

D.T1.5.3.

Thematic workshops in the Magura region

Pilot implementation of the “Strategy
for local sustainable tourism development
based on natural and cultural heritage
of the Carpathians”

12. 2021

- around Magurski National Park (Poland)

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The most anticipated and very important stage of the Centralparks pilot action in the Magura region was the organization, preparation and conduct of a series of four one-day thematic workshops, with the participation of representatives of the municipal authorities and other local stakeholders from the Magura region.

At the beginning of each workshop the experts briefly presented / reminded the basic information on the Centralparks project, WPT1 intervention logic, objectives of the pilot action in the Magura region, O.T1.2 Carpathian strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians, the Carpathian Convention and its thematic protocols in force in Poland, always emphasizing the need for the involvement of the local communities. They also presented the outcomes of the introductory workshop held in June 2021.

The series of D.T1.5.3 workshops was attended by 42 local stakeholders - employees of Magura NP, the Board of the Carpathian Landscape Parks Complex in Krosno, and the Podkarpackie Agricultural Advisory Center in Boguchwała, representatives of the People's University of Arts and Crafts (Uniwersytet Ludowy Rzemiosła Artystycznego) in Wola Sękowa, representatives of the two Local Action Groups: LAG "Nowa Galicja" and LAG "Beskid Gorlicki", representatives of the local municipality self-government authorities, educational institutions, cultural institutions, tourist entities, non-governmental organizations, artists and handicraftsmen from the seven communes of the Magura region (Dębowiec, Dukla, Krempna, Lipinki, Nowy Żmigród, Osiek Jasielski, Sękowa) and the two nearby communes of Chorkówka and Kołaczyce.

Workshop series was divided into four thematic sections, each allocated one-day workshop:

- agritourism and local product (5.10.2021 in Nowy Żmigród),
- education and heritage interpretation (6.10. 2021 in Nowy Żmigród),
- cultural heritage (7.10. 2021 in Krzywa),
- brand building and strategy management (8.10. 2021 in Krzywa).

Organizing four subsequent workshops one after another, moreover held in only two different but near locations in the Magura region, largely facilitated limiting the costs of this particular phase of the pilot action implementation. Further, by limiting travels of the PP4 expert team members (recruiting from different regions of Poland), the above solution allowed a significant reduction of the carbon footprint of this action.

The objective of the thematic workshops was to discuss the main assumptions of the draft local strategy, the structure of this document, strategic and operational goals, as well as proposed planned measures and activities. Participants could choose the issues they were interested in, and take part either in one or several days of workshops. An important element beginning each workshop was the introduction of experts and participants (name, represented entity, scope of duties, non-professional interests and activities, ambitions and plans related to the sustainable development of tourism in the Magura region).



1. Workshop on agrotourism and local product (Nowy Żmigród, 05.10.2021)



Fig. 1., 2. Workshop on agrotourism and local product, Nowy Żmigród, 05.10.2021. Photos: Z. Niewiadomski

The workshop on agrotourism and local product was attended by 24 participants, including 18 local community representatives. After a short introduction on exemplary measures and activities related to the development of agritourism and local products, the participants, divided into three groups, developed their own proposals of activities in this area that could be implemented within the framework of the emerging strategy. The three strategic objectives of the drafted strategy, corresponding to the three SDG dimensions: environmental, economic and social, were assigned the three colors of the forms, respectively: green, blue and orange. Moreover, each of the three dimensions had three operational objectives to which the participants assigned their actions. Each group of workshop participants worked on these forms, on which they entitled their action proposals, described its characteristics, proposed location and implementers.

As it should be the local stakeholders, as the ‘end-users’ and beneficiaries of O.T1.2 Carpathian Strategy, to select the most proper and feasible measures and activities, accordingly to their local priorities, needs, and management challenges, but also the capacities of the local partnerships implementing the Strategy, and the specific local socio-economic context, relevant selected O.T1.2 Strategy measures and activities were translated into Polish and handed out to the participants as the source of inspiration for planning the activities in the Magura region.



