

I. APPLICANT

Tisza menti Mezőség Turizmusáért Egyesület

II. PROJECT PARTNERS

Organization name (English): Association for Tourism in the Tisza Plain

Address: Mezőcsáti u. 12., Tiszabábolna, 3465, Hungary

Statutory representative: Zsolt Fodor

ID No. of organization: 05-02-0065266 Registered

VAT Payer: no

VAT Compensation: no

Phone: +36704190333

E-mail: dioszeghy.szabo.agnes@gmail.com

Coordinator of the project: Ágnes Szabó-Diószegehy

Coordinator's e-mail: dioszeghy.szabo.agnes@gmail.com

Coordinator's phone: +36704190333

Partner No. 1.

Name of the organization in its native language: Piotr Wyderka Pracownia Miodosytnia

Address: Wola Sękowa 29, Wola Sękowa , 38-505 , Poland

Statutory representative: Piotr Wyderka

Organization ID No.: NIP: 6891107109; REGON:181013083

Registered VAT payer: no

VAT Compensation: no

Phone: +48504122767

E-mail: miodosytnia@tlen.pl

Website: <https://www.facebook.com/AGuzikPracowniaMiodosytnia/>

Role of the partner: Presenting traditional Polish craft techniques and participating in the workshop for developing handicraft programmes for tourists. Offering help during the workshop preparation by contacting interested local rural tourism suppliers. The information about the project outputs can be spread through the enterprise's channels, delivered to Polish institutes dedicated to rural development and tourism. Previous cooperation with project partner: The region's history and tradition are represented very well in the products of this partner, for example beaded necklaces of the transnational South-Eastern Lemko ethnicity, and crocheted lace accessories, willow basketwork. Through his expertise and local network this participant is an ideal partner to preserve the region's cultural heritage through developing attractive touristic programmes.

Partner No. 2.

Name of the organization in its native language: Občianske Združenie Umenie a remeslá Štiavnice

Name of the organization in English: Art and Craft of Stiaavnica Civil Association

Address: Staronová, 425/1, Banská Štiavnica, 969 01 , Slovakia

Statutory representative: Aleksandra Sikoraiova Organization

ID No.: IČO: 50036441

Registered VAT payer: no

VAT Compensation: no

Phone: 00421944964007

E-mail: urs@goldnet.sk

Website: <http://umenievstiavnici.wixsite.com/home>

Role of the partner: Providing space for the project workshop and supporting the preparation of it by contacting artists and rural tourism suppliers in the region. Offering workshops in traditional crafts: bobbin lace; wool and needle felting; jewellery making etc. Supporting artists in developing workshops with both traditional and new artisanal techniques for tourists. Previous cooperation with project partner: The members of the association are professionals, teachers, and art historians with expertise in cultural heritage conversation. The association has a good network in the relevant region among festival organizers and locals. With these qualities, the association is the ideal partner to reach the project goals in Slovakia in terms of improving the knowledge of as many participants as possible.

Partner No. 3.

Name of the organization in its native language: Ökológiai Intézet a Fenntartható Fejlődésért Alapítvány

Name of the organization in English: Ecologic Institute for Sustainable Development Foundation

Address: Kossuth u. 13, Miskolc, 3525, Hungary

Statutory representative: Dr. Iván Gyulai Organization

ID No.: stat számjel: 18410057-9499-569-05

Registered VAT payer: no

VAT Compensation: no

Phone: +3646505768

E-mail: iroda@ecolinst.hu

Website: <http://www.ecolinst.hu/>

Role of the partner: Helping to engage local suppliers of touristic services in the project workshop. Provide information about regional sustainable tourism initiatives and about local craft artists. Previous cooperation with project partner: The institution has great expertise in heritage and biodiversity protection through providing products and services based on traditional rural lifestyle. It has substantial project experiences in sustainable development and established a broad network on this field. With these qualities, the association can help to reach the project goals by improving the knowledge of the project participants.

Partner No. 4.

Name of the organization in its native language: Üvegmanufaktúra Kft.

