



Status Quo Synthesis

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1 Introduction

The Danube Transnational Programme project INSiGHTS (Integrated Slow, Green and Healthy Tourism Strategies) co-funded by European Union funds (ERDF, IPA) aims to foster the sustainable use of natural and cultural heritage in order to preserve and improve the intact local resources providing an outstanding potential for regions to become attractive destinations for slow, green and healthy tourism.

In order to achieve this objective, integrated sustainable tourism strategies for the eight project regions will be elaborated during the project. The local level situation analysis forms the basis for the strategy development. This analysis was conducted by all project partners implementing a pilot action with the help of a self-assessment manual provided by BOKU. All PPs documented the results of their analysis in the so-called local level status quo reports. These eight reports are summarised, compared and analysed in this status quo synthesis. It highlights the main bottlenecks and challenges throughout the project regions.

The piloting partners of the INSiGHTS project are listed in Table 1. This document will refer to the participating regions and partners by their role (see Table 1, column 1). These PPs are implementing a pilot action in their region and have therefore conducted a local level self-assessment and compiled a local level status quo report.

Table 1: List of Piloting Partners				
Role	Official Name in English	Geographical Location	Coverage of the region (km²)	Total population of the region
LP	Pons Danubii European Grouping of Territorial Cooperation	Districts of the Pons Danubii cross-border region: Okres Komárno (SK), Komáromi járás, Tatai járás, Kisbéri járás, Oroszlányi járás (HU)	2 495.32	226 158 (2015)
PP4	Development Centre of the Heart of Slovenia	2 Slovenian municipalities (Litija and Šmartno pri Litiji)	316.30	20 754 (2016) 20 878 (2017)
PP5	Harghita County Council	Romanian county Harghita	6 639	333 674 (2016)
PP6	Zala County Government	Hungarian county Zala	3 784.11	287 043 (2011)
PP7	Local Action Group "Central Istria"	10 municipalities in the central part of the Croatian peninsula Istria	709.51	24 167 (2011)
PP8	Regional Development Agency with Business Support Centre for Small and Medium-sized Enterprises	Bulgaria – Plovdiv province	5 972.9	683 027 (2011)
PP9	Donautal-Aktiv e.V.	Germany – Swabian Danube Valley	1 317	225 000
IPA1	Regional Economic Development Agency for Šumadija and Pomoravlje	Serbian districts Šumadija and Pomoravlje	5 001	507 844 (2011)

1.1 Purpose of the Status Quo Synthesis

The objective of this status quo synthesis is to summarise and compare the findings obtained through the application of the self-assessment methodology and documented in the local level status quo reports. Core element of this document is the comparative analysis of the results of the PPs' self-assessment process. This comparison allows addressing the main challenges, problems and bottlenecks throughout the eight piloting regions with regard to sustainable tourism development.

1.2 Structure of this Document

The status quo synthesis is divided into the five chapters "Introduction", "Methodological Approach", "Results of the Self-assessment Process", "Discussion, Challenges and Lessons Learned" and "Conclusion".

The Introduction gives a brief overview of the aims, tasks and project partners of the INSiGHTS project and describes the purpose of the status quo synthesis document. Following the introduction, chapter two outlines the methodological approach used for compiling the status quo synthesis. Chapter 3 presents and compares the results of the status quo analysis implemented by the eight project partners conducting a pilot action. The main challenges with regard to sustainable tourism development throughout the pilot regions and lessons learned by analysing the current situation are discussed in chapter four. Chapter 5 provides a conclusion.

2 Methodological Approach

The self-assessment manual provided the framework for analysing the local situation of the pilot regions. The manual comprises various criteria covering socio-cultural, economic, and ecological aspects and guides the user through their application.

The data for compiling the local level status quo reports are the outcomes of discussing the overall goals of sustainable tourism development and their desired conditions using the indicators provided in the templates of the self-assessment manual. The data collection was conducted by regional teams, which consisted of members of the organisations participating in the INSIGHTS project, experts from multidisciplinary fields, regional stakeholders like members of tourism organisations, tourism boards, tourism information centres, members of the local administration and local entrepreneurs in tourism, outdoor recreation and education and other relevant organisations or individual players of the surrounding tourism region.

The status of overall goals of sustainable tourism development and their respective desired conditions were measured by the indicators provided in the manual. Indicators written in black were mandatory, indicators written in green were optional and from the groups of indicators written in red at least one had to be selected. These indicators were divided into the five categories:

- Destination Strategy, Cooperation and Management Structure,
- Environment and Land Use Heritage,
- Socio-economic Benefits and Regional Development,
- Socio-cultural and Built Heritage and
- Quality of Visitor Experience and Product Development.

Within these five categories, the results obtained by using these indicators were summarised, compared and analysed according to the structure of the self-assessment manual. The manual comprises the four consecutive parts “Awareness Raising”, “Status Quo Analysis”, “Analysis of Strengths and Weaknesses” and “Vision Development” (see Figure 1).