Fig. 3., 4. Workshop on agrotourism and local product, Nowy Żmigród, 05.10.2021. Photos: Z. Niewiadomski



At the end of the workshop, each group presented its proposals to the other participants, e.g.:

- uniting the local stakeholders under a local partnership, foundation or association (e.g. "Wild Magura", "Green Magura") that could coordinate activities towards the sustainable development of tourism in the Magura region, promote the local brand, attract other partners and acquire project funding,
- creating and promoting a new regional brand, for which the participants came up with a catchy advertising slogan: "*Magura magic for the spirit, Magura tastes for the belly*"
- development of an online information platform, interactive maps of the Magura region and an application based on scanning QR codes placed in the field,
- development of local products and conducting related workshops,
- organization of thematic events on local products and services, e.g. festivals and fairs,
- creating a rich educational offer for tourists by agritourism farms,
- protection of ecologically sensitive areas through the development of tourist infrastructure outside Magura NP.



2. Workshop on education and heritage interpretation (Nw. Żmigród, 06.10.2021)



*Fig. 5., 6. Workshop on education and heritage interpretation, Nowy Żmigród, 06.10.2021.
Photos: Z. Niewiadomski*

The workshop on education and heritage interpretation was attended by 17 participants, including 11 local community representatives. After the introductions by experts and local stakeholders, a brief discussion of various forms of education, and an inspiring presentation on the development of sustainable tourism in the Carp Valley, the participants divided into two groups developed examples of educational activities that could be included in the emerging local strategy.

At the end of the workshop, each group presented their proposals of activities, which included e.g.:

- establishing a foundation to implement the strategy,
- creating a local brand,
- development of an online information platform and mobile application, providing information on local tourist attractions and a joint offer of local craftsmen and agritourism farms,
- creation of large, multi-functional Tourist Information Centers located outside Magura NP,
- organizing trainings, workshops and sightseeing tours for the local residents, expanding their knowledge of the region and sustainable tourism development opportunities,
- organizing various types of training, workshops, and study visits to raise the professional qualifications of residents (e.g. training local guides, training in horticulture, beekeeping, gardening, vanishing professions and traditional crafts, etc.),
- limiting the seasonality of local tourism by expanding the educational offer for tourists (e.g. culinary and handicraft workshops) and organizing thematic events tailored to the seasons / holiday calendar and the availability of local raw materials / products,
- inventorying local natural, landscape and cultural resources and their presentation, e.g. on educational boards.



Fig. 7., 8. Workshop on education and heritage interpretation, Nowy Żmigród, 06.10.2021.
Photos: Z. Niewiadomski

3. Workshop on cultural heritage (Krzywa, 07.10.2021)

The workshop on cultural heritage was attended by 23 participants, including 17 local community representatives. After presentations on cultural heritage and questing, participants had time to write down their ideas for activities related to cultural heritage. Then the collected ideas were grouped into several thematic groups. Three of them were later further elaborated by workshop participants divided into groups, that developed their ideas by filling in, like in the previous days, the forms received from the instructors.



Fig. 9., 10. Workshop on cultural heritage, Krzywa, 07.10.2021.
Photos: Z. Niewiadomski, M. Ochwat-Marcinkiewicz

During the workshop, the information material about the Centralparks project, the pilot action implemented in Magura National Park and its surroundings, and the project of the local Strategy was recorded by the local Gorlice.TV television (link to the [video material](#)). During lunchtime, Ms. Anna Dobrowolska (owner of "Chyża Hani" agritourism entity) presented the traditional "krywulki" necklaces she created. Ms. Ewa Kucharczyk representing the LAG "Nowa Galicja" presented a publication prepared by several local action groups, entitled "Trail of the vineyards - winemaking and local products of the former Polish-Hungarian border region".



