

## D.T1.5.4. Pilot action completion report with recommendations

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

02. 2022

- around Magurski National Park (Poland)

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research





Pilot implementation of the "Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians" constituted Activity AT1.5, carried out in thematic work package No 1 (WPT1) "Integration of biodiversity conservation and sustainable development in the Carpathian region" of the Interreg CENTRAL EUROPE project [CE 1359 Centralparks - Building management capacities of Carpathian protected areas for the integration and harmonization of biodiversity protection and local socio-economic development](#), co-financed by the European Regional Development Fund.

Activity AT1.5 contributed to the achievement of the Centralparks project Output O.T1.5, described in the project Application Form as "*Pilot implementation of the strategy (jointly developed under A.T1.2) for local sustainable nature-based tourism development, involving PA managers and local communities in the joint development of the local Community Strategy for sustainable tourism development, aimed at the integration of nature protection with the sustainable local socio-economic development*".

This pilot action was implemented by Ecopsychology Society (Centralparks PP4) in 2021–2022 in close cooperation with Magurski National Park, with the major support and active involvement of the representatives of the local self-governments and communities of seven municipalities sharing the national park and its buffer zone, i.e. Dębowiec, Dukla, Krempna, Lipinki, Nowy Żmigród, Osiek Jasielski, and Sękowa.

This report explains the intervention logic of WPT1 coordinated by Ekopsychology Society (PP4) and its pilot action aimed at testing the O.T1.2 Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians (jointly elaborated in 2019–2020 by WPT1 Thematic Transnational Task Force on local sustainable tourism development, involving experts from 7 countries, allowing to pool and share the knowledge, expertise and best practices from different Carpathian countries). Further, this report briefly summarizes the AT1.5 pilot action implementation process and activities undertaken by Ekopsychology Society.

Moreover, this report includes a very brief English summary of the "*Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magura National Park and its surroundings for 2022–2030*" (available solely in the Polish language version).

It also briefly summarizes lessons learnt in the course of implementation of this pilot action, and includes some recommendations for the further use of the above O.T1.2 Strategy in other areas characterized by outstanding natural and cultural values, located either in the Polish part of the Carpathian region, other Carpathian countries, or other CE Programme area countries and beyond.

This report is also available in Polish language version on the [Centralparks project website](#).



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## 1. Introduction

### 1.1. Legal and strategic framework

The most important legal act defining the objectives and principles, as well as determining the proper approach and methods used for implementing the Centralparks WPT1 project pilot actions was the [Framework Convention on the Protection and Sustainable Development of the Carpathians](#) (further the Carpathian Convention), adopted on 22 May 2003 in Kyiv. The Carpathian Convention was ratified by Poland on 27 February 2006, and entered into force for Poland on 19 June 2006 (Polish Journal of Laws: [Dz.U. 2007 nr 96 poz. 634](#)).

During the First Meeting of the Conference of the Parties (COP1) to the Carpathian Convention held in Kyiv, Ukraine, 11-13 December 2006, the Conference of the Parties recommended to establish and develop national mechanisms to foster the implementation of the Carpathian Convention, including information, involvement and capacity building of all relevant stakeholders and civil society, related to the progress and the further development of the Carpathian Convention (Decision COP1/12, paragraph 5).

The Carpathian Convention is a "framework" convention that defines general objectives, principles of cooperation and obligations of the Parties. Hence, its implementation requires the adoption, ratification and implementation of subsequent international agreements, i.e. thematic Protocols setting up more detailed obligations of the Governments of the Parties in particular areas and sectoral policies covered by the Convention. Pursuant to Art. 91 of the Polish Constitution, the entry into force of the Convention (or its thematic protocols) means that such legal acts become parts of the national legal system and are directly applicable.

The Second Meeting of the Conference of the Parties (COP2) of the Carpathian Convention in 2008 in Bucharest adopted the thematic [Protocol on Conservation and Sustainable Use of Biological and Landscape Diversity](#) (Polish Journal of Laws: [Dz.U. 2010 nr 90 poz. 591](#)), it entered into force for Poland on 28 April 2010.

During COP3 of the Convention held in 2011 in Bratislava, the [Protocol on Sustainable Tourism](#) was adopted (Polish Journal of Laws: [Dz.U. 2013 poz. 682](#)), that entered into force for Poland on 29 April 2013.

Both above-mentioned Protocols are already in force in all 7 "Carpathian" countries, unlike the [Protocol on Sustainable Forest Management](#) (2011), [Protocol on Sustainable Transport](#) (2014, Polish Journal of Laws: [Dz.U. 2019 poz. 285](#)), and [Protocol on Sustainable Agriculture and Rural Development](#) (2017, Polish Journal of Laws: [Dz.U. 2020 poz.131](#)).

The Carpathian Convention and its thematic protocols already ratified by the Republic of Poland apply to the area extending over 18,612.48 km<sup>2</sup> within the boundaries of 200 municipalities of the three southernmost voivodeships (provinces, NUTS 2 units) of Poland: Małopolskie, Podkarpackie and Śląskie. The above area accounts for **only approx. 6%** of the territory of Poland.



The following provisions of the relevant thematic Protocols to the Carpathian Convention in force for Poland were of key importance for the implementation of the pilot action in Magura region:

- Protocol on Conservation and Sustainable Use of Biological and Landscape Diversity (2008)  
Article 15 Enhancing conservation and sustainable management in the areas outside of protected areas
  1. Each Party shall take measures in its national territory with the objective to enhance conservation and sustainable management in the areas outside of protected areas in the Carpathians.
  2. Each Party shall facilitate coordination and cooperation between all relevant stakeholders, so as to enhance conservation and sustainable management in the areas outside of protected areas in the Carpathians, in particular with the objective of improving and ensuring connectivity between existing protected areas and other areas and habitats significant for biological and landscape diversity of the Carpathians.
  
- Protocol on Sustainable Tourism (2011)  
Article 11 Enhancing the contribution of tourism to the sustainable development of the local economy in the Carpathians
  3. Each Party shall take measures in its national territory with the objective to support and promote initiatives and projects towards sustainable tourism development in the Carpathians which foster the development of local economy and base on the local potential by enhancing the use of local products and skills as well as employment opportunities for the local labour force.
  4. Each Party shall take measures with the objective to promote and support the development of sustainable tourism in less sensitive and less developed areas, with the objective to foster the sustainable economic development of less developed local people, mitigate negative migration and rural depopulation trends, contribute to poverty alleviation and allow for more equal sharing of benefits and revenues from the tourist services sector by all municipalities of the Carpathian region.
  
- Protocol on Sustainable Tourism (2011)  
Article 12 Managing tourist traffic in the Carpathians for the benefit of the environment and sustainable local economic development
  2. With the objective to mitigate the impacts of tourism on fragile mountain ecosystems of the Carpathians and to provide for a more equal distribution of the tourist traffic in the Carpathian region, each Party shall take measures in its national territory with the objective to disperse, redirect and channel part of the tourist traffic out of the current main tourist destinations and sensitive sites such as protected areas, to the areas being less ecologically sensitive, less developed and less explored by tourism, but having sufficient potential to absorb and accommodate part of the tourist traffic.

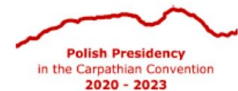
Moreover, the following acts of the Polish national law were particularly important for the implementation of this pilot action of the Centralparks project:

- Ustawa z dnia 8 marca 1990 r. o samorządzie gminnym ([Dz.U. 2021 poz. 1372](#)) - 1990 Law on the municipal self-government
- Ustawa z dnia 27 marca 2003 r. o planowaniu i zagospodarowaniu przestrzennym ([Dz.U. 2021 poz. 741](#)) - 2003 Law on spatial planning and land development
- Ustawa z dnia 16 kwietnia 2004 r. o ochronie przyrody ([Dz.U. 2004 nr 92 poz. 880](#)) - 2004 Law on nature protection.

It should also be emphasized that closer cooperation with the local and regional level is among the priorities of the current (2020-2023) Polish Presidency of the Carpathian Convention.



Sixth Meeting of the Conference of the Parties to the  
Framework Convention on the Protection and Sustainable  
Development of the Carpathians



## Implementing the priorities of the Polish Presidency of the Carpathian Convention to promote the EU accession to the Carpathian Convention and closer cooperation with the local and regional level

*Fig. 1. Excerpt of the Programme of Work for 2021 - 2023 of the Carpathian Convention, mentioning the two priorities of the current Presidency.*

Source: [website of the Carpathian Convention](#)

Building strong partnerships between protected areas and local communities in the Carpathians, and undertaking joint actions for the benefit of nature and local inhabitants would also be in line with the EU Biodiversity Strategy for 2030 - Bringing nature back into our lives ([COM/2020/380 final](#)), explicitly emphasizing the need for strengthening such cooperation, by saying: “*protecting and restoring nature will need more than regulation alone. It will require action by citizens, businesses, social partners and the research and knowledge community, as well as strong partnerships between local, regional, national and European level*”.

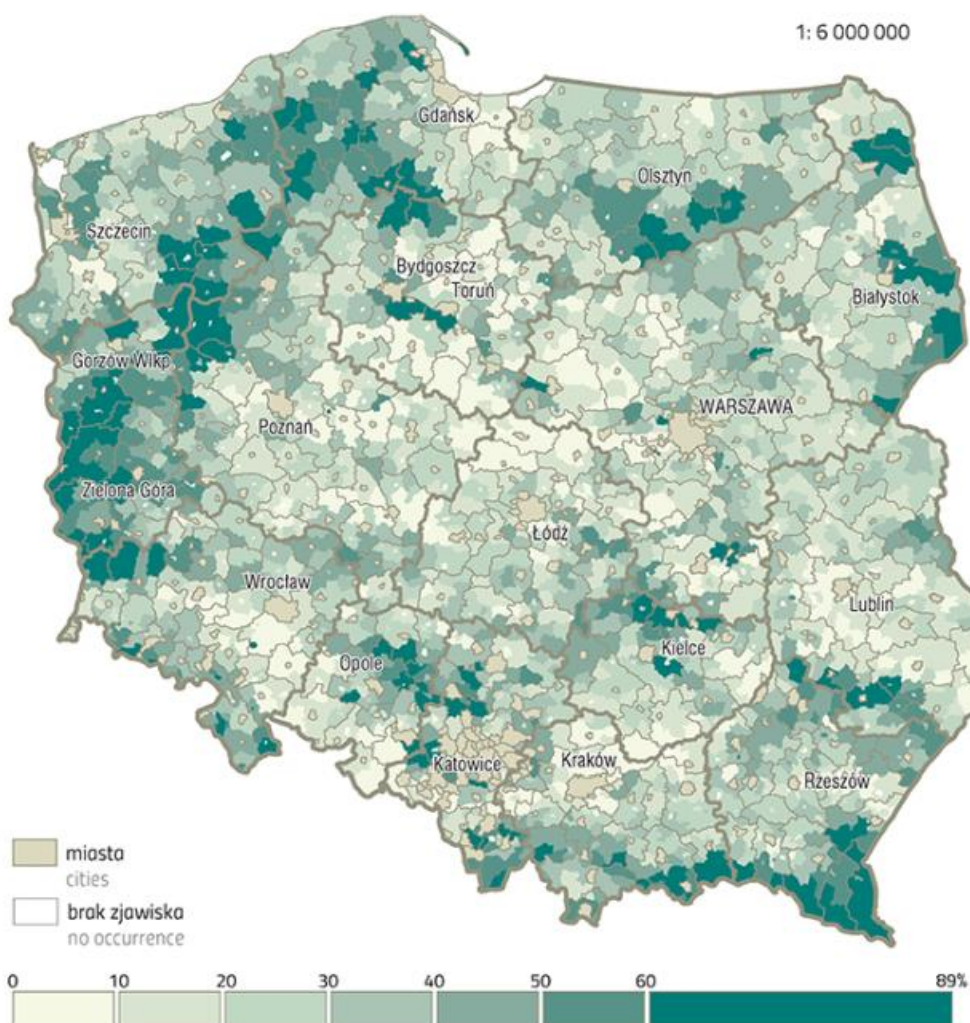
Last, but not least, building effective partnerships between public institutions, regional and local authorities, volunteer groups and others is an indispensable precondition for successful achievement of the goals set by the 2030 Agenda for Sustainable Development, and resulting Sustainable Development Goal Targets, including the promotion of sustainable tourism (SDG Target 8.9), and ensuring the conservation of mountain ecosystems (SDG Target 15.4).



## 1.2. Natural, economic and social context in the Polish part of the Carpathian region

The above mentioned priority of the current Presidency of the Carpathian Convention, assuming closer cooperation with the local and regional level, could have partly resulted from the specific economic and social context in the Polish part of the Carpathian region combined with its natural values, preserved in numerous protected areas.

Mountain regions have always been an area clearly distinguishable from other regions of Poland, both due to their geographical distinctiveness or cultural identity, as well as different living conditions, farming and land management methods more appropriate for the mountains. Most of the municipalities in the Polish part of the Carpathian region are classified as less-favored areas (LFAs). In the Carpathians, the agricultural usefulness of soils is even lower than in the Sudetes, moreover, soils are more exposed to intense surface water erosion than observed in the Sudetes and Świętokrzyskie Mountains. The Carpathians are also one of the few regions in Poland where the share of forests ranges from 60% to almost 90% of the area of some municipalities.