Figure 1: Steps of the Self-assessment

For the awareness raising process, PPs implementing a pilot action were asked to discuss the overall goals of sustainable tourism development and their respective desired conditions together with their regional stakeholders. The aims of this first step were to get familiar with and to achieve a commonly based understanding of sustainable tourism's development goals and desired conditions. Additionally, being aware, whether all relevant stakeholders agree on common goals or pursue different aims, is crucial for successful implementation of concepts and ideas.

The project partners were asked to document their findings in the provided templates. They had to state, to what extent they agree on the overall goals and support the desired conditions as important aspects for sustainable tourism development in their region by choosing the possible answers "yes", "partly yes" or "no". Additionally, they should justify their decision in a comment section. The results were then summarised and compared in tables according to the five categories.

After getting familiar with the overall goals of sustainable tourism development and their desired conditions as well as discussing these together with regional stakeholders, PPs had to examine their regions' current situations with regard to these goals and conditions. This analysis was carried out with the help of the indicators for sustainable tourism development. This chapter provides verbal descriptions as well as tables summarising the PPs' findings of the current situation's analysis.

Afterwards, PPs were asked to evaluate the given situation with regard to strengths and weaknesses. They had to choose between three categories, which are represented by three different types of smileys (😊 😐 😞). Additionally, PPs were asked to justify their decision verbally and document it in the provided template.

As a fourth and last step of the self-assessment process PPs were asked to formulate visions for future sustainable tourism development in their regions. The results are used for the tourism product development process. Besides, they can also be a foundation for policy debates, formulating conservation strategies, determining focus areas for development assistance or planning and implementing measures for tourism development.

3 Results of the Self-assessment Process

This chapter presents and compares the results of the local level situation analysis documented in the eight status quo reports delivered by the project partners implementing a pilot action.

3.1 Awareness Raising

The results of this first part of the self-assessment process show, that PPs agree or at least partly agree on the majority of overall goals and related desired conditions of sustainable tourism development. However, overall goals within the categories “Environment and Land Use Heritage” and “Socio-cultural and Built Heritage” got less approval than overall goals within the categories “Destination Strategy, Cooperation and Management Structure”, “Socio-economic Benefits and Regional Development” and “Quality of Visitor Experience and Product Development”. The findings are provided in Table 2 to Table 6 below and are represented graphically in Figure 2 and Figure 3.

Overall Goals Agreed On

Several overall goals and their desired conditions were judged as crucial aspects of sustainable tourism development by the majority of the PPs. Goals answered by at least six PPs with “yes” or goals which received five “yes” and three “partly yes” answers were considered as agreed on.

The following five goals were answered by all PPs with “yes”:

- Strategy
- Sustainability goals
- Maintenance and awareness of cultural heritage
- Visitor satisfaction
- Recommendation

Seven PPs answered the following five goals with “yes”:

- Destination initiatives
- Protection of natural resources (habitats for species)
- Tourist’s expenses
- Local food
- Gentrification (in the context of socio-economic benefits and regional development)

Overall goals answered by six PPs with “yes” were the following six:

- Protection of natural resources (natural areas)
- Protection of natural resources and land use heritage
- Reduction of seasonality
- Availability and quality of services
- Built heritage
- Destination learning

The five following overall goals were answered with “yes” by five PPs and with “partly yes” by three PPs:

- Economic benefits
- Awareness and use level
- Unique selling proposition (USP)
- Inclusive offers
- Attractive infrastructure for tourists’ outdoor experience and environmental education