Fig. 11., 12. Workshop on cultural heritage, Krzywa, 07.10.2021.
Photos: Z. Niewiadomski

At the end of the workshop, each group presented its proposed activities, including:

- organizing regular workshops (e.g. on handicrafts) and other events related to cultural heritage (e.g. training for the local residents, intergenerational exchanges, local heritage days, days of the local product, days of crafts, etc.),
- creating short cultural thematic routes, e.g. the wooden architecture route that could be walked / traveled and visited in one day,
- ensuring efficient and environmentally friendly public transport in the area of 7 communes,
- opening a network of summer and winter tourist equipment rentals,
- developing and making available an interactive map of local products and related events,
- presenting local live culture and intangible cultural heritage (local traditions, handicraft skills, art, music, legends) as well as collecting and sharing stories told by local residents.

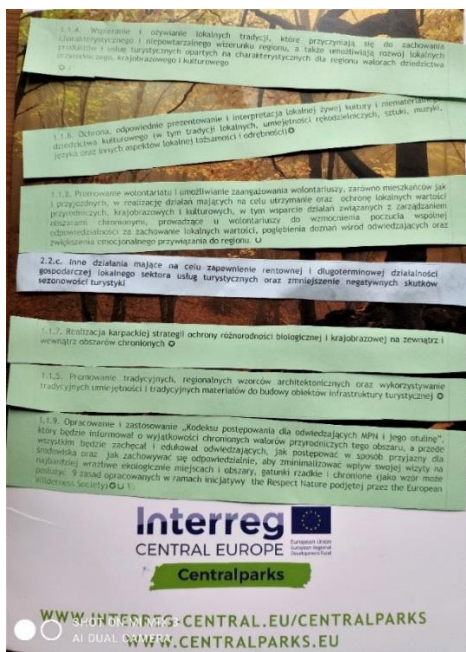


Fig. 13. Measures and activities recommended in O.T1.2 Carpathian strategy translated into Polish. Photo: M. Wantuch



Fig. 14. Actions proposed by participants during the workshop on cultural heritage in Krzywa. Photo: K. Florys

4. Workshop on local brand and strategy management (Krzywa, 08.10.2021)



Fig. 15., 16. Workshop on local brand and strategy management, Krzywa, 08.10.2021.
Photos: Z. Niewiadomski

The workshop on local brand and strategy management, thus of key importance for the whole local initiative, was attended by 25 participants, including 19 local community representatives.

After the introductory presentations on the Centralparks project and the O.T1.2 Carpathian Strategy, examples of activities proposed for inclusion into the Local Community Strategy for the Magura region (resulting from the previous 3 workshops) were presented. Later the instructors presented steps towards the creation of a regional / local territorial brand (basing on the case of the "Carp Valley" territorial brand) and discussed examples of hierarchy and evolution of brands on the example of the "Quests - Expeditions of Discoverers" programme. Then the workshop participants discussed the idea of creating a new regional brand referring to Magura NP (as the main natural asset of the region) and the term / geographical name "Magura" - a word unique and rarely used in Polish language, easy to remember and unambiguously associated with this particular region, thus able to serve as a distinguishing feature and simultaneously a binder.

The necessary next steps would then be:

- making the final decision by local stakeholders as to whether it is worth creating this type of a regional brand,
- conducting a survey among local partners and stakeholders concerning the values of the region that the proposed brand would be expected to communicate (mental associations about the region it should evoke), to facilitate the choice of the desired brand name (most often proposed during the workshops were "Wild Magura" or "Green Magura"), as the regional brand name should reflect / directly be related to the values and characteristic features of the region concerned,
- designing a logo and visual identity of the regional brand corresponding to the above-mentioned values and associations and being "in dialogue" with other key regional brands, in particular with the brand of Magura NP,
- establishing the hierarchy and interdependence of various brands used in the region concerned (e.g. Karpating, Ambitious Tourism Basin, Magura National Park, individual commune logos, etc.),



- implementation of the brand and its dissemination among the local community (building local identity), including setting the certification rules for local products / services,
- external promotion of the region among tourists, under a newly designed regional brand.

In the next part of the workshop, different possible forms of cooperation of local stakeholders for the implementation of the sustainable tourism development strategy in Magura NP and its surroundings, and their advantages and disadvantages, were presented and discussed, as follows:

- informal partnership: signing a declaration of cooperation, adopting the regulations of joint action, selecting a partnership representation (e.g. presidium),
- association of natural persons,
- association of local self-government units (union of communes),
- foundation,
- local tourist organization.