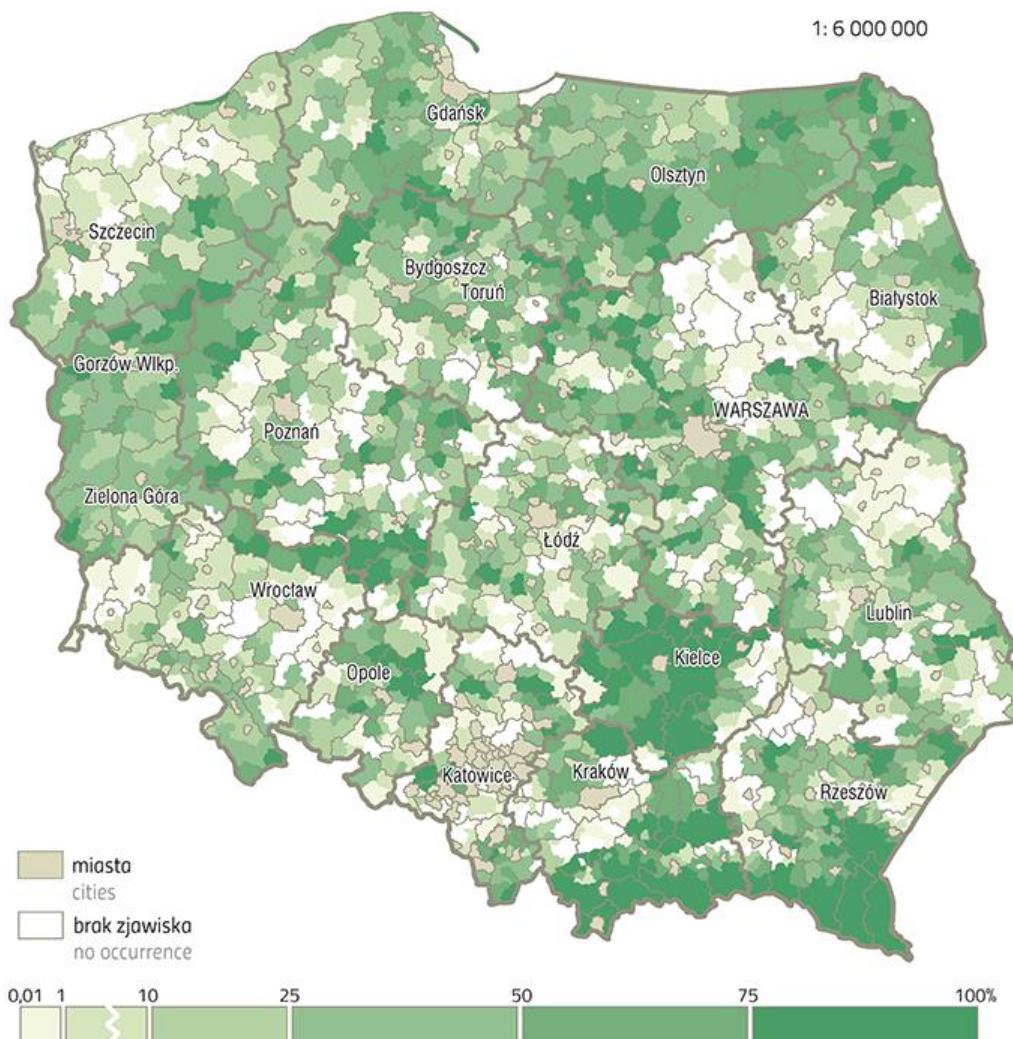
Map 1. Share of forests in the municipality territory, Poland (2012).

Source: Bański J. (ed.), 2016, [Atlas obszarów wiejskich w Polsce](#) Institute of Geography and Spatial Organization, Polish Academy of Sciences (IGiPZ PAN), Warszawa

Apart from unfavorable farming conditions and exceptionally high forest cover, the Polish part of the Carpathian region is characterized by a high share of the area covered by various forms of nature protection.

The total area of the six Carpathian national parks constitutes almost 4.47% of the geographical scope of application of the Carpathian Convention in Poland (while the average value of this indicator for the whole country is below 1%). Protected areas of different legal categories cover approx. 70% of the Polish part of the Carpathian region (in 2020 the country average was 32.3%).

Furthermore, in most Carpathian municipalities the share of protected areas exceeds 75% of their total territory. Numerous municipalities are entirely located inside protected areas.

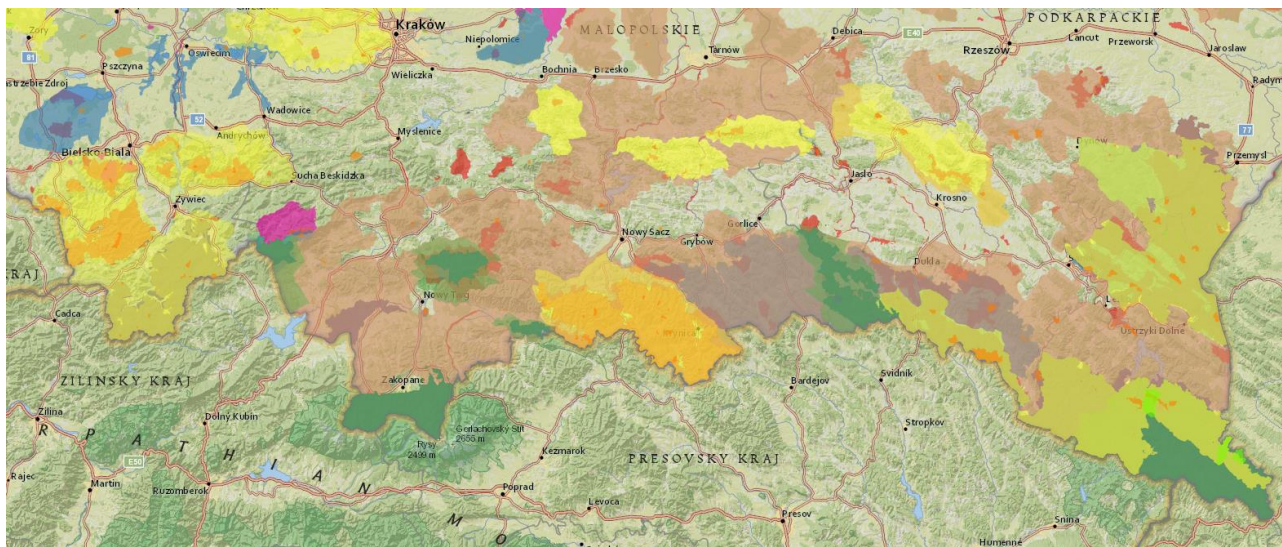


Map 2. Share of protected areas in the municipality territory, Poland (2012).

Source: Bański J. (ed.), 2016, [Atlas obszarów wiejskich w Polsce](#)

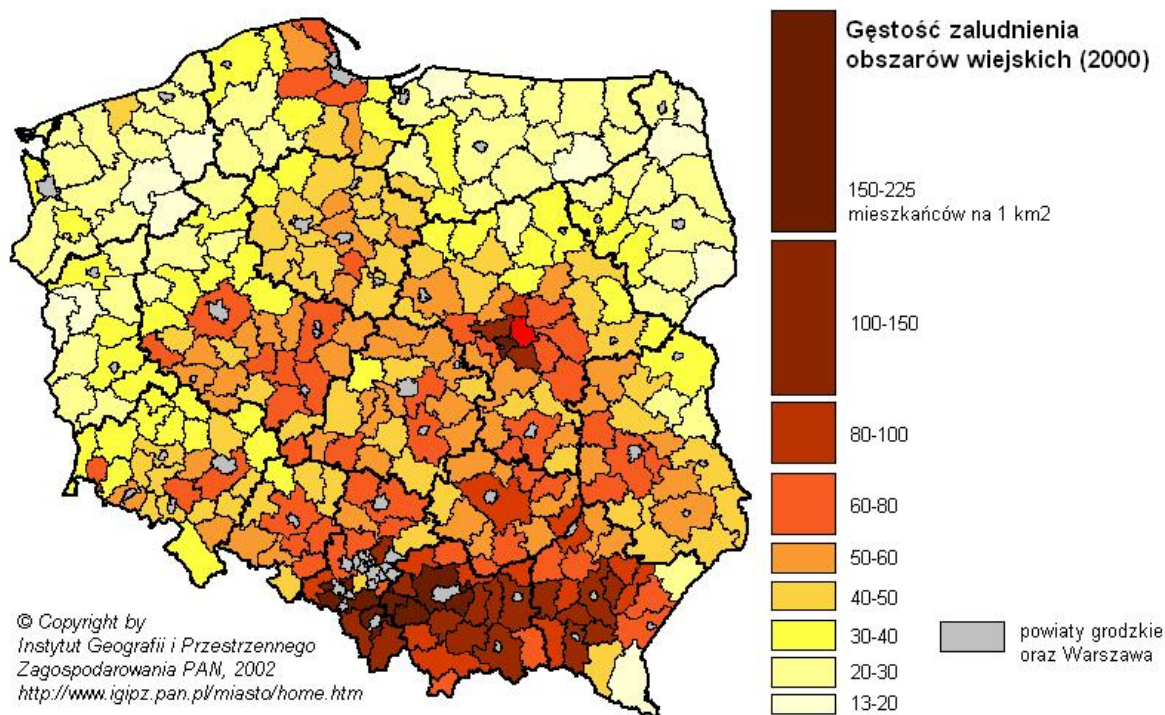
[Institute of Geography and Spatial Organization, Polish Academy of Sciences \(IGiPZ PAN\)](#), Warszawa





Map 3. Spatial range of protected areas (all categories) designated in southern Poland / Carpathian region. Source: [Geoserwis of the General Directorate for Environmental Protection \(GDOŚ\)](#)

Simultaneously, the Polish part of the Carpathian region is characterized by the highest population density in rural areas. Among all 16 voivodeships of Poland three "Carpathian" provinces occupy the first three places in this respect. According to the data from 2020, the rural areas population density in Małopolskie and Śląskie (Silesian) voivodeships (131 pers./km<sup>2</sup> and 124 pers./km<sup>2</sup>, respectively) exceeded more than twice the average (53 pers./km<sup>2</sup>) for Polish rural areas, and five times the average for the three provinces, where this indicator is the lowest: in the north-eastern Podlaskie (24 pers./km<sup>2</sup>) and the northern ones: Warmińsko-Mazurskie and Zachodniopomorskie (25 pers./km<sup>2</sup>).



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Instytut Geografii i Przestrzennego  
Zagospodarowania PAN, 2002  
<http://www.igipz.pan.pl/miasto/home.htm>

Map 4. Density of population (pers. per 1 km<sup>2</sup>) in rural areas, calculated at county level, Poland (2000). Source: [Institute of Geography and Spatial Organization, Polish Academy of Sciences \(IGiPZ PAN\)](#)



Such high population density of rural areas and the dispersed settlement pattern (different than historically typical and traditional, resulting from the current land-ownership structure) recently widespread in the Polish part of the Carpathian region, in combination with a higher share of the area covered by various forms of nature and landscape protection than in other regions of Poland, automatically translates into the scale of problems in spatial planning and conflicts between the need to protect natural and landscape values and the economic pressure on land development, agricultural use or building up most of the non-forested land.

Consequently, such conflicts are more intense and severe in the Carpathian region than in other regions of Poland. This might have been one of the important reasons for the recognition of the “*closer cooperation with the local and regional level*” as one of the priorities of the current three-year (2020-2023) Polish Presidency of the Carpathian Convention.

### 1.3. Centralparks Thematic Work Package No 1 - intervention logic

The basic assumption and intervention logic of the Centralparks thematic Work Package No 1 (WPT1) “Integration of biodiversity conservation and sustainable development in the Carpathian region” was that the reconciliation, linking the conservation of biological and landscape diversity to sustainable local socio-economic development, and raising the support of local communities for protected area operations is possible, if:

- well protected natural and landscape values
- are properly used as the drivers and assets for the local economic development (in particular for sustainable tourism development)
- while the conservation objectives, and benefits arising from the above synergy are effectively communicated to the local stakeholders.

Consequently, the task of the three TTTFs (thematic transnational task forces, or expert working groups) established under WPT1 in 2019, and operating in 2019-2020, was to jointly develop three, resulting from the above assumption, mutually supporting and complementary documents:

- (draft) Carpathian strategy for enhancing biodiversity and landscape conservation outside and inside protected areas (resulting from, and aimed to support the implementation of the 2008 Protocol on Conservation and Sustainable Use of Biological and Landscape Diversity to the Carpathian Convention);
- (draft) Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians (resulting from, and aimed to support the implementation of the 2011 Protocol on Sustainable Tourism to the Carpathian Convention);
- Guidelines on communication between protected areas and local communities in the Carpathians.