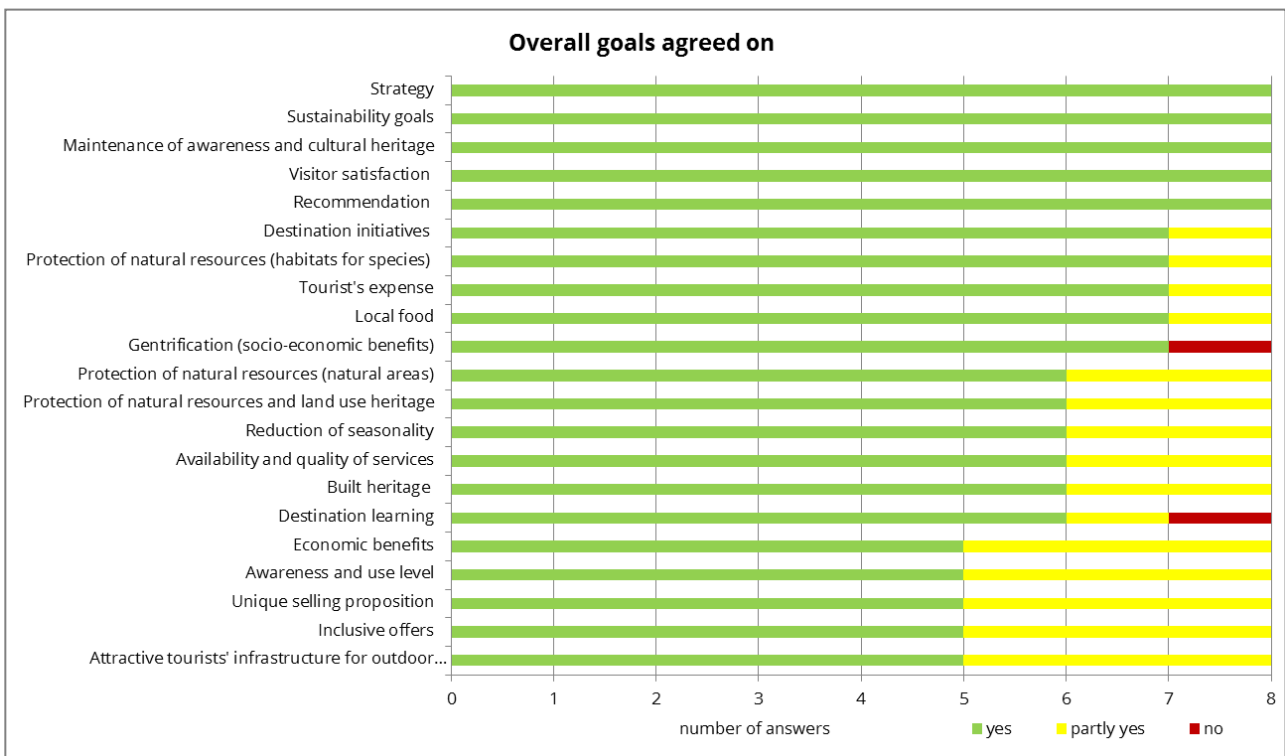


Figure 2: Awareness Raising: Overall goals agreed on

Overall Goals Discussed Controversially

Some goals and desired conditions, which did not receive general approval, were discussed controversially or judged by some partners as unsuitable or irrelevant for sustainable tourism development in their regions. These overall goals and their desired conditions obtaining less approving evaluation are mentioned below together with the PPs' explanations for their decisions "partly yes" or "no".

Destination Management

Four regions only partly agreed on this overall goal. They do not support the desired condition according to which one organisation in the region serves as a connector between different stakeholders, groups and local organisations. Instead of establishing a common DMO (Destination Management Organisation) for the whole region, they want to strengthen the cooperation between the already existing ones and clearly define and distribute their roles, competences and tasks.

Reduce Resource Consumption

Five regions only partly agreed on this overall goal. One partner believes that tourism should not affect the environment in a negative way. However, tourism industry contributing to save energy would not be a realistic goal. Other partners claim, that this goal is hard to achieve, as it includes many different aspects to consider and put into action.

Climate Change Adaption and Sustainable Mobility

Four PPs do not consider this aspect as a priority of sustainable tourism development in their region. Therefore, they answered with "partly yes". According to these partners, national or regional institutions are responsible for developing guidelines or regulations strengthening climate change adaption and environment-friendly mobility. The tourism industry then implements these ideas, but is initially not responsible for finding solutions. Additionally, they think, that this goal is more applicable on national or regional level. Small regions can contribute very little to strengthen climate change adaption and sustainable mobility. Therefore, they do not consider it as a priority objective of tourism development.

Climate Change Risk Avoidance

This is no goal of great importance for most of the project partners. Two do not and five others only partly agree on this overall goal and desired condition. It would not be relevant for them, as the tourism infrastructure is not affected by possible risks due to climate change.

Contribution (of tourism taxes to organise events)

This objective is irrelevant for three PPs, as there is no concept of tourism taxes in their regions. One PP partly agreed.

Gender Issues

The desired condition of an equal or similar share of men and women employed in tourism is only partly supported by five regions. They do not consider it as a crucial aspect for sustainable tourism development, as a sufficient balance of female and male employees already exists without any measures taken.

Security

This overall goal got two “no” and one “partly yes” vote. According to these PPs, there is no need for this overall goal in their region, as the crime rate is not influenced by tourism.

Socio-cultural disturbance

Two PPs reported, that this is not an important aspect of sustainable tourism development in their regions. Therefore, they answered with “no”. They conceive it as almost irrelevant, as there is not enough tourism to get in trouble due to an inadequate share of visitors to local residents. Two answered with “partly yes”. There should not be a constant overloading, thus for peak times, it is an important issue.

Gentrification (in the context of socio-cultural and built heritage)

One PP rejects this aspect as an objective of tourism development, as effects of gentrification do not exist in the respective region. Three other regions only partly agree on the goal. They believe, that gentrification has to be limited, but cannot be stopped entirely. One PP did not comment on this overall goal.

Perception of Cultural Impacts

Two regions do not and three regions just partly agree on this overall goal and its desired condition. For the development of the tourism sector, it would be of less importance, whether or not tourists believe they are impacting the destination identity.

Improved Infrastructure for Outdoor Recreation in the Tourism Destination

One PP answered with “no”, two others with “partly yes”, as the infrastructure for outdoor recreation doesn’t have to be improved, just the current status kept.