Address: Vörösmarty u. 25, I/3, Eger, 3300

Statutory representative: Kósa Erika

Organization ID No.: Tax No.: 25151299-2-10

Registered VAT payer: yes

VAT Compensation: no

Phone: +36 20 9546719

E-mail: uvegmanufakturakft@gmail.com

Website: <https://www.facebook.com/Uvegmanufaktura/>

Role of the partner: Presenting traditional handicraft techniques in the art of glass blowing; participating in workshops on developing/improving handicraft programmes for tourists.

Contacting and engaging interested local rural tourism suppliers in the project. Previous cooperation with project partner: The organisation is the last company to conserve the 300 years old tradition of glass blowing in the region. It already cooperates with a number of touristic suppliers. Therefore the organisation is an ideal partner to improve its own touristic skills regarding the aforementioned activities. It also helps reaching the project goals in Hungary by engaging as many local participants as possible.

Partner No. 5.

Name of the organization in its native language: UNEP Vienna Office - Secretariat of the Carpathian Convention (SCC)

Name of the organization in English: UNEP Vienna Office - Secretariat of the Carpathian Convention (SCC)

Address: Vienna International Centre, Wagramerstr. 5, PO Box 500, Vienna, 1400, Austria

Statutory representative: Harald Egerer

Organization ID No.: PIC: 997514245

Registered VAT payer: no

VAT Compensation: no

Phone: +432606083038

Fax: +43126060783038

E-mail: info@carpathianconvention.org

Website: <http://www.carpathianconvention.org/>

Role of the partner: SCC will participate with inputs to the booklet and in its dissemination; SCC will facilitate the participation of project partners within the Sustainable Tourism Working Group for presenting the project activities and outputs. This will increase the visibility of the project and facilitate a useful networking between project partners, national experts, and external relevant stakeholders. Previous cooperation with project partner: UNEP Vienna - SCC is developing sustainable tourism in the Carpathian region through the Working Group on Sustainable Tourism and facilitates cooperation between local communities and ministries, among the countries, and within its extensive partner network. It supports our project through dissemination of relevant information and facilitation of experience exchange in this field.

Partner No. 6.

Name of the organization in its native language: Centrála cestovního ruchu-Jižní Morava, z.s.p.o.

Name of the organization in English: Tourist Authority South Moravia

Address: Radnická 2 , Brno, 602 00, Czech Republic

Statutory representative: Ing. Petr Ryšánek

Organization ID No.: DIČ 750063638

Registered VAT payer: no

VAT Compensation: no

Phone: +420 542 210 088

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E-mail: rysanek@ccrjm.cz

Website: www.ccrjm.cz

Role of the partner: Providing information about local history and local handcrafters, assisting in organising the workshop for handcrafters and other local providers of sustainable touristic products in the addressed Czech region as well as cooperating in promoting the touristic products developed in the project workshops. Previous cooperation with project partner: The organisation coordinates the development of tourism in Southern Moravia with the aim of realizing the principles of a sustainable development. The Authority has an excellent network and focuses on finding the interests of locals and providing them with complex services. This profile and expertise makes the organisation an ideal partner for reaching the project goals.

III. PROJECT

1. Project summary

Project title: CARPATHIAN TOURISM: Cooperation of V4 Countries

2. Project key words

Project key words: Development of rural ecotourism, Carpathian heritage, V4 Cooperation, improving innovation, local community empowerment, handcraft tradition, sustainable travel, workshop for tourism suppliers

3. Project relevance/context

3.1 Context

Many European rural mountain communities are facing challenges: economic stagnation, outmigration, exploitation of natural resources, degradation and a loss of natural and cultural resources. Research and political strategies underline that Rural Tourism (RT) is important in facilitating rural development by ensuring economical, social and environmental impacts on rural mountain communities - centers of unique natural and cultural heritage. As evidenced by research, projects, publications of the partners, mainstream RT does not always empower rural mountain communities. In this context, the lack of knowledge about entrepreneurship, management, promotion of tourism resources, New Media and tourism experiences relevant in rural tourism development represents crucial challenges.