It should be noted, that the Carpathian Convention and its thematic Protocols are international agreements i.e. instruments of international law binding the Parties (States), that signed and ratified them. Therefore, these legal acts first and foremost express the binding commitments of the Parties, and oblige their Governments to act and fulfill such commitments.



Article 2.1 of the Carpathian Convention defines its general objectives: *“The Parties shall pursue a comprehensive policy and cooperate for the protection and sustainable development of the Carpathians with a view to inter alia improving quality of life, strengthening local economies and communities, and conservation of natural values and cultural heritage”*.

In accordance with the intentions of the Parties, the implementation of the Convention is primarily intended to serve the inhabitants of the Carpathian region, but will hardly be possible without their participation and commitment.

Consequently, Article 13.2 of the Carpathian Convention states that *“The Parties shall pursue policies guaranteeing public participation in decision-making relating to the protection and sustainable development of the Carpathians, and the implementation of this Convention”*.

Due to the above, the strategies developed under Centralparks WPT1 are not addressed to Governments of the Parties and central administration bodies, but directly to the inhabitants of the Carpathians, represented by their local governments, and administration of Carpathian protected areas. Explicitly in line with the above priority of the current Polish Presidency, assuming *“closer cooperation with the local and regional level”*.

Nevertheless, both strategies elaborated under WPT1 were duly presented in 2021 to the relevant intergovernmental Working Groups of the Convention, and later submitted (as draft versions) for their expected endorsement by the Parties to the Convention.

The mere fact that the Carpathian Convention and its Protocols are in force in its Parties does not yet mean the achievement of the goals assumed in these documents. However, such legal instruments can be used to preserve the natural values and cultural heritage of the Carpathian region, and facilitate the sustainable development of our municipalities, counties and provinces.

The above mentioned WPT1 intention to provide our stakeholders mutually supporting and complementary documents means that the implementation of the Centralparks local sustainable tourism development strategy also supports the protection of biological and landscape diversity, by recommending measures aimed at preventing or mitigating the negative impact of mass tourism on protected areas.

Simultaneously, the purpose of the Guidelines on communication between protected areas and local communities is not only to facilitate the effective communication of the objectives of nature and landscape protection, but also to build and strengthen the sense of common ownership and responsibility for protected areas among the local residents.

In 2021, the testing phase began, in order to evaluate the effectiveness and usefulness of WPT1 main Outputs (strategic policy documents and tools), under several pilot actions implemented in Poland (in regions surrounding Pieniny National Park and Magura National Park), the Czech Republic, Hungary, the Slovak Republic, and in the transboundary region of Biele Karpaty (CZ) / Biele Karpaty (SK). WPT1 guidelines on communication have so far been tested only in Poland (Centralparks Activity AT1.6).



#### 1.4. Centralparks A.T1.5 pilot action - intervention logic

Activity AT1.5 contributed to the achievement of the Centralparks project Output O.T1.5, described in the project Application Form as *“Pilot implementation of the strategy (jointly developed under A.T1.2) for local sustainable nature-based tourism development, involving PA managers and local communities in the joint development of the local Community Strategy for sustainable tourism development, aimed at the integration of nature protection with the sustainable local socio-economic development”*.

When preparing the Centralparks project proposal (i.e. in 2017/2018) it was assumed that the above Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians (O.T1.2 jointly developed under A.T1.2) will be tested either in a larger region harbouring several protected areas (pilot action in SK), or in the surroundings of a single protected area and its buffer zone (pilot action in PL). The above would then allow to compare the effects and evaluate the effectiveness of the implementation of this strategy in two different situations and different socio-economic context, as well as for the exchange of results and experiences of the Centralparks consortium partners, thus maximizing the mutual learning of the whole partnership.

At this early planning stage the specific location of this pilot action was not indicated. However, one of the conditions for the final approval of the entire Centralparks project by the authorities of the Interreg CENTRAL EUROPE Programme in early 2019 was to define the exact locations of the pilot action planned for implementation in Poland.

In accordance with the project intervention logic, the Strategy for local sustainable tourism development shall support the implementation of Articles 11 and 12 of the Protocol on sustainable tourism (Bratislava, 2011) to the Framework Carpathian Convention (see part 1.1).

Hence, the implementation of a pilot action under A.T1.5 would be most beneficial for local communities situated in the surroundings of a protected area, currently being less economically developed and less explored by tourism (thus threatened by high unemployment and intensifying rural depopulation process), but having sufficient potential to absorb and accommodate part of the tourist traffic targeted at the nearby protected area (which could then mitigate the adverse impacts of tourism and other human pressures on its natural values).

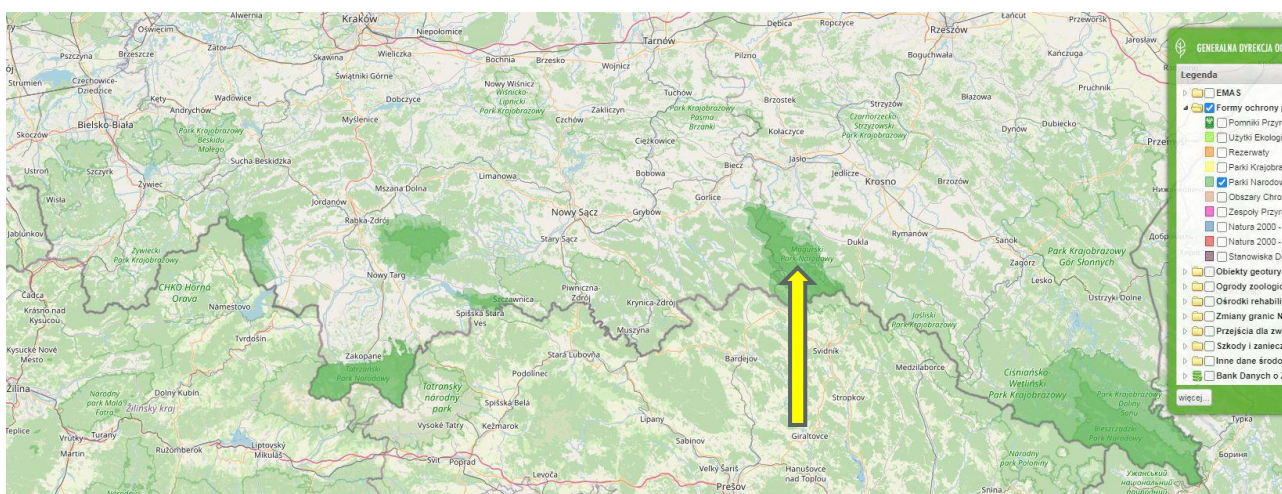
Due to the above, PP4 selected areas surrounding Magurski (Magura) National Park as most relevant for the implementation of A.T1.5 pilot action in Poland.

Objectives of A.T1.5 pilot action implemented in the Magura region were as follows:

- test implementation of O.T1.2 - the Carpathian strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians
- enhancing local partnership and raising local stakeholders' support for more sustainable development in the national park external buffer zone and surrounding areas
- joint development of the Local Community Strategy for sustainable tourism development (Deliverable DT.1.5.8).

### 1.5. Protected area targeted by A.T1.5 pilot action

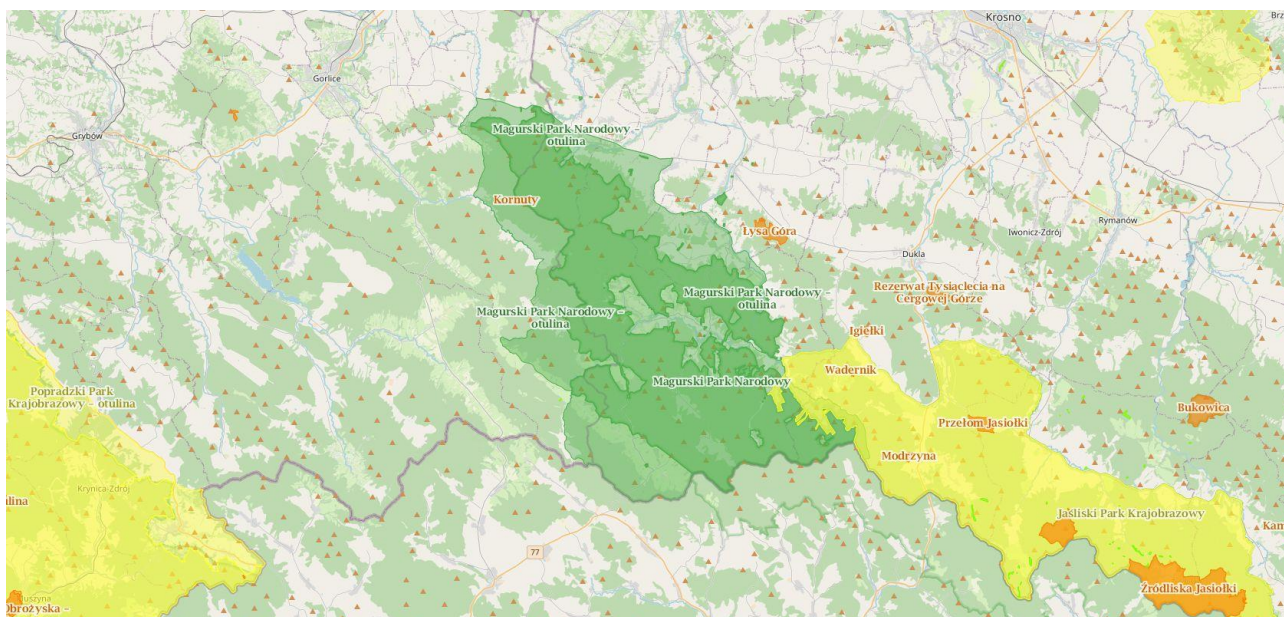
[Magurski Park Narodowy](#) (Magura National Park, further referred to as Magura NP) was established on 1 January 1995 by the Regulation of the Council of Ministers of 24 November 1994 ([Dz.U. 1994 nr 126 poz. 618](#)). Magura NP area currently accounts for 19,438.9 ha, located mainly (almost 89.7%) in 5 communes of the Podkarpackie Voivodeship (Dębowiec, Krempna, Nowy Żmigród, Osiek Jasielski of the Jasto County, and Dukla commune of the Krosno County). The remaining 10.3% of Magura NP area is located in the Małopolskie Voivodeship, in 2 communes of the Gorlice County (Lipinki and Sękowa). The above 7 communes share also the external buffer zone of Magura NP, encompassing 22,969 ha, thus larger than the national park area.



Map 5. Location of Magurski National Park.

Map source: [Geoserwis of the General Directorate for Environmental Protection \(GDOŚ\)](#)

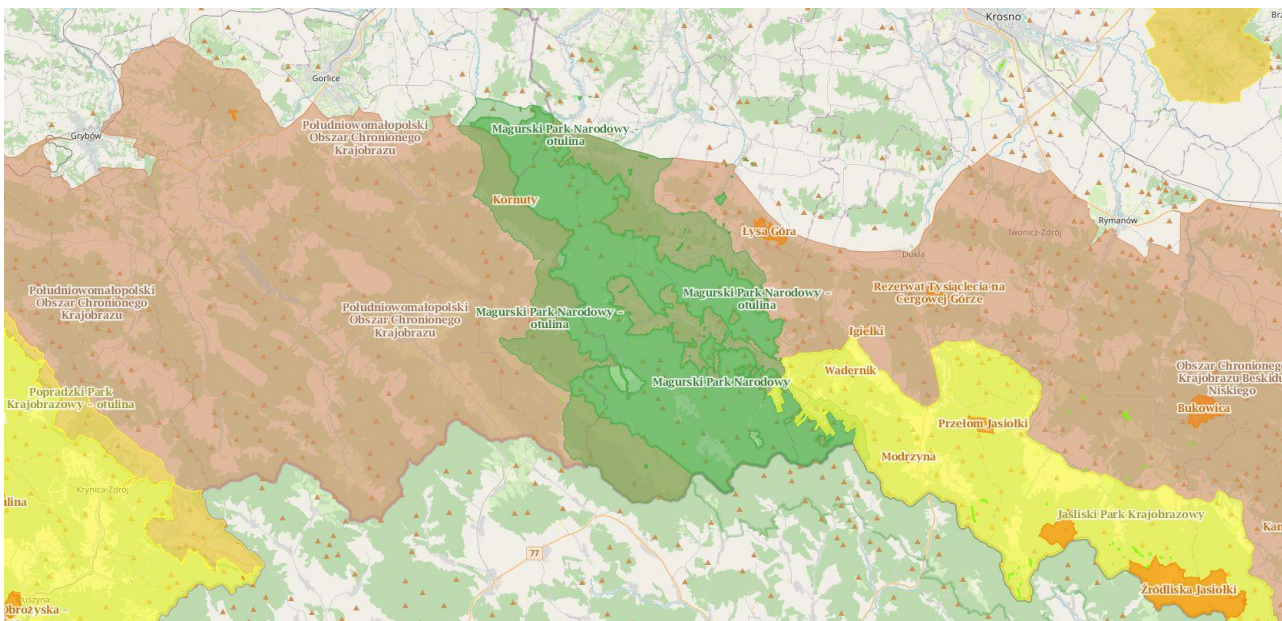
Magura NP area is adjacent to Jaśliski Natural Landscape Park, stretching along the state border between the Republic of Poland and the Slovak Republic.