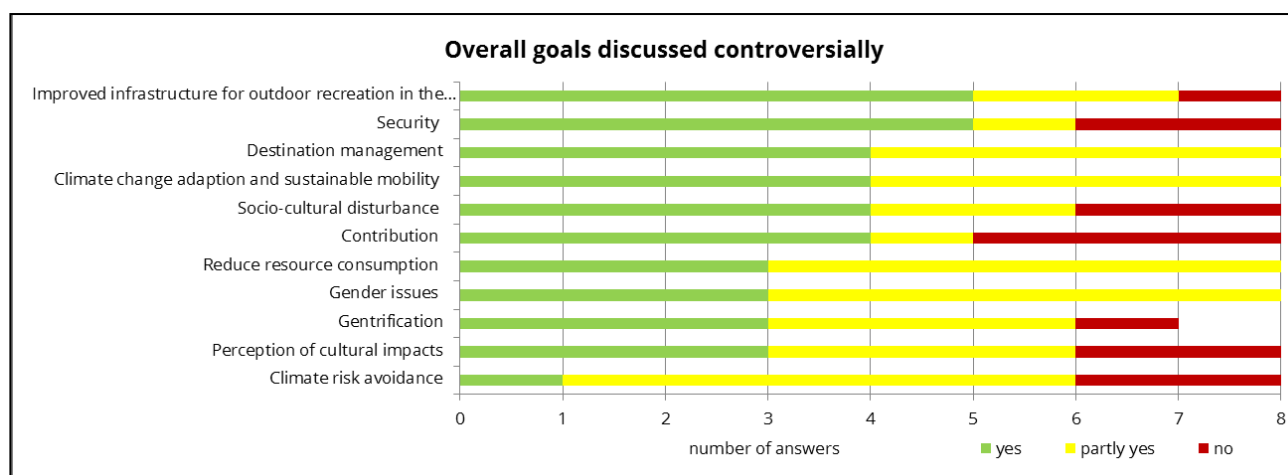


Figure 3: Awareness Raising: Overall goals discussed controversially

Tables 2-6 show the detailed answers given by the PPs within the five categories “Destination Strategy, Cooperation and Management Structure”, “Environment and Land Use Heritage”, “Socio-economic Benefits and Regional Development”, “Socio-cultural and Built Heritage” and “Quality of Visitor Experience and Product Development”.

Table 2: Destination Strategy, Cooperation and Management Structure

Overall goals	Desired conditions	The members of the assessment team agree on the overall goal and support the desired conditions							
		LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
Strategy	The region has a strategic concept for tourism including sustainability goals	yes	yes	yes	yes	yes	yes	yes	yes
Sustainability goals	Sustainability goals are supported by the communities and/or regional governments and communicated	yes	yes	yes	yes	yes	yes	yes	yes
Destination management	There is an organisation in the destination which serves as a connector between different stakeholders, groups, and local organisations. The role & importance of destination leadership is clear	partly yes	yes	partly yes	yes	yes	partly yes	partly yes	yes
Destination initiatives	With commonly organised events and presentations at fairs, the DMO contributes to the cooperation and its visibility	yes	yes	partly yes	yes	yes	yes	yes	yes
Destination learning	The DMO together with other institutions provides educational and learning offers for its members. The DMO strengthens the local network	yes	yes	no	yes	yes	partly yes	yes	yes

Table 3: Environment and Land Use Heritage

Overall goals	Desired conditions	The members of the assessment team agree on the overall goal and support the desired conditions							
		LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
Protection of natural resources	The number and quality of natural areas are maintained and related information is provided	yes	yes	partly yes	yes	yes	partly yes	yes	yes
Protection of natural resources	Habitats for species of national and/or European importance are maintained and measures undertaken to increase the public awareness	yes	yes	partly yes	yes	yes	yes	yes	yes
Protection of natural resources and land use heritage	The cultural landscape and its diversity are maintained	partly yes	yes	yes	partly yes	yes	yes	yes	yes
Reduce resource consumption	Tourism contributes to save energy and environmental resources	yes	partly yes	partly yes	partly yes	partly yes	partly yes	yes	yes
Climate change adaptation and sustainable mobility	Tourism contributes to strengthen climate change adaptation and environment-friendly mobility	yes	partly yes	yes	yes	partly yes	partly yes	partly yes	yes
Climate change risk avoidance	Tourism infrastructure considers possible risks due to climate change	no	partly yes	partly yes	partly yes	partly yes	no	partly yes	yes