3.2 Solution

With the project we would like to improve the image and reputation of the rural areas in the Carpathian region of the Visegrad countries. We would like to link tourism agencies and other rural tourism suppliers, regarding the need for tourism income to support conservation. These initiatives offer benefits to local communities in which they operate. Our project has great potential to raise local and national prosperity, to help conserve the handicraft and cultural heritage of the Carpathians and to demonstrate how a common Visegrad approach to solving problems and releasing potentials could be effective in creating enterprises. The solution is to improve the quality of the products of the local tourism suppliers. Rural tourism creates place attachment and encourages visitor loyalty.

3.3 Regional relevance

Studies show that Central European countries are becoming more and more popular among tourists. In the top 5 shopping locations for tourists in this region we can find Hungary, Poland and the Czech Republic. The project partners have great potential to become part of the new Central European growth in the creative industries (rural and cultural heritage tourism). Since our partners are lacking partly the right methodology, the main project goal is to develop their relevant skills. The project will be in line with the Carpathian Convention Tourism Protocol, which recommends to include knowledge of nature and the environment in vocational trainings regarding jobs linked to tourism. The project addresses priorities of the Carpathian region of the Visegrad countries in several aspects.

4. Target groups

The project directly involves 1 expert from each of the following fields: marketing, social media tourism, craft design and rural development. Through the experts the project will reach further experts in the different sectors (both private and public), relevant to rural development. As described in this application, our project experts are crucial to this project. They were carefully selected based on their competencies and the organisations they are linked to. 95 persons

5. Project objectives

5.1 Main project objective

Empower local entrepreneurs to improve handicraft workshops as tourism services and to increase the quality and the visibility of other rural tourism initiatives. This will be done through workshops, which will raise the knowledge of participants on tourism trends, social media and other marketing tools usage. These professional training courses and the booklet will help locals to promote themselves with advanced and innovative technologies.

5.2 Specific project objectives

Through the Czech project partner, the Moravian tourism authority (Centrála cestovního ruchu-Jižní Morava, z.s.p.o.) the project indirectly will reach the Moravian tourism enterprises. Chosen partner helps to contact and invite those local initiatives to participate in the project, which are dedicated to provide sustainable tourism services. 250 persons

Through the project partner UNEP-SCC the project will reach policy makers, national experts and external stakeholders, relevant international organisations, academic and practitioner networks. The involvement of the UNEP-SCC will serve the visibility of the project and the Visegrad Fund: 1. Carpathian events: Working Group on Sustainable Tourism 2. COP5 of the Carpathian Convention 3. Mountain Partnership events. 400 persons

The project directly involves a Polish handicraft enterprise (Piotr Wyderka Pracownia Miodosytnia) and targets through its channels indirectly its clients in the region. The chosen partner is a craft enterprise in the Polish target region and has the intention to develop its products and services. The partner also serves as a multiplier with its wide range of clients and business partners. 250 persons

The project directly targets the art and craft association in Slovakia (Občianske Združenie Umenie a remeslá Štiavnice) and indirectly all artists and their clients in the target region. The directly targeted Slovakian Partner has an excellent network among local tourism suppliers and handcrafters, which is substantial to the project aim to reach handicraft artist and develop their skills and their products. 250 persons

The project workshops will directly involve 60 participants dedicated to rural tourism or handicraft production (15 participants from each 4 Visegrad country). Workshop participants must be involved in rural tourism or traditional craft production and they must be able to serve as multipliers. 60 persons

The project results in form of the booklet will target European rural tourism enterprises, craft artist and experts both in the tourism and public sector. For this purpose the communication channels of all project partners, experts and local action groups (LAG) will be used, coordinated by the project social media experts. The specific rural development network of the LAG and of the local partners combined with the online promotion skills of the project's social media experts are substantial to reach the targeted publicity of the project results (number of online views). 100.000-120.000 persons
The project directly involves, an eco-village in Hungary, a tourism organisation and a glassblowing workshop as partners (Ökológiai Intézet a Fenntartható Fejlődésért Alapítvány, Üvegmanufaktúra Kft., Tisza menti Mezőség Turizmusáért Egyesület) and through their channels local tourism and handicraft actors can be reached. Workshop participants must have experience in rural tourism or traditional craft production and must be able to serve as multipliers in their region. 250 persons

Objective Short explanation

Promoting the local folk culture and heritage by restoring craft traditions and improving tourism products' quality. Develop handicraft workshops with the local partners. Local partners will be encouraged to invest in tools and machines for production on tourism workshops. This aims to raise productivity and give space to hold workshops. Creating cooperation platform: Improving local stakeholdership between the partners, and professional training courses for the local people. The project creates cooperation platforms between local craft initiatives and tourism suppliers by developing touristic products with them and uses these platforms to strengthen local culture and the cultural identity.