Map 6. Magurski National Park, its external buffer zone, nearby natural landscape parks and nature reserves

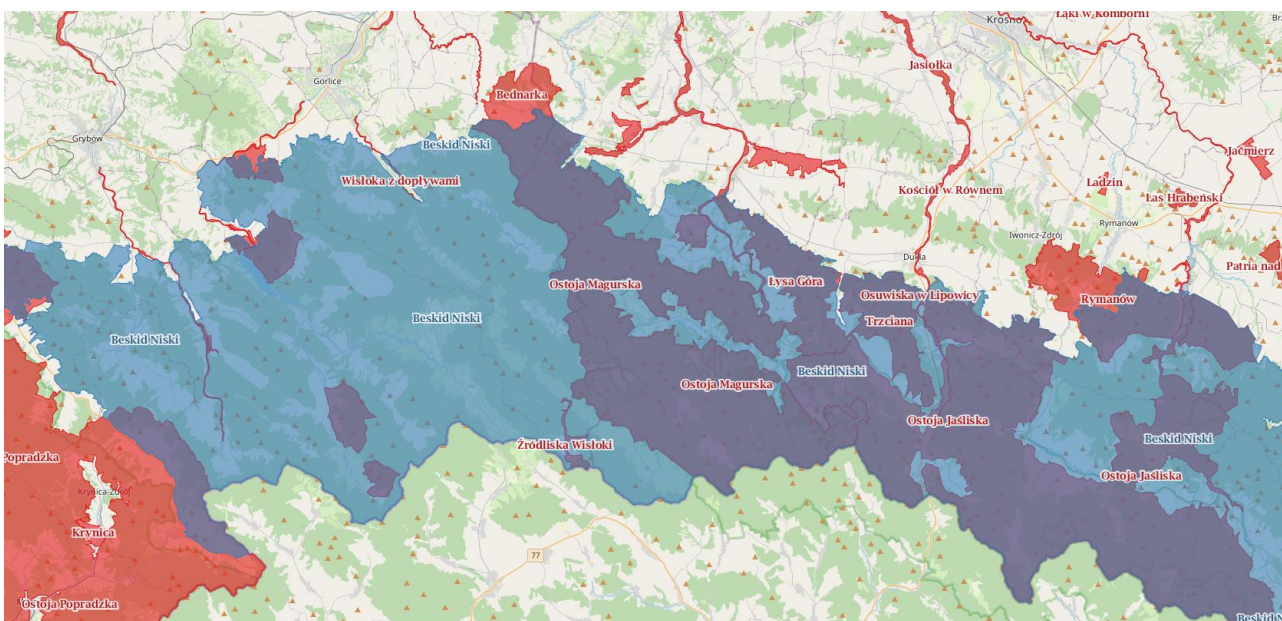
Map source: [Geoserwis of the General Directorate for Environmental Protection \(GDOŚ\)](#)

Moreover, Magura NP is almost entirely surrounded by the two large-scale protected landscape areas designated on the Polish side: Południowomazowiecki Obszar Chronionego Krajobrazu (to the west from the national park, in the Mazowieckie Voivodeship) and Obszar Chronionego Krajobrazu Beskidu Niskiego (in the Podkarpackie Voivodeship).

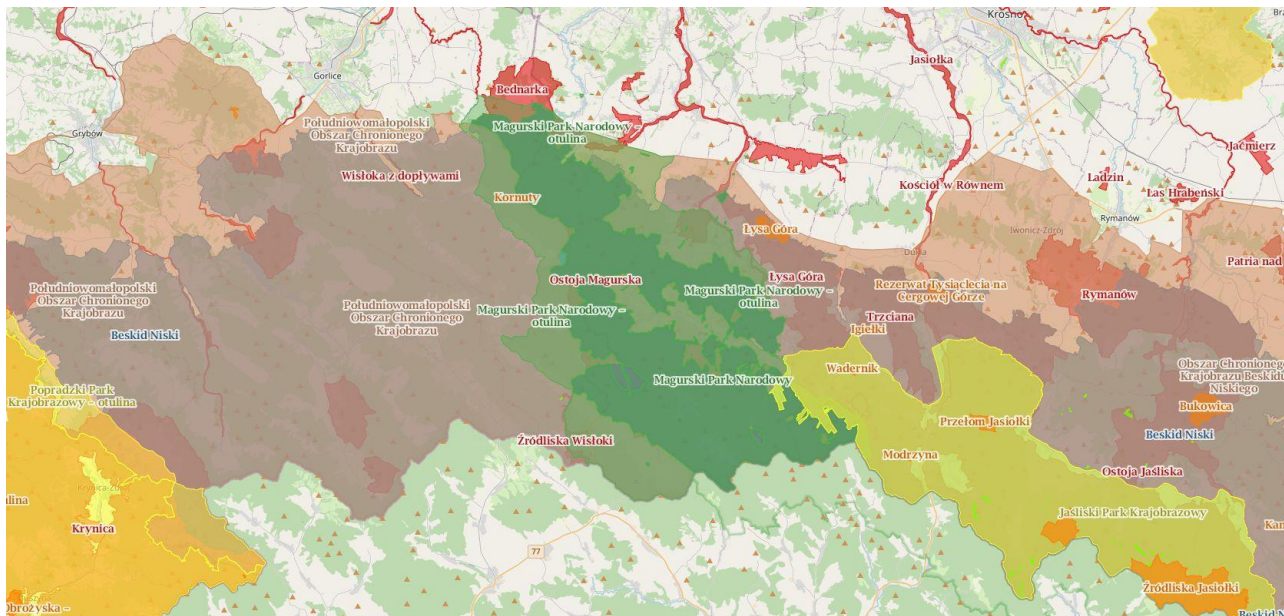


Map 7. Large-scale protected areas in the region (incl. Protected Landscape Areas, marked light brown).  
Map source: [Geoserwis of the General Directorate for Environmental Protection \(GDOŚ\)](#)

Furthermore, the whole territory of Magura NP bears the Natura 2000 site designation, as part of Beskid Niski PLB120008 SPA (Special Protection Area - Birds Directive), and two SACs (Special Areas of Conservation - Habitats Directive), Ostoja Magurska PLH180001 and Łysa Góra PLH180015.



Map 8. Natura 2000 sites: SACs (red) and SPAs (blue) in the pilot action region.  
Source: [Geoserwis of the General Directorate for Environmental Protection \(GDOŚ\)](#)



Map 9. Spatial range of protected areas on the Polish side (all categories) in the pilot action region.

Source: [Geoserwis of the General Directorate for Environmental Protection \(GDOŚ\)](#)

Last, but not least, Magura NP is adjacent to three other protected areas located across the state border between the Republic of Poland and the Slovak Republic: Chránená krajinná oblasť Východné Karpaty (protected landscape area) and two Natura 2000 sites: Laborecka vrchovina SKCHVU011 SPA and Dukla SKUEV0048 SAC.

Due to the border location of the pilot action implementation area, it could be expected that the implementation of the resulting the Local Community Strategy for sustainable tourism development of the Magura region (Deliverable DT.1.5.8) could also bring positive cross-border effects, which would then constitute the added value of this action.

Magura National Park constitutes the main tourist attraction of the Magura region on the Polish side of the state border, harbouring both natural areas and numerous cultural heritage monuments, providing for its high potential for tourism development, although not yet fully discovered by mass tourism. Magura NP invests considerable funds (from both in-country and external sources, e.g. EU Interreg Poland-Slovakia) in the development and maintenance of hiking trails, nature paths, cycling and horse-riding routes, along with accompanying infrastructure (e.g. bridges, signposts, rain shelters in rest areas, car parks and bicycle stands, information boards) as well as preserving the historical and cultural heritage of the region (e.g. renovation of chapels, roadside crosses and cemeteries, placing interpretation panels in locations of the former, no longer existing villages).



## 2. Preparation of Centralparks A.T1.5 pilot action implementation

### 2.1. The sequence of activities of Centralparks A.T1.5 pilot action

For the implementation of the pilot action of the Centralparks project in the Magura region, the following logical sequence of actions necessary for its implementation was adopted. The same or a similar sequence of actions may also be successfully applied in any other region.

1. Defining the area of pilot action implementation.
2. Defining the relevant pilot action target group and other stakeholders, in line with Chapter 6. of O.T1.2 “Carpathian strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians”, developed under Centralparks WPT1.
3. Acquiring and gathering data and information on the area of pilot action implementation, important from the point of view of the challenges to be addressed by the pilot action.
4. Analysis of the collected data and information, assessment and diagnosis of the existing situation in the area of the implementation of the pilot action and in individual municipalities covered by the pilot action.
5. Development of communication and meeting conduct methodology appropriate for the target group (following the methodology set out in Chapter 1 of the Guidelines on communication between protected areas and local communities in the Carpathians, developed under Centralparks WPT1).
6. Searching, acquiring, collecting and selecting appropriate materials useful for conducting the planned workshops, including best practice examples from other parts of the Carpathian region, to be able to propose the participants of the pilot action solutions that worked in similar circumstances and in a similar local socio-economic context.
7. Preparation of materials needed to conduct planned workshops and meetings, tailored to individual groups of recipients [*Deliverable D.T1.5.1*].
8. Organizing, preparing and conducting introductory 3-day workshop [*Deliverable D.T1.5.2*] aimed at the establishment of the local expert teams (involving targeted protected area administration, authorities of municipalities sharing the protected area and its external buffer zone, local NGOs and other relevant stakeholders) for the development of the Local Community Strategy for sustainable tourism development [*Deliverable DT.1.5.8*]
9. Organizing, preparing and conducting a series of 4 one-day thematic workshops [*Deliverable D.T1.5.3*] gathering local expertise, inputs and feedback for drafting the Local Community Strategy for sustainable tourism development [*Deliverable DT.1.5.8*].
10. Drafting the Local Community Strategy for sustainable tourism development of the Magura region [*Deliverable DT.1.5.8*], gathering feedback and consulting its subsequent versions with the local stakeholders involved.
11. Finalizing the Local Community Strategy for sustainable tourism development of the Magura region [*Deliverable DT.1.5.8*] and supplementing the document with an English summary (as stipulated in the Centralparks Application Form)
12. Summarizing lessons learnt and conclusions resulting from the course and results of A.T1.5 pilot action implementation in Poland, formulation of recommendations concerning the implementation of the O.T1.2 Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians [*Deliverable D.T1.4.4*].

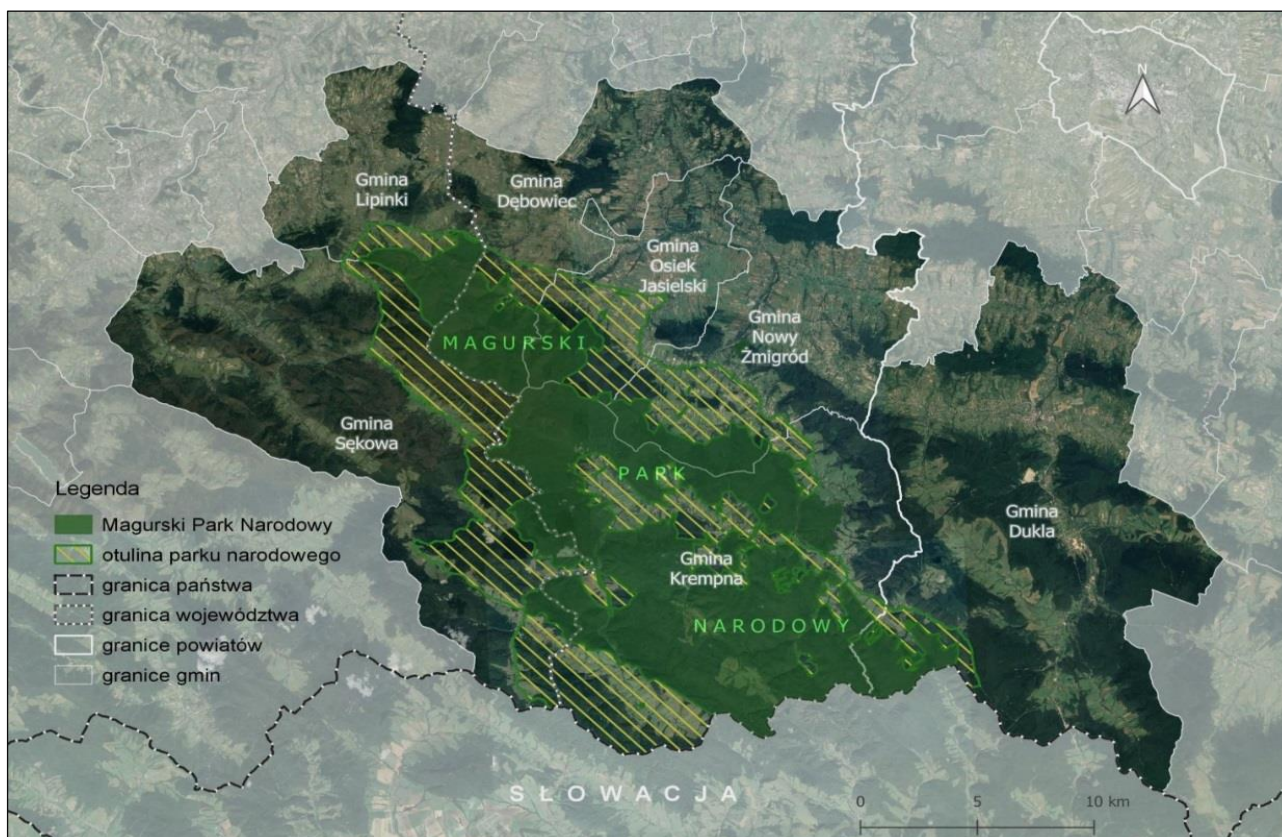


## 2.2. Defining the spatial range of Centralparks A.T1.5 pilot action implementation

Pursuant to the provisions of Articles 11 and 12 of the Protocol on Sustainable Tourism (see part 1.1), following the intervention logic of A.T1.5 pilot action (part 1.4), taking into account that the basic unit of territorial self-government creating and implementing the local development policy (including tourism development) is the commune, the spatial range of A.T1.5 pilot action implementation in Poland has been adjusted to the municipality administrative boundaries.