Table 4: Socio-Economic Benefits and Regional Development

Overall goals	Desired conditions	The members of the assessment team agree on the overall goal and support the desired conditions							
		LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
Economic benefits	The duration of visitor stays increases and contributes to community income	yes	yes	yes	partly yes	yes	yes	partly yes	partly yes
Reduction of seasonality	Tourism provides increasing job opportunities with decreasing seasonality	yes	yes	yes	partly yes	yes	yes	partly yes	yes
Tourist's expenses	Large variety of opportunities for the tourists to spend their money (food, tours, services, infrastructure)	yes	yes	yes	partly yes	yes	yes	yes	yes
Gentrification	Tourism contributes to the local economy and is dominated by private ownership of entities used by tourists	no	yes	yes	yes	yes	yes	yes	yes
Availability and quality of services	Tourism supports local infrastructure and services	yes	yes	yes	partly yes	yes	yes	yes	partly yes

Table 5: Socio-cultural and Built Heritage

Overall goals	Desired conditions	The members of the assessment team agree on the overall goal and support the desired conditions							
		LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
Maintenance and awareness of cultural heritage	The cultural heritage is well-known and its crucial parts are well maintained, including tangible and intangible aspects	yes	yes	yes	yes	yes	yes	yes	yes
Local food	The local gastronomy provides a share of local specialties	yes	yes	partly yes	yes	yes	yes	yes	yes
Built heritage	Typical local buildings are not demolished but maintained, restored, and reused for residential or commercial purposes	yes	yes	yes	partly yes	yes	partly yes	yes	yes
Awareness and use level	All cultural hotspots are highly visited	yes	yes	yes	yes	partly yes	partly yes	partly yes	yes
Contribution	The tourism taxes contribute to the organisation of events	yes	yes	no	yes	yes	no	no	partly yes
Gender issues	The share of men and women employed in tourism is equal/similar	partly yes	yes	partly yes	yes	partly yes	partly yes	partly yes	yes
Security	The crime rate is not influenced by tourism	no	yes	no	yes	partly yes	yes	yes	yes
Socio-cultural disturbance	The share of visitors in relation to the local residents is perceived as adequate	no	yes	yes	partly yes	partly yes	yes	no	yes
Gentrification	Effects by gentrification such as increasing number of second homes or increasing costs for homes are limited	no	partly yes	partly yes	yes	yes	partly yes	yes	not applicable
Perception of cultural impacts	The majority of visitors believes that they are not impacting the destination identity	no	yes	partly yes	yes	no	partly yes	yes	partly yes

Table 6: Quality of Visitor Experience and Product Development

Overall goals	Desired conditions	The members of the assessment team agree on the overall goal and support the desired conditions							
		LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
Visitor satisfaction	The visitors leave the destination satisfied	yes	yes	partly yes	yes	yes	yes	yes	yes
Unique selling proposition	The offer for the visitor is unique and differs from others. The majority of visitor experiences is distinctly different from other destinations	yes	yes	partly yes	partly yes	yes	yes	partly yes	yes
Inclusive offers	The number of products/offers for handicapped and disabled visitors is increasing	partly yes	yes	partly yes	yes	yes	partly yes	partly yes	yes
Improved infrastructure for outdoor recreation in the tourism destination	The number of infrastructure for main outdoor recreation activities are monitored, maintained, and in a good condition	yes	yes	no	partly yes	yes	partly yes	yes	yes
Attractive infrastructure for the tourists' outdoor experience and environmental education	The offers for tourists to experience nature are diverse and up-to-date	yes	yes	partly yes	partly yes	yes	partly yes	yes	yes
Recommendation	The majority of visitors would recommend the destination to others	yes	yes	yes	yes	yes	yes	yes	yes

3.2 Status Quo Analysis

After getting familiar with the overall goals of sustainable tourism development and their desired conditions as well as discussing these together with regional stakeholders, PPs were asked to examine their regions' current situations with regard to these goals and conditions. The analysis was carried out with the help of indicators for sustainable tourism development. This chapter presents verbal descriptions as well as tables summarising the current situation of the eight regions.

Table 7-Table 11 provide indicators written in black, green or red. The mandatory indicators are written in black. Sometimes, the tables provide several indicators to assess the same overall goal. These indicators are written in red. At least one of these red indicators should be selected. Additionally, there are a number of indicators written in green. Although these are not mandatory, they may provide valuable additional information and should therefore be considered.

Destination Strategy, Cooperation and Management Structure

Five out of eight PPs stated that their region has a common, regional tourism concept including sustainability criteria or guidelines. There is no such strategy for the other three regions (LP, PP6, PP7). Frequently at least cities or municipalities have their own local tourism strategies or concepts with sustainability criteria.

Mission statements for sustainable development are published in flyers, folders or on common websites in three regions only (PP4, PP8, PP9). The other five regions either do not have such a mission statement (PP5, PP7, IPA1), or it exists only for some parts of the region (as it is the case for the tourism concepts).

Only three regions have defined a leading organisation which serves as a connector between regional actors (PP4, PP8, IPA1). The other regions usually have several facilities that act like Destination Management Organisations (DMOs). However, leading partners of five regions are meeting at least twice a year to define goals. Only LP, PP5 and PP6 stated that a regular cooperation between organisations has not been established.