Fostering the knowledge on marketing innovation strategy. The project will draw the attention to the importance of innovation. Our experts and partners as well as the project booklet will help local people and the community to "learn" the methodology of innovation, which is essential to stay competitive.

6. Experts

Tamás Csordás is Managing Director at Dynamic Tours and serves as a leading source of knowledge and expertise on tourism and incentive programs. Dynamic Tours DMC with more than 21 years of professional experience is based in Budapest. The agency is a key incoming tour operator in Hungary with 14 employees. <http://dynamictours.hu/chemspec/web/index.php>

Tourism expert, serves as a leading source of knowledge and expertise on tourism and incentive programs, presenting also in the workshops the latest tendencies of the international touristic market.

Mr. Csordás studied Finance and Economics at Technical University Berlin, at State University of New York College/Oswego and at Budapest University of Economic Sciences – Master of Science (MSc). He gained substantial experience in various leading positions at Siemens Enterprise Communications; SÍN Arts and Culture Center; Dynamic Tours; Incentives DMC Budapest in the fields of Management Consulting, Travel Management, Arts Administration, Nonprofits and Product Management. This expertise of Mr. Csordás and his specialized knowledge in the field of international tourism management qualify him as a key expert with regard to the conception of the training elements of the project workshops.

Aleksandra Sikoraiova (SashaSi) is a bead artist and jewellery designer based in Banská Stianica. She is one of the founders of the civil association Umenie a remesla Stianice (Art and Crafts of Banská Stianica). She regularly shares her knowledge of beading techniques both ancient and modern -with other people. She has been teaching weekly workshops for two years while living in Ireland and is able to teach in 3 languages - Slovak, English and Russian. She has also created 60+ step-by-step tutorials in English.

FB: <https://www.facebook.com/SashaSiBeads/>

<http://sashasi.blogspot.ie/>

<http://www.etsy.com/shop/SashaSi>

Share her knowledge and experiences in the project workshops about successful marketing related to handcraft products; participating in evaluating the workshop results for the workshop booklet; delivering booklet. Mrs. Aleksandra Sikoraiova absolved her studies in applied art at Matej Bel University in Banská Bystrica (UMB Banská Bystrica), Slovakia. Mrs. Sikoraiova shares her knowledge and experiences as a well renowned jewellery designer by teaching her profession and the related marketing in workshops situated in Ireland and afterwards in Slovakia. She also sells online tutorials about this topic.

Miklós Szirbik is supporting the project development and is developing the cooperation platform with the project partners. He teaches at the Andrásy Gyula German Speaking University in Budapest EU State Aid Law and rural development. His aim is to integrate the CARPATHIAN TOURISM project as a case study in his lecture "European State Aid regulations and rural development" and to engage

postgraduate students in the CARPATHIAN TOURISM Project. This way they would promote the project and also the partners and the local tourism suppliers. Dr. Szirbik gained over 4 years of experience working as a State Aid Law Specialist at the Ministry for National Development in Hungary (NFM). Dr. Szirbik also gained substantial experience in project management on the fields of international development in Bangladesh at German International Development (Deutsche Gesellschaft für Internationale Zusammenarbeit – GIZ) in 2011 and as a Country Liaison Agent for German Development Institute (Deutsches Institut für Entwicklungspolitik – DIE) in the year 2016, where he coordinated a project in Hungary related to the 2030 Agenda for Sustainable Development. Mr. Szirbik will contribute to building capacities, providing support to institutional strengthening on rural development during the workshop, contacting and introducing Local Action Groups and local governments.