Further, it was decided that this pilot action should be implemented regardless whether the particular area is located in the national park, its external buffer zone, or in surrounding areas. Hence, this pilot action was implemented in 7 whole communes sharing Magura NP and its external buffer zone: 5 communes of the Podkarpackie Voivodeship: Dębowiec (8,647 ha), Dukla (23,514 ha), Krempna (20,386 ha), Nowy Żmigród (10,359 ha), Osiek Jasielski (6,040 ha); and 2 communes of the Małopolskie Voivodeship: Lipinki (6,646 ha) and Sękowa (19,480 ha).

Due to the above “inclusive” approach, the spatial range of A.T1.5 pilot action implementation encompassed as much as 95,072 ha, which allowed promoting and supporting sustainable development of the region five times bigger than the territory of Magura NP (19,438.9 ha), and over twice bigger than the total area (42,407.9 ha) of the national park and its buffer zone.



Map 10. Spatial range of the pilot action implementation - 7 neighbouring municipalities of the region.  
Source: Deliverable DT.1.5.8 - “The Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magurski National Park and its surroundings for 2022–2030”.



### 3. Pilot action implementation in the Magura region

First of all, following the agreed sequence of activities (described in part 2.1 of this Report) the team of experts implementing this A.T1.5 pilot action in Poland determined the target group of local stakeholders from the public and private sectors that should be involved in the elaboration of the draft Local Community Strategy for sustainable tourism development (Centralparks project Deliverable DT.1.5.8). This activity was conducted in line with Chapter 6. of O.T1.2 “Carpathian strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians”, developed under Centralparks WPT1.

The composition of the target group influenced the determination of the communication and meeting conduct methodology appropriate for this target group, (following the methodology set out in Chapter 1 of the Guidelines on communication between protected areas and local communities in the Carpathians, developed under Centralparks WPT1).

Simultaneously, the team gathered and analysed data and information on e.g.:

- legal and policy context for the implementation of this pilot action in the Magura region, such as relevant strategic planning documents adopted at the national, regional and local levels, including e.g. local development strategies 2014-2020 previously adopted and implemented by the communes of the Magura region, Local Development Strategies implemented by the territorially relevant Local Action Groups (LAGs) and the management planning documents of Magura NP (results of this analysis were later summarized in Chapter 1 of the DT.1.5.8 Strategy);
- conditions resulting from natural and cultural richness of the targeted region, socio-economic conditions, as well as the current state of tourism infrastructure development in the region and the current visitation patterns (summarized in Chapter 2 of the DT.1.5.8 Strategy) which later allowed the diagnosis of the current state and assessment of the opportunities for the sustainable development of tourism in the Magura region.

Furthermore, the team gathered and selected relevant materials, considered potentially useful for conducting the planned workshops, including best practice examples (in particular from other parts of the Carpathian region) implemented in similar circumstances and in a similar local socio-economic context, which could inspire the workshop participants and trigger their discussions on the sustainable development of tourism in the Magura region. For example, best practice examples included the successful implementation case studies of the ecotourism concept, Eco-museums, Greenways thematic trails certification scheme, regional networking of local tourist product providers, geocaching and “quests” (innovative educative tools, encouraging tourism, visiting natural and cultural heritage sites and field explorations in search for hidden “treasures”).

Some other materials concerned the role of protected areas for the local sustainable economic development, their contribution to the local economy, and resulting benefits for the local inhabitants, illustrated by studies conducted in the USA by the National Park Service, but also in European mountain regions, e.g. in Babia Góra National Park (also located in the Polish part of the Carpathian region) and Entlebuch Biosphere Reserve in Switzerland.



### 3.1. Preparation of materials for pilot action implementation [Deliverable D.T1.5.1]

Materials (DT1.5.1) prepared for the introductory 3-day workshop (DT1.5.2) and for a series of 4 one-day workshops (DT1.5.3) included presentations to be delivered by PP4 staff members and contracted external experts (utilizing previously gathered materials and best practice examples), as well as different printed handouts for the participants, e.g. thematically-relevant publications, booklets and leaflets concerning sustainable tourism development, produced under other, previously implemented projects and initiatives.

Each workshop organized under A.T1.5 pilot action in Poland always begun from the presentation of the CE1359 Centralparks project, emphasizing the support by the Interreg CENTRAL EUROPE Programme and ERDF, explaining the Centralparks objectives and PP4 role in the project consortium, as well as providing links to Centralparks project websites.

The participants were informed on the WPT1 basic assumptions and intervention logic (see part 1.3 of this Report), WPT1 activities and their synergy, WPT1 Outputs previously achieved, as well as the objectives of this pilot action, emphasizing the need for close cooperation between protected areas and their local and regional level stakeholders, accordingly to one of the priorities of the current Polish Presidency in the Carpathian Convention (see part 1.1).

The materials prepared for the introductory three-day workshop contained even more detailed information about the Centralparks project, its Outputs jointly developed in transnational cooperation during the previous phase of WPT1 implementation, their correspondence with relevant thematic protocols to the Carpathian Convention, progress in the proceedings by the Parties of the Convention with the strategies developed under this work package and the purpose of their testing in the "Carpathian" countries.

Additionally, presentations delivered at the 3-day introductory workshop contained basic information on the [Alpine Convention](#) and mechanisms of its implementation, the Alpine network of protected areas [ALPARC](#), EU macro-regional strategies and related financial mechanisms ([Interreg Alpine Space Program](#), [Interreg Danube Transnational Program](#)), and the significance of the Carpathian Convention for shaping mountain policy of its Parties.

As the Centralparks project aims to support and enhance the implementation of the Carpathian Convention, workshop participants were extensively informed on this Convention, its objectives, its thematic protocols (especially those in force in Poland), and the legal basis for public participation in its implementation (also under this pilot action).

In the above context, several examples of other projects, implemented by Ekopsychology Society (PP4) in 2003-2020 were briefly mentioned, as best practice examples of successful involvement of local municipality self-governments, NGOs and other local stakeholders in different PP4-led projects and initiatives supporting the implementation of the Carpathian Convention, including its official meetings organized in Poland by the [Secretariat of the Carpathian Convention](#) (SCC) in cooperation with PP4.



DID YOU KNOW THAT ...

... the European Union's largest populations of brown bears, wolves, lynx, European bison and imperial eagles (globally threatened species) are found in the Carpathians?

THE CONVENTION    ACTIVITIES    MEETINGS / EVENTS    RESOURCES / GALLERY    CONTACT THE CONVENTION

BY CATEGORY

Conference of the Parties

Implementation Committee

Working Groups

WG BIODIVERSITY + WG SPATIAL DEVELOPMENT



Joint Meeting of WG Biodiversity and WG Spatial Development

22.10.2014 - 24.10.2014

Kluskowce, Poland

[MEETING REPORT](#)



DID YOU KNOW THAT ...

... the European Union's largest populations of brown bears, wolves, lynx, European bison and imperial eagles (globally threatened species) are found in the Carpathians?

THE CONVENTION    ACTIVITIES    MEETINGS / EVENTS    RESOURCES / GALLERY    CONTACT THE CONVENTION

BY CATEGORY

Conference of the Parties

Implementation Committee

Working Groups

WG Biodiversity

WG CULTURAL HERITAGE

SECOND MEETING OF THE WG ON CULTURAL HERITAGE AND TRADITIONAL KNOWLEDGE

14.05.2013 - 16.05.2013

Krynica, Poland



DID YOU KNOW THAT ...

... Gerlachovsky Peak (2,655 m altitude) in the High Tatras in Slovak Republic is the highest peak of the Carpathians?

THE CONVENTION    ACTIVITIES    MEETINGS / EVENTS    RESOURCES / GALLERY    CONTACT THE CONVENTION

BY CATEGORY

Conference of the Parties

Implementation Committee

Working Groups

WG Biodiversity

WG CULTURAL HERITAGE

THIRD MEETING OF THE WG ON CULTURAL HERITAGE AND TRADITIONAL KNOWLEDGE

09.09.2013 - 11.09.2013

Orelec, Poland

Fig. 2., 3., 4. Carpathian Convention WG meetings in Poland co-organized by the SCC and PP4.

Source: [website of the Carpathian Convention](http://www.carpathian-convention.eu)



To strengthen the sense of common ownership and responsibility for the implementation of the Carpathian Convention, its genesis was presented at the introductory workshop in June 2021:

In March 1924 the League of Nations / Société des Nations (replaced in 1946 by the United Nations Organization) requested Czechoslovakia and Poland to agree upon the exact delineation of the state border and sign a protocol facilitating economic relations (e.g. land-use rights) of the local communities and inhabitants of the border „region of Jaworzina”. Two months later (on 6 May 1924) Czechoslovakia and Poland signed in Kraków a bilateral Protocol, which additionally recommended the Governments to „conclude as soon as possible” two new international agreements:

- Art. II a) Convention on tourism, which would enable and facilitate the development of tourism “in the whole mountain border zone” of both neighbouring countries;
- Art. II b) Convention on nature park, following the example of the Convention between the USA and Canada, on „establishing areas reserved for culture, fauna and flora, and local landscape” in border territories of both neighbouring countries.

## ZAŁĄCZNIK

**do oświadczenia rządowego  
z dnia 19 grudnia 1925 roku.**

(Dz. U. R. P. r. 1925, Nr. 133, poz. 952).

### Konferencja Ambasadorów.

Paryż, 16 września 1924 r.

Uchwałą swą z dnia 12 marca 1924, Rada Ligi Narodów ustaliła wytknięcie granicy polsko-czeskosłowackiej; w okręgu Jaworzyny i uznała potrzebę sporządzenia protokołu mającego na celu uregulowanie interesów gmin i ludności sąsiadujących z tą częścią granicy.

### P R O T O K Ó Ł

obrad odbytych w Krakowie w dniach 25 kwietnia 1924 r. do 6 maja 1924 r. między Komisarzem Polskim i Czeskosłowackim przy Międzynarodowej Komisji Delimitacyjnej Polsko-Czeskosłowackiej.

II. Poza kwestjami, zawartemi w tekście aneksu A niniejszego protokołu, obaj Komisarze przedyskutowali szereg spraw natury ogólniejszej, stojących w związku z pracami delimitacyjnymi i interesami kulturalnymi pogranicza i doszli do zgodnego wniosku, aby zalecić swym rządóm jaknajrychlejsze zawarcie:

- a) Konwencji turystycznej, która by umożliwiła i ułatwiła na całym górskim pograniczu polsko-czeskosłowackim rozwój turystyki, przede wszystkim przez zniesienie trudności paszportowych, ułatwienia komunikacyjne i t. d.
- b) Konwencji o parku przyrodniczym (rezewat), który by wzorem analogicznej konwencji między Stanami Zjednoczonymi Ameryki a Kanadą, stworzył na pograniczu polsko-czeskosłowackim rejony zastrzeżone dla kultury fauny i flory, oraz charakteru krajobrazu miejscowego.

### Conférence des Ambassadeurs.

Paris, 16 Septembre 1924.

Par sa résolution du 12 mars 1924 le Conseil de la Société des Nations a fixé le tracé de la frontière polono-tchécoslovaque dans la région de Jaworzina et a reconnu la nécessité d'établir un protocole destiné à régler les intérêts des communes et des populations limitrophes de cette partie de la frontière.

### P R O T O K O L

o poradách konaných v Krakově ve dnech 25. dubna 1924 až 6. května 1924 mezi komisařem polským a československým při mezinárodní rozhraní čovaci komisi československo-polské.