The overall goal "Destination initiatives" is measured by the indicators "Number of joint events" and "Number of presentation at fairs". PP5 and PP6 do not arrange joint events. LP and IPA1 have only a few joint events. Three regions (PP7, PP8, PP9) host several commonly organised events. Four regions (LP, PP5, PP6, PP7) don't present themselves at fairs. PP4 takes part at one national fair, whereas the other three regions attend at least five international or national fairs per year.

PP6 does not provide institutionally organised learning or educational offers for the tourism industry. IPA1 developed one offer. The number of educational offers provided by the other PPs ranges from 3 to 15-20 per year.

PP4 has four networks for exchange and learning, PP5, PP6, PP8 and IPA1 stated that there is no such network. The others did not select this indicator.

Table 7: Destination Strategy, Cooperation and Management Structure - Current Situation (Indicators: black = mandatory; red = alternative indicators, select one; green = optional indicators)				
Overall goals	Desired conditions	Indicators	PP	Current situation
Strategy	The region has a strategic concept for tourism including sustainability goals	Tourism concept exists	LP	<ul style="list-style-type: none"> No common strategic tourism concept for the whole region The most important towns and counties have independent tourism concepts
			PP4	<ul style="list-style-type: none"> Yes Additionally, the municipalities have their own strategies
			PP5	<ul style="list-style-type: none"> Yes
			PP6	<ul style="list-style-type: none"> No
			PP7	<ul style="list-style-type: none"> No common strategic tourism concept for the whole region The 3 tourism boards have independent tourism concepts
			PP8	<ul style="list-style-type: none"> Yes
			PP9	<ul style="list-style-type: none"> Priorities and goals are included in the regional development strategy The process of developing a regional tourism development program incorporating SGHT strategies has started
			IPA1	<ul style="list-style-type: none"> Yes
		Sustainable criteria or guidelines are included	LP	<ul style="list-style-type: none"> No, as there is no common strategy Some of the towns have tourism concepts including sustainability criteria
			PP4	<ul style="list-style-type: none"> Yes
			PP5	<ul style="list-style-type: none"> No
			PP6	<ul style="list-style-type: none"> No, as there is no common strategy Some cities/settlements have sustainability and green strategies
			PP7	<ul style="list-style-type: none"> No common agreement on sustainability goals in the region
			IPA1	<ul style="list-style-type: none"> Yes, in the regional development strategy A regional tourism development program incorporating SGHT strategies is in progress
Sustainability goals	Sustainability goals are supported by the communities and/or regional	Existence of a mission statement, published in a flyer/folder or on	LP	<ul style="list-style-type: none"> Not for the whole region, only for some Some towns and counties have sustainability strategies and communicate them
			PP4	<ul style="list-style-type: none"> Yes

	governments and communicated	a common website		<ul style="list-style-type: none"> • But not often communicated in promotional material
			PP5	<ul style="list-style-type: none"> • No
			PP6	<ul style="list-style-type: none"> • Not for the whole region • But some cities and smaller settlements have such sustainable programs and green strategies
			PP7	<ul style="list-style-type: none"> • No
			PP8	<ul style="list-style-type: none"> • Yes (on a website)
			PP9	<ul style="list-style-type: none"> • Yes (flyers, maps, websites)
			IPA1	<ul style="list-style-type: none"> • No mission statement • Defined strategic and operational goals and programmes
Destination management	In the destination there is an organisation which serves as a connector between different stakeholders, groups, and local organisations. The role and importance of destination leadership is clear	Existence of a DMO (Destination Management Organisation)	LP	<ul style="list-style-type: none"> • No common cross border DMO • But there are several regional DMOs in Hungary and Slovakia • Existing cooperation between the Hungarian DMOs but not between Hungarian and Slovak DMOs
			PP4	<ul style="list-style-type: none"> • Yes (DCHS)
			PP5	<ul style="list-style-type: none"> • No common DMO for whole region
			PP6	<ul style="list-style-type: none"> • No
			PP7	<ul style="list-style-type: none"> • No common DMO for the region • 3 active tourism boards act like DMOs
			PP8	<ul style="list-style-type: none"> • No DMO for the whole region • There are organisations serving as connectors between stakeholders
			PP9	<ul style="list-style-type: none"> • No DMO for the whole region • But many local DMO's
		IPA1	<ul style="list-style-type: none"> • Not yet, but defining the structure and program of the organisation is in progress 	
		A leading organisation is defined	LP	<ul style="list-style-type: none"> • No, there are a few organisations
			PP4	<ul style="list-style-type: none"> • Yes
			PP5	<ul style="list-style-type: none"> • No
			PP6	<ul style="list-style-type: none"> • No
			PP7	<ul style="list-style-type: none"> • No
			PP8	<ul style="list-style-type: none"> • Plovdiv municipality Tourism Enterprise, which in 2018 will be united with Municipal institute Ancient Plovdiv
	PP9		<ul style="list-style-type: none"> • No 	
	IPA1	<ul style="list-style-type: none"> • No, still needs to be established in the course of a project in 2018 • So far good cooperation, initiatives and joint exhibitions at tourism fairs 		
	Leading partners meet at least twice a year to define goals	LP	<ul style="list-style-type: none"> • No • Cooperation between organisations not established 	
		PP4	<ul style="list-style-type: none"> • Yes (3-5 times per year) 	
		PP5	<ul style="list-style-type: none"> • No 	
		PP6	<ul style="list-style-type: none"> • No 	
		PP7	<ul style="list-style-type: none"> • Yes 	
PP8		<ul style="list-style-type: none"> • Yes 		
PP9	<ul style="list-style-type: none"> • Yes 			