Dr. Miklós Szirbik is a lawyer with a specialisation on the fields of EU State Aid Law and International Development Policy. He studied law in Frankfurt/Main, Germany at Johann Wolfgang Goethe University and made his Ph.D. on the field of EU Competition Law at Andrásy Gyula German Speaking University Budapest, where he teaches EU State Aid Law and rural development since 2012. He published a book in the field of EU Procurement Law (<https://www.amazon.de/InterkommunaleZusammenarbeit-Vergaberecht-Organisationshoheit-Kommunalwissenschaften/dp/3829310323>) and numerous essays related to EU State Aid and Development Policy in Hungarian scientific reviews.

Judit Kocsis is a Marketing and Advertising Specialist and professional photographer running her own company for more than 10 years (JuditKocsisPhotography) and co-funder of Colorgraphers.com (www.colorgraphers.com). Ms. Kocsis gained substantial expertise as a Marketing and Advertisement Specialist and Strategist focusing on small and medium size business marketing strategy, website strategy, and search engine optimisation. Ms. Kocsis has also facilitated a substantial number of face-to-face online marketing workshops as a marketing and advertisement specialist at IKEA Hungary. As a project expert Judit Kocsis will coordinate the marketing strategy other touristic services developed within the project and contribute with her expertise in designing and editing the project booklet.

Judit Kocsis absolved 2006 a photography course and a pinhole photography course in São Paulo, Brazil and gained substantial experience in 2012-2013 as curator at Pond5 Stockphoto Agency in Budapest, Hungary. Since 2006 she works as a freelance photographer in which time she organized various (partly) own exhibitions (National Geographic – 2008, Budapest; IKEA – UNICEF – Ethiopia 2012; Sunny-faced people; Ethiopia-series - 2013, R33, Budapest; Group exhibition – 2015 – Gézengúz Foundation: Weak force, Pesti Vigadó, Budapest). Ms. Kocsis won the following renown prizes: National Geographic photocontest – Travel and culture 1st prize; 2008 APOY worldwide photocontest – rank 15; 2011 Weak force photo contest 2nd prize – 2015.

Bori Víg is the author of the backpacker.hu website. She has a broad scale of experience in Social Media and marketing management, including strategic planning and monitoring of global activities, creating and updating company policy, community management and also the managing and analysing of her clients' Facebook ads. She has worked for 8 years at Graphisoft Hungary as a Global Social Media Strategist. As Global Educational Coordinator, she was also responsible of managing the

Hungarian Educational activities at Graphisoft Hungary (events, sponsorship and implementing the international strategy to the country's marketing activity). As Founder and owner of ViBo Consulting Ms. Víg is an independent consultant, helping her clients to build up or correct their current social media strategy and she give trainings or takes over their community management. Her portfolio is: - Social Media training - creating and presenting client-oriented social media training. - Defining short and long term Social Media strategy for the client - Community Management on Pinterest, Youtube, Facebook, Instagram and LinkedIn - Consulting on future goals, integrating Social Media into current marketing strategy - Setting up and running PPC campaigns on Facebook.

www.backpacker.hu , ViBo Consulting

Ms. Víg will review the marketing material provided by the project participants. Her role includes an overview of how workshop participants use social media, using Instagram for business purposes, turning social media followers into customers and creating content that connects, to name a few sessions.

Víg Bori studied 2004-2008 International Relations and Marketing at Oxford Brookes University - International Business School

Calendar of Events:

Implementation period: from 1/03/2017 to 28/02/2018

1	3 day Hungarian workshop	Tiszabábolna	HU	08/05/2017	10/05/2017
2	3 day Polish workshop	Wola Sękowa	PL	11/05/2017	13/05/2017
3	3 day Slovakian workshop	Banská Štiavnica	SK	18/09/2017	20/09/2017
4	3 day Czech workshop	Brno	CZ	21/09/2017	23/09/2017
5	Presentation of the project results on the Fifth Meeting of the Conference of the Parties to the Carpathian Convention				
		Lillafüred	HU	10/10/2017	12/10/2017