During the lively discussion with the workshop participants, various forms of cooperation possible within the partnership were analyzed. Participants were inclined to begin from establishing an informal partnership, and after some time to consider establishing a foundation. The interest in joining the agreement was expressed by Mr. Norbert Kieć, Director of Magura NP, representatives of LAG "Nowa Galicja" and LAG "Beskid Gorlicki" as well as representatives of four municipality authorities present at the meeting (Dębowiec, Dukla, Krempna, and Sękowa Communes). However, no binding decisions were taken due to the absence of the representatives of the remaining three municipalities to be covered by the Local Community Strategy. The Director of Magura NP reiterated the declaration on the Park's readiness to institutionally support the implementation of the sustainable tourism strategy, in particular at the initial stage, and proposed that he would organize a meeting gathering the authorities of all seven municipalities, during which further decisions on the partnership management formula would be taken.

All workshop participants, in particular representatives of the seven municipalities, Magura NP and territorially relevant Local Action Groups were invited to consult the subsequent draft versions of the Local Community Strategy, to harmonize it with the Community Development Strategies, Local Development Strategies, and the draft Magura NP Conservation Plan.



Fig. 17., 18. Workshop on local brand and strategy management, Krzywa, 08.10.2021.

Photos: Z. Niewiadomski



5. Annex 1. Lists of participants

5.1. Workshop on agrotourism and local product (Nowy Żmigród, 05.10.2021)

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NAZWA WARSZTATÓW: STRATEGIA ZRÓWNOWAŻONEGO ROZWOJU TURYSTYKI OPARTEJ NA PRZYRODNICZO
- KULTUROWYM POTENCJALE MAGURSKIEGO PARKU NARODOWEGO

ZAKRES TEMATYCZNY: AGROTURYSTYKA I PRODUKT LOKALNY

DATA: 5 PAŹDZIERNIKA 2021

MIEJSCE: ZAJAZD POD MAŁYM LASKIEM (38-220 NOWY ŻMIGRÓD)

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5.2. Workshop on education and heritage interpretation (Nw. Żmigród, 06.10.2021)

20-10-2021



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NAZWA WARSZTATÓW: STRATEGIA ZRÓWNOWAŻONEGO ROZWOJU TURYSTYKI OPARTEJ NA PRZYRODNICZO - KULTUROWYM POTENCJALE MAGURSKIEGO PARKU NARODOWEGO

ZAKRES TEMATYCZNY: EDUKACJA

DATA: 6 PAŹDZIERNIKA 2021

MIEJSCE: ZAJAZD POD MAŁYM LASKIEM (38-220 NOWY ŻMIGRÓD)

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5.3. Workshop on cultural heritage (Krzywa, 07.10.2021)

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NAZWA WARSZTATÓW: STRATEGIA ZRÓWNOWAŻONEGO ROZWOJU TURYSTYKI OPARTEJ NA PRZYRODNICZO - KULTUROWYM POTENCJALE MAGURSKIEGO PARKU NARODOWEGO

ZAKRES TEMATYCZNY: DZIEDZICTWO KULTUROWE

DATA: 7 PAŹDZIERNIKA 2021

MIEJSCE: CENTRUM NARCIARSTWA BIEGOWEGO I REKREACJI RODZINNEJ W KRZYWEJ

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5.4. Workshop on local brand and strategy management (Krzywa, 08.10.2021)



CENTRALPARKS

NAZWA WARSZTATÓW: STRATEGIA ZRÓWNOWAŻONEGO ROZWOJU TURYSTYKI OPARTEJ NA PRZYRODNICZO
- KULTUROWYM POTENCJALE MAGURSKIEGO PARKU NARODOWEGO

ZAKRES TEMATYCZNY: BUDOWA MARKI I ZARZĄDZANIE STRATEGIĄ

DATA: 8 PAŹDZIERNIKA 2021

MIEJSCE: CENTRUM NARCIARSTWA BIEGOWEGO I REKREACJI RODZINNEJ W KRZYWEJ

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