			IPA1	<ul style="list-style-type: none"> • Yes
Destination initiatives	With commonly organised events and presentations at fairs, the DMO contributes to the cooperation and its visibility	Number of joint events	LP	<ul style="list-style-type: none"> • Occasionally/very few joint events • Examples: common festival of 2 Komároms, Hidvero napok festival
			PP4	<ul style="list-style-type: none"> • Indicator not selected
			PP5	<ul style="list-style-type: none"> • 0
			PP6	<ul style="list-style-type: none"> • 0 as there are no DMOs
			PP7	<ul style="list-style-type: none"> • 27 p. year (most of them are organised in cooperation with the local tourism boards)
			PP8	<ul style="list-style-type: none"> • > 40 per year
			PP9	<ul style="list-style-type: none"> • 10-15 per year
		IPA1	<ul style="list-style-type: none"> • 2 per year 	
		Number of presentation at fairs	LP	<ul style="list-style-type: none"> • No common presentation at fairs • only 3 per year among Hungarian DMOs
			PP4	<ul style="list-style-type: none"> □ 1 national fair, 2-3 regional fairs per year
			PP5	<ul style="list-style-type: none"> • 0
			PP6	<ul style="list-style-type: none"> • 0 as there are no DMOs
			PP7	<ul style="list-style-type: none"> • 0
			PP8	<ul style="list-style-type: none"> • 3 national and 4 international fairs p. year
PP9	<ul style="list-style-type: none"> • ~5 per year 			
IPA1	<ul style="list-style-type: none"> • 5 national and international fairs per year 			
Destination learning	The DMO provides together with other institutions educational and learning offers for its members. The DMO strengthens the local network	Number of offers for learning and qualification in tourism	LP	<ul style="list-style-type: none"> • 4-5 types (only in Hungarian part)
			PP4	<ul style="list-style-type: none"> • 3 in 2017
			PP5	<ul style="list-style-type: none"> • Organised monthly in various places and themes
			PP6	<ul style="list-style-type: none"> • 0 as there are no DMOs
			PP7	<ul style="list-style-type: none"> • ~6, number varies depending on the demand of the tourism stakeholders
			PP8	<ul style="list-style-type: none"> • 6 higher education institutions with learning offers in tourism • Several private companies that prepare tourist guides, waiters, etc.
			PP9	<ul style="list-style-type: none"> • 15-20 per year
			IPA1	<ul style="list-style-type: none"> • Small number • REDASP developed 1 training course in rural tourism development for interested municipalities and individual rural households
		Network for exchange and learning	LP	<ul style="list-style-type: none"> • Indicator not selected
			PP4	<ul style="list-style-type: none"> • 4
			PP5	<ul style="list-style-type: none"> • No network
			PP6	<ul style="list-style-type: none"> • No network
			PP7	<ul style="list-style-type: none"> • Indicator not selected
			PP8	<ul style="list-style-type: none"> • No network
			PP9	<ul style="list-style-type: none"> • Indicator not selected
IPA1	<ul style="list-style-type: none"> • No network 			

Environment and Land Use Heritage

Little data was available for the indicators related to the three overall goals on the protection of natural resources. In PP4 and PP8 about 2 % of the area are protected, in LP about 20 %, in PP5 34 % and in PP9 about 40 %. There are no exact data for IPA1, but 6.1 % of the total area of Serbia are protected.

In LP and PP8 some of the protected areas have a management plan, but there is no exact information. Eight information centres exist in LP. Information boards are put up alongside the educational trails. Furthermore, there are printed publications, maps, leaflets and a diversity of information provided on online platforms. In these protected areas 17 different guided tours are offered. Five information centres cover species and their major habitats. About two thirds (68 %) of the total territory is arable land. In PP8 there are three information centres in Plovdiv municipality and six in Plovdiv district. Information brochure and maps as well as info materials on Asenovgrad, Hisar and Kritchim are available. Five different types of guided tours are offered. Four information centres on species and their major habitats have been established in PP8. 30.6 % is arable land with an average farm size of 6.8 ha. Some of them are organic farms, but exact numbers are not available. They can offer their products at five local farmers markets. In IPA1 there are neither guided tours nor information centres in relation to main access points. A data base of landscapes of the region including cultural landscape description units has been established, but data on the percentage of protected landscapes is not available. Almost 150.000 ha are arable land. There are two organic farms in Topola and on average two local markets per municipality in IPA1.