II. Mimo záležitosti, obsažené v textu přílohy A tohoto protokolu, oba komisaři projednali řadu záležitostí povahy všeobecné a související s pracemi delimitačními i zájmy kulturními v pohraničí a došli ku shodnému závěru, že doporučí svým vládám, aby co nejdříve uzavřely:

- a) dohodu o turistice, umožňující a ulehčující v celém horském pohraničí československo-polském rozvoj turistiky, především odstraněním pasových potíží, usnadněním komunikací a t. d.
- b) dohodu o přírodním parku (reservace), kterým by dle vzoru analogické dohody mezi Spojenými Státy Americkými a Kanadou vytvořeny byly v pohraničním pásmu česko-slovensko-polském okrsky, vyhrazené kultuře místní fauny i flory i rázu krajiny.

Fig. 5., 6., 7. Excerpts of the Polish Government Declaration of 19 December 1925 and the 1924 “Kraków Protocol” (Dz.U. 1925 nr 133 poz. 952). Source: [Internetowy System Aktów Prawnych \(ISAP\)](#)



The goal described in the above point b) was partially achieved 4 years later, when the "National Park in Pieniny" (established on 23 May 1932) along with the adjacent "Slovak Nature Reserve in Pieniny" (established on July 12, 1932) were announced on 17 July 1932 to form Europe's first International Nature Park, the world's second transboundary protected area after Waterton-Glacier International Peace Park, which was announced just a month earlier (18 June 1932).

On the other hand, the postulate contained in the above point a) was implemented only in 2003, by adopting the Framework Convention on the Protection and Sustainable Development of the Carpathians, part of which is the thematic Protocol on Sustainable Tourism adopted in 2011.

It should be noted, that all materials prepared by the team of Polish experts for Polish participants attending the A.T1.5 workshops carried out in Poland were produced in Polish language version (and cannot be translated solely for the purposes of this Report).

But, some few selected "visual" examples provided on the next pages of this Report could possibly be understandable for all audiences, despite their language version.

## DOLINA KARPIA

### Inspiracje



# DOLINA KARPIA



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### WIDOCZNOŚĆ W TERENIE



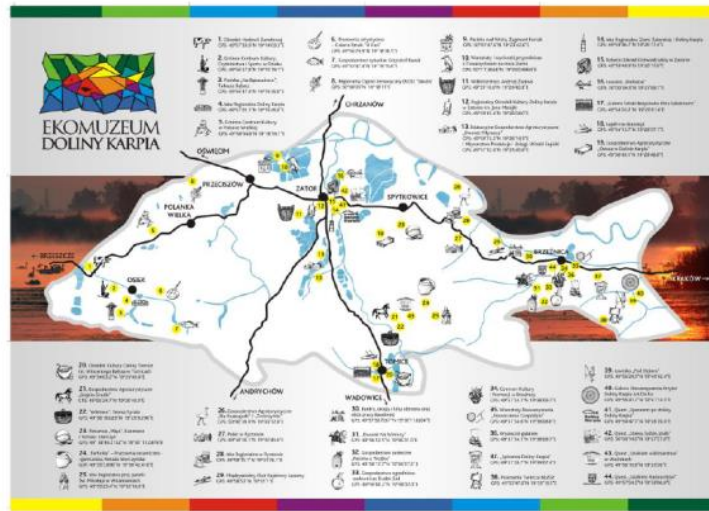
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Fig. 8., 9. Examples of slides explaining the issue of building the elements of visual identity of the regional network and local branding, based on the example of [Dolina Karpia](#) (Carp Valley) Eco-museum, uniting 7 neighbouring municipalities in the Małopolskie Voivodship, established with the EU support.



## EKOMUZEUM DOLINY KARPIA



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## WIDOCZNOŚĆ W TERENIE



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Fig. 10., 11. Slides demonstrating maps of the [Dolina Karpia](#) (Carp Valley) Eco-museum partnership network (above: a more detailed printed leaflet, below: another map placed at the local bus-stop, as the visual element catching the attention of travelers as soon as they reach the Eco-museum area).



## GMINY DOLINY KARPIA



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## PRODUKTY Z MARKĄ DOLINY KARPIA



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Fig. 12., 13. Slides presenting [Dolina Karpija](#) (Carp Valley) Eco-museum tourist guide in a mobile application (above), and printed “Quest” leaflets, encouraging the exploration and sightseeing of the Eco-museum area, along hiking, biking and canoeing excursion routes.



Jak wydatki odwiedzających obszary chronione przez National Park Service wspierają miejsca pracy i działalność gospodarczą w lokalnych gospodarkach



Ponad 300 mln turystów rocznie odwiedza obszary chronione przez NPS



National Park Service visitors spend money in local communities. The sales, income and jobs resulting from these purchases represent the direct effects of visitor spending.



Dodatkowe miejsca pracy i działalność gospodarcza są wspierane, gdy przedsiębiorstwa kupują produkty i usługi od innych lokalnych przedsiębiorstw, tworząc w ten sposób pośrednie efekty ekonomiczne wydatków odwiedzających

Ich wydatki trafiają do miejscowych społeczności, są źródłem dochodu dla mieszkańców i dają nowe miejsca pracy - bezpośredni efekt ekonomiczny



Pracownicy przeznaczają swoje dochody na zakup towarów i usług w lokalnej gospodarce, generując dodatkowo efekt indukowanych wydatków odwiedzających.



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6

Korzyści ekonomiczne dla gospodarki w skali ogólnokrajowej, poszczególnych stanów i poszczególnych obszarów chronionych

- NATIONAL ECONOMY
- STATE ECONOMIES
- PARK ECONOMIES
- MORE INFORMATION

Economic Contributions to the National Economy

In 2019, 328 million park visitors spent an estimated \$21.0 billion in local gateway regions while visiting National Park Service lands across the country. These expenditures supported a total of 341 thousand jobs, \$14.1 billion in labor income, \$24.3 billion in value added, and \$41.7 billion in economic output in the national economy.

- Visitor Spending
- Jobs
- Labor Income
- Value Added
- Economic Output



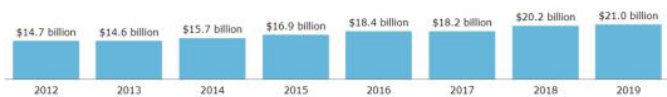
Directly Affected Sectors

- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation

- 328 mln turystów
- 21 mld USD wydatków
- 341 tys. miejsc pracy



Total Visitor Spending (All Parks)



<https://www.nps.gov/subjects/socialscience/vse.htm>



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Fig. 14., 15. Examples of slides presenting results of the US National Park Service studies on the valuation of the contribution of protected areas to the national economy, and the local economic development.

## WPLYW BABIOGÓRSKIEGO PARKU NARODOWEGO NA GOSPODARKE LOKALNA

Cel poznawczy: Określenie wpływu funkcjonowania Babiońskiego Parku Narodowego (BgPN) na rozwój społeczno-gospodarczy miejscowości położonych w jego otoczeniu

Analiza finansowa przychodów i wydatków podmiotu zarządzającego BgPN w latach 2010 - 2014 (12 tys. rekordów faktur i not księgowych)

Rozpoznanie wydatków turystów odwiedzających BgPN (badania ankietowe 2012 i 2013 r.; n=1215).

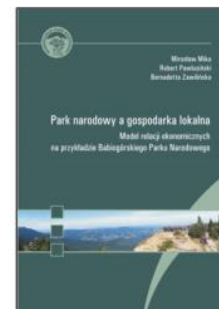


Fig. 16. One of the slides presenting outcomes of the study<sup>1</sup> on the influence of Babia Góra National Park (in the Polish part of the Carpathian region) and incomes from tourist services on the economy of the local municipalities sharing the national park and its external buffer zone.

## Stowarzyszenie UNESCO Biosphere Entlebuch i lokalna marka „Echt Entlebuch”



### "ECHT ENTLEBUCH" MEHR ALS NUR EINE MARKE (PRAWDZIWY ENTLEBUCH TO COŚ WIĘCEJ NIŻ MARKA)

- Marka „Echt Entlebuch” jest własnością stowarzyszenia UNESCO Biosphere Entlebuch i jest nadzorowana i monitorowana przez Komisję ds. Marki. Komisja marki składa się z 5 - 14 członków (przedstawiciele handlu, organizacje rolnicze i inni eksperci). Komisja marki decyduje o przyznaniu, użytkowaniu i administrowaniu marką. Nadzoruje również prawidłowe stosowanie regionalnej marki produktu ECHT ENTLEBUCH i etykiety produktu.
- Obecnie certyfikowanych jest ponad 500 produktów
- W 2014 r. produkty sprzedawane pod marką „Echt Entlebuch” wygenerowały wartość dodaną brutto w wysokości 5,8 mln USD



<https://www.biosphaere.ch/de/unesco-biosphaere-a-z/regionalprodukte/die-marke-echt-entlebuch/>



Fig. 17. One of the slides presenting the case study of the Entlebuch Biosphere Reserve in Switzerland.

<sup>1</sup> Mika, M., Pawlusiński, R., Zawilińska, B. (2015) Park narodowy a gospodarka lokalna. Model relacji ekonomicznych na przykładzie Babiońskiego Parku Narodowego (National Park and the Local Economy. The Economic Relation Model: a Case Study of Babia Góra National Park). Instytut Geografii i Gospodarki Przestrzennej Uniwersytetu Jagiellońskiego w Krakowie. ISBN: 978-83-64089-20-6 (available at [Researchgate](https://www.researchgate.net/publication/311111111)).



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5



Karczma Jadło Karpackie w Sanoku



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4



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7

Fig. 18., 19., 20. Slides contrasting the negative examples of adverse environmental and cultural impacts of mass tourism with the sustainable tourist visitation patterns and traditional local products.

# ekomuzeum TRZY KULTURY w Lutowiskach



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14

Fig. 21., 22. Examples of slides presenting the Eco-museum concept implementation best practice example: [Trzy Kultury](#) (Three Cultures) Eco-museum around Lutowiska (Poland), building on the cultural heritage of the three ethnic groups (Poles, Ukrainians, and Jews) inhabiting the area in the past.



POLSKO-SŁOWACKIE  
EKOMUZEUM  
**DZIEDZINY  
DUNAJCA**



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**WSPÓLNA PROMOCJA, SIECIOWANIE**



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Fig. 23., 24. Examples of slides presenting the Eco-museum concept implementation best practice example: Polish-Slovak transboundary Eco-museum “Dziedziny Dunajca” in the Pieniny Mountains.



**Najważniejsza jest dobra  
i szybka informacja**



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19

<https://www.sklep.podkarpackiesmaki.pl/>

**Masz pytania?**  
798462462

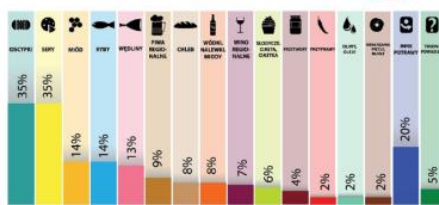


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31

Czy zdarza się Panu/Pani przywozić z wyjazdów regionalne produkty spożywcze wytwarzane przez lokalnych producentów?



Apetyt na region - ogólnopolskie badania opinii publicznej, wrzesień 2013



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8

Fig. 25., 26., 27. Examples of slides presenting Szlak Kulinarny Podkarpackie Smaki (The Podkarpackie Tastes Culinary Trail) and research on consumer preferences concerning traditional regional products.




**PORTAL WWW.QUESTY.ORG.PL**

Interreg CENTRAL EUROPE Centralparks

Wspieraj nas

Liczba Questów: 504

- Questy do wydruku: 488
- Questy w aplikacji: 295
- Questy w serwisie: 5

**Znajdź Quest**

WOJEWÓDZTWO: [Wybierz] POWIAT: [Wybierz]

DOSTĘPNOŚĆ: [Wybierz] CZAS PRZEŚCIE: [Wybierz]

TEMATYKA: [Wybierz] FORMA: [Wybierz]

RODZAJ TERENU: [Wybierz] Wypisz szukane

RODZAJ: [Wybierz]

SZUKAJ

WPLACAM: 10 zł, 20 zł, 50 zł

TAKING COOPERATION FORWARD 10



**APLIKACJA MOBILNA „QUESTY - WYPRAWY ODKRYWCÓW”**

Interreg CENTRAL EUROPE Centralparks

- Bezpłatna aplikacja mobilna dla systemu Android i iOS, która jest alternatywą dla ulotek z questami
- Aplikacja działa w oparciu o mechanizm GPS: wyświetla kolejne fragmenty tekstu questu dopiero, kiedy użytkownik dojdzie we wskazane w instrukcji miejsce
- Aplikacja wyświetla dyplom ukończenia questu, jak również ranking, punktację itp.

