protection and Sustainable Development of the Carpathians</b></p>	<ul style="list-style-type: none"> <li>• NTTF established already (List of members, agenda, minutes)</li> <li>• At least 1 meeting per year</li> </ul>
8	<p><b>Art.12 Enhance the national coordination structure and encourage establishment of management centers on sustainable tourism, if applicable, in the Carpathians</b></p>	<ul style="list-style-type: none"> <li>• Report on how the recommendations of the CSTC and the NTTF enhanced the national coordination structure or changed the existent one</li> </ul>
9	<p><b>Art.16 Develop programs for promotion of local cultural heritage tourism in the Carpathian countries taking into account the specificity and diversity of all the regions and sub-Carpathian areas</b></p>	<ul style="list-style-type: none"> <li>• 6 national/county level programmes for promotion of cultural heritage</li> </ul>
10	<p><b>Art.17 Enhance and support trans-boundary cooperation</b></p>	<ul style="list-style-type: none"> <li>• 3 Project applications by 2020</li> </ul>
11	<p><b>Art.19 Support the establishment of destination management organizations (DMO) in key touristic areas (if applicable) to implement sustainable tourism management schemes with local stakeholders</b></p>	<ul style="list-style-type: none"> <li>• Legislative provisions</li> <li>• 5 DMOs created by 2020</li> <li>• Introducing "Carpathian set of indicators" to 5 destinations</li> </ul>

12	<b>Art.21 Establish and support a Carpathian Coordination Platform, if applicable and based on available funding</b>	<ul style="list-style-type: none"> <li>• Number of CSTCs created by 2020</li> <li>• Joint work programme</li> <li>• Joint reporting</li> </ul>
13	<b>Art.22 Revise National Tourism Development Strategies by incorporating the principles of sustainable tourism and the Carpathian dimension</b>	<ul style="list-style-type: none"> <li>• Report under revision on national tourism strategy</li> <li>• Discussion with NTTF and submission of the revised strategy to the government</li> </ul>
14	<b>Art.25 Enhance international cooperation of entities responsible for sustainable tourism development in individual Parties</b>	<ul style="list-style-type: none"> <li>• Common agreements with at least 2 Parties</li> </ul>
15	<b>Art.26 Implement campaign, especially in the Carpathian part of the country, to raise the awareness among local population of sustainable tourism and the Carpathian Convention</b>	<ul style="list-style-type: none"> <li>• 2 awareness raising campaigns per year</li> <li>• Number of meetings with representatives of local population</li> </ul>
<b>ACTION FROM JOINT ACTION PLAN</b>		
1	<b>Art.1 Develop, maintain and keep up to date a common online Carpathian platform on sustainable tourism, including products and services database, trans-boundary products and mapping, as well as good practices, with continuous updated information, and including the preparation of a Carpathian touristic map</b>	<ul style="list-style-type: none"> <li>• Uploading 20 events / year</li> <li>• Uploading relevant information work program, team, stakeholders, etc on website</li> <li>• Linking the platform with the websites of NTOs and vice-versa</li> </ul>
2	<b>Art.4 Develop a Carpathian-wide quality standard system for local products and local services (e.g. “Local food”, “Local accommodation”, “Local experience – how to guide tourists”, “Code of Conduct for Tourists in the Carpathians”) connect</b>	<ul style="list-style-type: none"> <li>• At least 3 Carpathian countries implementing ServiceQ (mapping)</li> <li>• Initiate act. 3 of the joined action plan „Initiate and possibly create a certification and/or labelling system for sustainable tourism for the Carpathian Brand, supported by a Carpathian-wide marketing strategy,,</li> </ul>
3	<b>Art.7 Design, where applicable, a common system of marking trails throughout the Carpathians</b>	<ul style="list-style-type: none"> <li>• Number of identified official systems of marking trails in Carpathian countries</li> </ul>
4	<b>Art.9 Initiate resource mobilization for the</b>	<ul style="list-style-type: none"> <li>• Number of projects</li> </ul>

	<p><b>implementation of the strategy at national and international level involving all relevant stakeholders</b></p>	<ul style="list-style-type: none"> <li>• Meeting with CC WG Tourism for voluntary contributions</li> <li>• Unitary format for reporting of the Parties on how they mobilised resources</li> </ul>
5	<p><b>Art.10 Initiate the exchange of good practices and lessons learned from the operation of DMOs in terms of sustainable tourism in the Carpathians</b></p>	<ul style="list-style-type: none"> <li>• Identified DMOs in all Carpathian countries – connection with country action plan action 19  "Support the establishment of destination management organizations (DMO) in key touristic areas (if applicable) to implement sustainable tourism management schemes with local stakeholders</li> <li>• At least 1 project application by 2020 for sharing good practices between these DMOs</li> </ul>
6	<p><b>Art.13 Analyze the touristic resources of the Parties based on research, to identify the key-areas and products to be involved, and undertake further detailed research</b></p> <ul style="list-style-type: none"> <li>• Consultation system of all Carpathian countries on the procedure of developing the Carpathian brand and how we can take over on the initiative made by Carpathian Euroregion (in preparation for the following actions from the Joined Action Plan 4, 3,2,12,11, 18)</li> </ul>	<ul style="list-style-type: none"> <li>• Consultation with members of at least 2 CC WG Tourism meetings towards action 5</li> <li>• All countries have identified destinations or key areas</li> <li>• Develop a <b>road map</b> (what has been done, what is the need, voluntary contributions, existing Polish contribution)</li> </ul>
7	<p><b>Art.15 Develop a methodology for monitoring the impacts of existing and planned tourism development on biodiversity and landscapes, including the social, economic and cultural impact, and prepare for Action:</b></p> <p><b>Art. 16 Initiate the establishment of an organizational unit (Carpathian Observatory on Sustainable Tourism), contributing to the implementation of the Sustainable Tourism Protocol and this Strategy by monitoring and evaluation of tourism activities in the Carpathians</b></p>	<ul style="list-style-type: none"> <li>• DANOST (Ukraine, Serbia, Romania, Hungary) project approved and implemented March 2019 – Feb 2021</li> </ul>
9	<p><b>Art.19 Support setting up of a common mechanism for the implementation of the strategy</b></p>	<ul style="list-style-type: none"> <li>• Annual reporting format of the CSTP</li> </ul>