TAKING COOPERATION FORWARD 11



**SERIE QUESTÓW**

Interreg CENTRAL EUROPE Centralparks

TAKING COOPERATION FORWARD 25

Fig. 28., 29., 30. Examples of slides presenting “quests” (innovative educative tools, encouraging tourism, visiting natural and cultural heritage sites and field explorations in search for hidden “treasures”).



environmental  
**PARTNERSHIP**  
for sustainable development



Central and Eastern European  
Greenways

Program Zielone Szlaki  
- Greenways



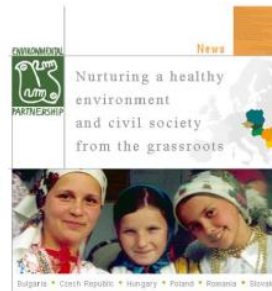
- PARCJA PARTNERIA
- НАД А С Е ПАРТНЕРСТВА
- ÖKOTÁRSALAPÍTÁNY
- СОНДАРИС БИРОМАСТ
- СЕНДАСА ПАРТНЕРСТВО ДА БИРОМАСТ
- ekoPolis na dacia



**Greenways w różnych językach**

**zielone szlaki – greenways – zastrzeżona nazwa (znak słowny w Urzędzie Patentowym)**

- vías verdes (jęz. hiszpański)
- voies vertes (jęz. francuski)
- grüne hauptwege (jęz. niemiecki)
- zelené stezky (jęz. czeski)
- zelene staze (jęz. serbski)
- зялёныя шляхі (jęz. białoruski)
- зелёные маршруты (jęz. rosyjski)
- zöld utak (jęz. węgierski)
- zelené cesty (jęz. słowacki)
- зелени коридори (jęz. bułgarski)
- drumuri verzi (jęz. rumuński)
- зелені шляхи (jęz. ukraiński)



**Metodologia**

[www.greenways.org.pl](http://www.greenways.org.pl)



**Zielone szlaki – greenways**



Praktyczny poradnik  
redakcji Dominiki Zaręby



Fig. 31., 32., 33. Examples of slides presenting the concept of Greenways thematic trails.





### 3.2. Preparation workshop in the Magura region [Deliverable D.T1.5.2]

It should be mentioned that at the stage of Centralparks project planning (2017/2018) and project launch (April 2019) nobody could predict the COVID-19 pandemic outbreak that will spread worldwide around a year later, in spring 2020. Thus, at the time when Centralparks O.T1.2 “Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians” was already drafted by WPT1 Thematic Transnational Task Force on local sustainable tourism development.

In line with the Application Form, the above draft Strategy (drafted by 09.2020, finalized and delivered 01.2021) was expected to be tested under A.T1.5 pilot action. The PP4 team decided to launch the pilot action despite the pandemic (which previously did not prevent the above TTTF from finalizing this policy support document). In the opinion of the team, the effective testing of the Strategy and elaboration of the resulting Local Community Strategy for sustainable tourism development in the Magura region (Deliverable D.T1.5.8) with the active involvement of the local stakeholders would only be possible if the planned 5 workshops were carried out in a ‘traditional pre-COVID manner’, as physical in-person meetings, allowing for much more intensive interactions than e.g. online consultations.

Hence, taking into account the COVID-19 related sanitary restrictions (e.g. the maximum limit of meeting participants allowed), it could be expected that not necessarily all important members of the target group will attend all A.T1.5 workshops.

#### Workshop in Magura National Park (Krempna, 21–23.06.2021)

On 21–23 June 2021 a 3-day long preparatory workshop "Strategy for the sustainable development of tourism based on the natural and cultural wealth of Magura National Park and its surroundings", was held at the Educational and Museum Center of Magura NP in Krempna.



Fig. 34., 35. Introductory workshop in Magura NP, Krempna, June 2021.  
Photos: Z. Niewiadomski



The purpose of this preparatory workshop was to bring together the most relevant and active local stakeholders, form an efficient local partnership, and prepare a series of 4 thematic workshops for the elaboration of a local strategy for sustainable tourism development.

This introductory workshop was attended by 30 participants, including 23 local stakeholders: Mr. Norbert Kieć (Director of Magura NP), national park employees, member of the Magura NP Scientific Council, and representatives of local authorities, cultural institutions and tourist entities from the seven communes of the Magura region, sharing Magura NP and its external buffer zone.

On the first day of the workshop, after the welcome addresses, presentation of the expert team implementing the pilot action and its participants, the experts presented the Centralparks project, WPT1 intervention logic, and objectives of this pilot action, introduced provisions of the Carpathian Convention, and presented numerous examples of good practices concerning sustainable tourism development in Poland and abroad, which could inspire the local stakeholders.

During the next two days of the workshop the representatives of Magura NP administration and local communities jointly assessed the current state of tourism development in 7 ‘gateway’ municipalities surrounding the national park, and carried out a SWOT analysis. Local stakeholders (assisted by experts and divided into smaller groups) identified, inventoried and mapped their local assets (incl. local products and tourist attractions) perceived as specific local competitive advantages for the sustainable tourism development.

Magura NP employees presented and analyzed data deriving from the tourist traffic monitoring carried out since 2005, and informed on the new investments in tourism infrastructure planned by the national park administration in the coming years (e.g. lookout towers and historical heritage interpretation points). A short field visit, guided by Magura NP employees concluded the second day of the workshop.



*Fig. 36., 37. Field visit in Magura NP and its external buffer zone, June 2021.  
Photos: Z. Niewiadomski*

During the workshop, four thematic groups were selected for the next phase of the pilot action implementation (series of 4 workshops tentatively scheduled for 05–08 October 2021), as follows:

- agritourism and local product
- education and heritage interpretation
- cultural heritage
- brand building and strategy management.



Fig. 38., 39. Introductory workshop in Magura NP, Krempna, June 2021.

Photos: Z. Niewiadomski

On the last day of the introductory workshop in Krempna Mr. Norbert Kieć, Director of Magura NP expressed the readiness of the national park administration to coordinate the implementation of the future joint local strategy, at least in the first phase of implementation, while several community mayors expressed the willingness to conclude a partnership agreement with the national park concerning the implementation of the Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magura National Park and its surroundings for 2022–2030.

### 3.3. Thematic workshops in the Magura region [Deliverable D.T1.5.3]

The next, undoubtedly 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).

#### **Workshop on agrotourism and local product (Nowy Żmigród, 05.10.2021)**



*Fig. 40., 41. 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 (see Fig. 52.) and handed out to the participants as the source of inspiration for planning the activities in the Magura region.



Fig. 42., 43. 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.

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



Fig. 44., 45. 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. 46., 47. Workshop on education and heritage interpretation, Nowy Żmigród, 06.10.2021.  
Photos: Z. Niewiadomski

### 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 (Fig. 57). 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. 48., 49. 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 (Fig. 20.) 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. 50., 51. 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.

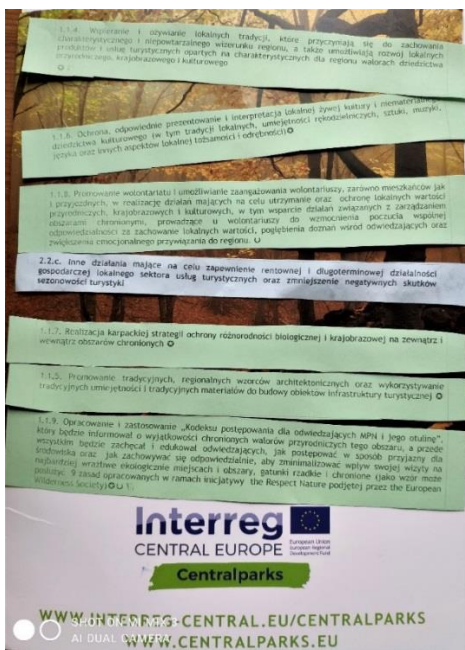


Fig. 52. Measures and activities recommended in O.T1.2 Carpathian strategy translated into Polish. Photo: M. Wantuch



Fig. 53. Actions proposed by participants during the workshop on cultural heritage in Krzywa. Photo: K. Florys



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



Fig. 54., 55. 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. 56., 57. Workshop on local brand and strategy management, Krzywa, 08.10.2021.  
Photos: Z. Niewiadomski



### 3.4. Development of the Local Community Strategy for sustainable tourism development in the Magura region [Deliverable D.T1.5.8]

The “Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magura National Park and its surroundings for 2022–2030” was developed using the partnership-expert method, i.e. in cooperation of the local community stakeholders (representatives of the local self-governments of the seven municipalities, local action groups, cultural institutions, non-governmental organizations, tourist entities and other people actively involved in local development) with the representatives of Magura NP, and Ekopsychology Society (Centralparks PP4) experts in the field of tourism, local development, nature and cultural heritage protection, basing on the contributions, inputs and feedback gathered both during physical meetings (5 workshops held in June and October 2021) and via electronic communication means.

This Local Community Strategy builds on, duly includes and further elaborates selected activities recommended under all three SDG dimensions (environmental, economic, and social) and corresponding three strategic objectives (further divided into nine operational objectives) of the draft O.T1.2 “Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians”, elaborated in 2019-2020 under the Centralparks project (in support for the implementation of the 2011 Protocol on Sustainable Tourism), submitted on 10.06.2021 for its official endorsement to the Parties of the Carpathian Convention.

The subsequent draft versions of the above Local Community Strategy were then consulted with the local stakeholders via electronic communication means, before and after the physical consultative meeting (not originally planned, but held in December 2021 in Magura NP).

The local strategy for the Magura region was finalized in the end of January 2022, which would largely facilitate its integration with the new local development strategies for the period 2022–2030, to be adopted in 2022 by the 7 municipalities and relevant LAGs of the Magura region.

#### Magura Local Community Strategy consultative meeting (Krempna, 09.12.2021)



Fig. 58., 59. Local Community Strategy consultative meeting, Magura NP, Krempna, 09.12.2021.  
Photos: Z. Niewiadomski

As mentioned above, the organization an additional (not originally planned in the Centralparks AF) physical consultative meeting under the A.T1.5 pilot action implemented in Poland turned out to be possible due to budget savings made by Ekopsychology Society (PP4) at the earlier stages of Centralparks WPT1 implementation, upon the approval explicitly expressed by the Joint Secretariat of the Interreg CENTRAL EUROPE Programme, which allowed the above budget shift.

On 9.12.2021 the representatives of local municipality authorities and Magura NP administration, other relevant local stakeholders, and PP4 experts met again at the national park education and visitor centre in Krempana.

The objective of this additional meeting was to consult the first fully-fledged draft of the "Strategy for the sustainable development of tourism based on the natural and cultural wealth of Magura National Park and its surroundings" with the members of the local partnership formed under the Centralparks WPT1, involving seven municipalities sharing the national park and its buffer zone.



Fig. 60., 61. Local Community Strategy consultative meeting, Magura NP, Krempana, 09.12.2021.  
Photos: Z. Niewiadomski

### 3.5. Summary of the Local Community Strategy for the Magura region

The Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magura National Park and its surroundings for 2022–2030 constitutes the tangible result of cooperation initiated under the informal local partnership that emerged in result of the pilot action of the [Centralparks project](#) thematic work package No 1 “Integration of biodiversity conservation and sustainable development in the Carpathian region”, coordinated by Ekopsychology Society (PL).

This strategy has jointly been developed on the basis of inputs and feedback provided by the local stakeholders - representatives of communities inhabiting the Magura region (defined by administrative borders of seven municipalities: Dębowiec, Dukla, Krempana, Lipinki, Nowy Żmigród, Osiek Jasielski, Sękowa) and the administration of Magura National Park (Poland), assisted by the team of experts on sustainable tourism, implementing this Centralparks pilot action in 2021–2022.



As emphasized in Chapter 3 of this Strategy, its mission is to strengthen local economies and improve quality of life of inhabitants of the region surrounding Magura National Park, through the development of tourism, based on the sustainable use of the exceptionally rich natural, landscape and cultural heritage, simultaneously supporting the protection of these unique values, perceived as important factors of the region's attractiveness, building its competitive advantages in the tourist market.

In the light of the above, it should also be emphasized that this Strategy aims at mitigating disparities in socio-economic development across the Carpathian region, and responds to the need for enhanced diversification and stability of the local economy, also in terms of reducing adverse effects of seasonality in the tourist services sector.

Other main objectives of this Strategy include preventing and mitigating negative impacts of tourism on fragile mountain ecosystems and diversity of natural habitats and species protected in Magura National Park, mainly by dispersing the spatial concentration of visitors, redirecting, and channeling part of the tourist traffic out of the most sensitive areas and sites inside the national park, to its legally established external buffer zone and the larger surrounding region, thus areas being less ecologically sensitive, currently less developed and less explored by tourism, but definitely having sufficient potential to absorb and accommodate a significant part of the expected, still growing tourist inflow to the region (as stipulated by Article 12.2 of the 2011 [Protocol on Sustainable Tourism](#) to the 2003 [Framework Convention on the Protection and Sustainable Development of the Carpathians](#)).

Therefore, the implementation of this Strategy should in fact be perceived as an important contribution of the local partnership, supporting the implementation of two thematic Protocols to the Carpathian Convention, not only the above mentioned Protocol on Sustainable Tourism, but also the 2008 [Protocol on Conservation and Sustainable Use of Biological and Landscape Diversity](#) (both in force in Poland and all other Parties to the Convention), at the local and regional level, fully in line with the related priority of the current Polish Presidency of the Convention.

The correspondence and compliance of the Strategy with numerous other legal acts and strategic policy documents adopted at the global, European Union, national, regional and local level is briefly outlined and explained in Chapter 1 of this Strategy, whereas its Chapter 2 contains the diagnosis of the current state and potential for the development of tourism, based on the analysis of the natural and cultural heritage of the Magura region (part 2.1), of the progress achieved so far in the development of tourist infrastructure, measured by different indicators (part 2.2), of the socio-economic context of the Magura region (part 2.3), followed by the SWOT analysis (part 2.4).

The objective of this Centralparks pilot action was to test the applicability and usefulness of measures recommended in the (still draft) Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians, elaborated in 2019-2020 under the same work package No 1 of the Centralparks project, and submitted in June 2021 for the official endorsement by the Carpathian Convention.



This is why this Local Community Strategy follows the intervention logic of the above “Carpathian” strategy - both strategies address territorial challenges in accordance with the [Transforming our world: the 2030 Agenda for Sustainable Development](#), by integrating and balancing the three dimensions of sustainable development: the environmental, economic, and social. This approach is well reflected in the logical structure of the three strategic objectives corresponding to the above three dimensions, resulting operational objectives, and planned activities (mentioned in Chapter 4 and further elaborated in Chapter 5), as presented in a simple graphics below:

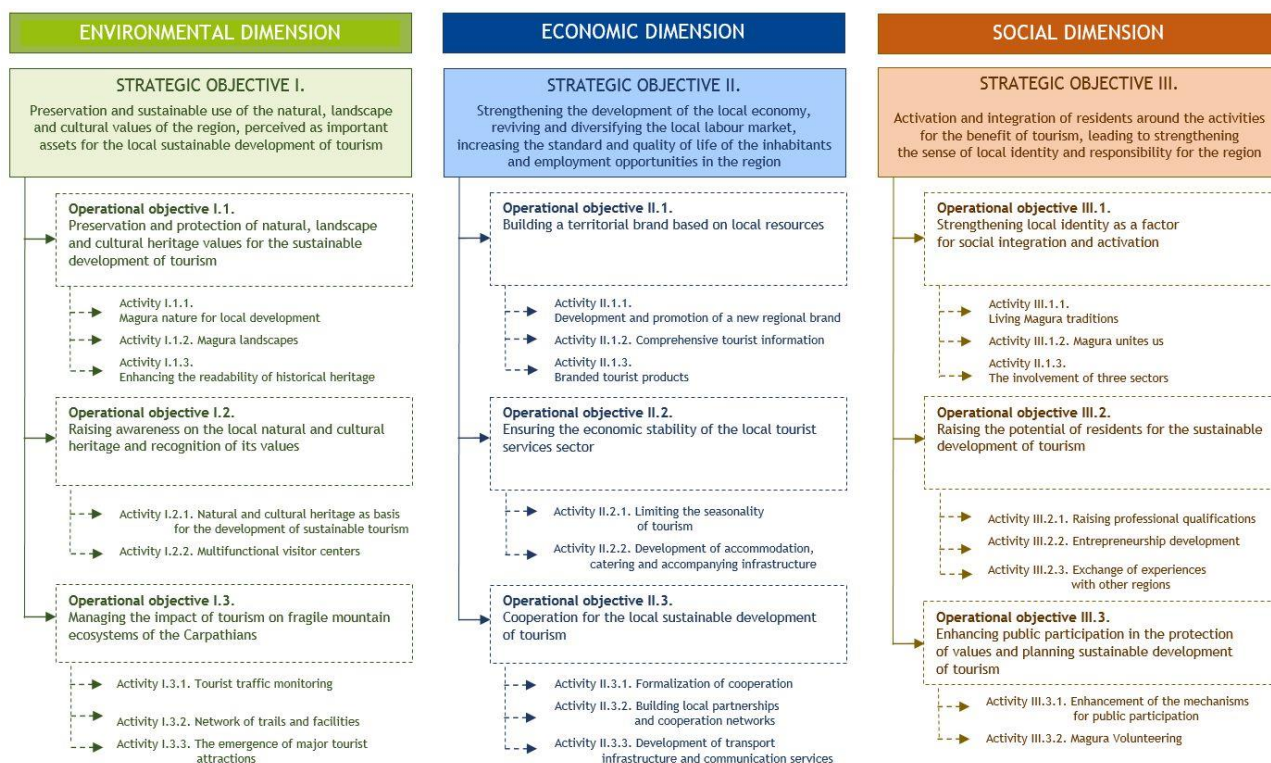


Figure 62. Structure of strategic and operational objectives of the Local Community Strategy, corresponding to particular SDG dimensions.

Source: Centralparks Deliverable DT.1.5.8

The correspondence of this Strategy with the Protocol on Sustainable Tourism is additionally indicated by explicit references to substantially relevant Articles of this Protocol in boxes placed right under the title of each subsequent operational objective in the main Chapter 5.

Further, Chapter 6 indicates the potential partners and key stakeholders to be involved in the process of implementation of this Local Community Strategy, Chapter 7 contains several suggestions on possible solutions towards the efficient management of the implementation of this Strategy (to be agreed upon at the later stage by the members of the local partnership), and indicates potentially available sources of funding which could support common activities, while Chapter 8 contains suggestions on possible indicators to be used for monitoring the effectiveness of, and progress in the implementation of this Local Community Strategy, allowing possible modifications upon the completion of the mid-term review.



The document ends with a short information on the Centralparks project, including also the explanation of the basic assumption of its work package No 1, that the reconciliation, linking the conservation of biological and landscape diversity to sustainable local socio-economic development, and raising the support of local communities for protected area operations is possible, if:

- well protected natural and landscape values
- are properly used as the drivers and assets for the local economic development (in particular for sustainable tourism development)
- while the conservation objectives, and benefits arising from the above synergy are effectively communicated to the local stakeholders.

It is highly expected, that this Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magura National Park and its surroundings for 2022–2030 shall soon be incorporated and integrated with the currently drafted Community Development Strategies 2022–2030, to be officially adopted by the municipality authorities of the Magura region, as well as the Local Development Strategies determining the future activities of the territorially relevant Local Action Groups (LAGs), thus involving all important stakeholders in its implementation, for the benefit and prosperity of the current and future generations inhabiting the region, accordingly to the Vision, stated in Chapter 3:

*“In 2030, the area covered by the Strategy is a region of sustainable development, which:*

- *is distinguished by well-preserved and effectively protected natural, landscape and cultural values, perceived as advantages for the local development of tourism;*
- *is an important, competitive on the national and European arena, efficiently managed ecotourism destination, distinguished by the high quality of tourist services offered;*
- *is inhabited by a community aware of the value of the local natural and cultural heritage, proud of and cultivating local traditions, and identifying with the region;*
- *provides attractive conditions for the personal development (including professional development) of the inhabitants, favouring the elimination of development disproportions and the activation of the community, leading to an increase in the level and quality of their lives”.*



#### 4. Lessons learnt from A.T1.5 pilot action implemented in the Magura region, recommendations for the use of the O.T1.2 Strategy

The final stage of the pilot action of the Centralparks project carried out in the Magura region was the formulation of conclusions from the implementation of the pilot action, and recommendations on the further use of the Centralparks O.T1.2 “Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians” in the Polish part of the Carpathian region, other Carpathian countries, other CE Programme area countries and beyond.

##### Lessons learnt and conclusions resulting from the course and results of A.T1.5 pilot action

As always emphasized during all workshops and meetings held under the Centralparks WPT1 - the implementation of the **Carpathian Convention** and its thematic Protocols should first and foremost benefit the inhabitants of the Carpathian region, but will hardly be possible without their active involvement, participation and commitment.

Preserving the exceptionally rich natural and cultural heritage values of the Carpathian region, being also valuable assets of key importance for sustainable local socio-economic development of the local communities, is not possible without the major support and active involvement of people who manage its natural resources - its inhabitants.

Furthermore, it is not possible to maintain the above-mentioned values solely by the forces of managers and employees of Carpathian protected areas, and other authorities made responsible for natural and/or cultural heritage protection.

In Poland, pursuant to Art. 7 of the 1990 Law on the Municipal Self-Government (*Ustawa z dnia 8 marca 1990 r. o samorządzie gminnym* [Dz.U. 2021 poz. 1372](#)) issues related to e.g. nature protection, culture, historical heritage protection, physical culture and tourism are listed among the own tasks of the local municipalities.

A.T1.5 pilot action implemented in Poland was aimed at building the effective local partnership involving protected area administration and local communities, and raising local stakeholders’ support for sustainable development in areas surrounding Magura NP. This objective seems to be achieved, with the finalization of the resulting Local Community Strategy.

However, the jointly developed “Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magura National Park and its surroundings for 2022–2030” still has to be incorporated into the relevant strategic documents to be soon adopted by the relevant municipality authorities and Local Action Groups, and implemented by the recently emerged local partnership.

The 2008 [Protocol on Conservation and Sustainable Use of Biological and Landscape Diversity](#), expresses the binding commitment that “*Each Party shall facilitate coordination and cooperation between all relevant stakeholders, so as to enhance conservation and sustainable management in the areas outside of protected areas in the Carpathians*” (Article 15, paragraph 2).





The 2011 [Protocol on Sustainable Tourism](#) obliges the Parties to “*disperse, redirect and channel part of the tourist traffic out of the current main tourist destinations and sensitive sites such as protected areas, to the areas being less ecologically sensitive, less developed and less explored by tourism, but having sufficient potential to absorb and accommodate part of the tourist traffic*” (Article 12, paragraph 2).

The above implies, that the implementation of the “Local Community Strategy for sustainable tourism development based on the natural and cultural wealth of Magura National Park and its surroundings for 2022–2030” should receive **support from the side of the central Government**.

For obvious reasons, implementing the A.T1.5 pilot action during the **COVID-19 pandemic** was particularly challenging, as the active involvement of the local stakeholders was indispensable, but effective only through organizing ‘traditional’ physical meetings, allowing for much more intensive interactions than e.g. online consultations.

Another conclusion could be that the originally planned budget for the A.T1.5 pilot action implementation in Poland was not sufficient for **organizing a bigger number of similar workshops e.g. in each of the seven communes concerned**, which additionally limited the possibilities for involving a larger number of local stakeholders and contributors to the Local Strategy.

### **Recommendations on the further use of O.T1.2 Strategy in the Polish part of the Carpathian region, other Carpathian countries, other CE Programme area countries and beyond.**

Taking into account the above mentioned obligations of the Parties to the Framework Carpathian Convention, similar local community strategies developed on the basis of the Centralparks O.T1.2 “Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians” either in the Polish part of the Carpathian region or other “Carpathian” countries should receive support from the side of the central authorities of the Parties, as **potentially the most cost-effective way of implementing the above thematic Protocols to the Carpathian Convention**.

Furthermore, the 2011 Protocol on Sustainable Tourism indicates another important commitment of the Parties. Its Article 20 (Promoting transboundary cooperation on sustainable tourism development in the Carpathians), paragraph 3 indicates that “*The Parties, in accordance with Article 9 paragraph 2 of the Carpathian Convention, shall take measures with the objective to coordinate management planning related to sustainable tourism development or develop joint management plans for its border areas in the Carpathians with the neighbouring Party or Parties, in particular for transboundary or bordering protected areas, and other sites of touristic interest*”.

Due to the above, actions similar to the Centralparks A.T1.5 pilot action, aimed at sustainable tourism development of the Magura region (adjacent to the state border between the Republic of Poland and the Slovak Republic) should preferably be undertaken in the future at the transboundary scale, in partnership involving two or more neighbouring Parties to the Convention.



It should also be noted that the Carpathian Convention [Decision COP6/15](#) mentions “*the limited progress in the implementation of the Protocol on Sustainable Tourism*”, which could also indicate the slow progress in the implementation of the Strategy for the Sustainable Tourism Development of the Carpathians (adopted by COP4 in 2014) achieved so far by the central level authorities of the Parties.

Therefore, the “Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians” (also noted in the above COP Decision) developed under the Centralparks project WPT1, and targeted at the regional and local level authorities could:

- not only be complementary to the above Strategy adopted by COP4 in 2014 (also by ensuring adequate coverage of **Articles 11.4 and 12.2 of the Protocol on Sustainable Tourism**, not previously dealt with by any strategic document of the Carpathian Convention)
- but also **allow for the factual implementation of this Protocol on the ground**, by local communities and stakeholders, through the implementation of local community strategies for sustainable tourism development (similar to Centralparks Deliverable D.T1.5.8) adopted by their representatives in local and regional authorities, fully in line with Protocol Article 6.1 concerning the **participation of regional and local authorities, and other stakeholders** in preparing and implementing policies and the resulting measures for the development of sustainable tourism in the Carpathians.

Hence, it is strongly recommended to replicate the Centralparks pilot action A.T1.5 in other parts of the Carpathian region, and utilize the Centralparks O.T1.2 Strategy for local sustainable tourism development based on natural and cultural heritage of the Carpathians for the elaboration of similar local community strategies for sustainable tourism development around **other protected areas located in the Polish part of the Carpathian region, or in other Carpathian countries**.

Last, but not least, Centralparks pilot action A.T1.5 can easily be replicated in other regions and areas (not necessarily mountainous) also characterized by outstanding natural and cultural values, located in other CE Programme area countries and beyond.