Some other PPs provided information on at least one of these indicators. In PP9 none of the information centres is in relation to a main access point. In PP4 local guided tours are a problem. In PP6 cultural landscape is abandoned and thus radically decreases.

Also just little data was provided concerning the percentage of enterprises with environmental certification. Three PPs did not select the indicator. PP9 stated that concrete data on this issue is not available for their region. No enterprise in PP4 has an environmental certification. In PP7 0.4 % and in PP6 15 % of all enterprises and in PP8 three companies have obtained environmental certification. In PP5 136 enterprises received a certification in 2016. In five project regions (LP, PP4, PP5, PP9, IPA1) all large and more than 90 % of large tourism enterprises, respectively, are connected to sewage water treatment. In PP6 15 % and in PP8 some of the large companies are connected to a sewage water treatment. No exact data are available for PP7, in Istria as a whole 22 % are connected.

The overall goals “Climate change adaption and sustainable mobility” and “Climate change risk avoidance” are measured by the indicators “Percentage of enterprises with significant solar and photovoltaic panels”, “Number of significant tourism products based on bikes, boats or public transport” and “Percentage of tourism developments located in endangered zones”. Hardly any enterprise in the project regions uses solar or photovoltaic panels. The number of significant tourism products based on bikes, boats or public transport varies significantly between the regions. Three regions (PP4, PP7, IPA1) show an insignificant number, PP9 doesn’t have statistical data on this issue. LP has 33 and PP6 has about 15 tourism products based on bikes, boat or public transport. In PP5 the majority of tourism products are linked to bikes. In PP8 about 90 tour agents offer tourism products with public transport. Some companies rent bikes and there is a rowing channel. Three PPs do not have data for the indicator “Percentage of tourism developments located in endangered zones”. PP4 has none, PP7 has one, PP5 below 5 % and PP9 over 5 % of tourism infrastructure located in endangered zones. In PP6 it is not relevant.

Table 8: Environment and Land Use Heritage – Current Situation
*(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)*

Overall goals	Desired conditions	Indicators	PP	Current situation
Protection of natural resources	The number and quality of natural areas are maintained and related information is provided	Percentage of protected areas	LP	• 19.38 %
			PP4	• ~2 % (NATURA 2000)
			PP5	• 34 % (NATURA 2000)
			PP6	• Indicator not selected
			PP7	• Indicator not selected
			PP8	• 0.83 % (Plovdiv municipality) 2.43 % (Plovdiv district)
			PP9	• ~40 %
			IPA1	• 6.51 % of total land area of Serbia are protected • In the project region 27 locations under different levels of protection, 2 in progress, but no official data on % of territory
			Percentage of protected areas with management plan	LP
		PP4		• Indicator not selected
		PP5		• Indicator not selected
		PP6		• Indicator not selected
		PP7		• Indicator not selected
		PP8		• Some of them have, but no exact information
		PP9		• Indicator not selected
		Number of information centres in relation to the main access points	LP	• 8
			PP4	• Indicator not selected
			PP5	• Indicator not selected
			PP6	• Indicator not selected
			PP7	• Indicator not selected
			PP8	• 3 (Plovdiv municipality)

				6 (Plovdiv district)
			PP9	<ul style="list-style-type: none"> 5 information centres, but no relation to the main access points
			IPA1	<ul style="list-style-type: none"> No information centres
		Other means of nature interpretation	LP	<ul style="list-style-type: none"> For example, information boards along the educational trails – printed publications, maps and leaflets A diversity of information is provided on online platforms
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> Information brochure and maps of Plovdiv Plovdiv info centres info materials Asenovgrad, Hisar, Kritchim
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Indicator not selected
Protection of natural resources	Habitats for species of national and/or European importance are maintained and measures undertaken to increase the public awareness	Number of regional flagship and umbrella species within a desired conservation status (status A and B)	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> No data available
			Number of guided tours	LP
		PP4		<ul style="list-style-type: none"> No exact number provided Local guided tours are a problem
		PP5		<ul style="list-style-type: none"> Indicator not selected
		PP6		<ul style="list-style-type: none"> Indicator not selected
		PP7		<ul style="list-style-type: none"> Indicator not selected
		PP8		<ul style="list-style-type: none"> 5 different types in Plovdiv municipality
		PP9		<ul style="list-style-type: none"> Indicator not selected
		IPA1		<ul style="list-style-type: none"> No guided tours
		Number of information centres on species and their major habitats	LP	<ul style="list-style-type: none"> 5
PP4	<ul style="list-style-type: none"> Indicator not selected 			
PP5	<ul style="list-style-type: none"> Indicator not selected 			
PP6	<ul style="list-style-type: none"> Indicator not selected 			
PP7	<ul style="list-style-type: none"> Indicator not selected 			
PP8	<ul style="list-style-type: none"> 4 			
PP9	<ul style="list-style-type: none"> Indicator not selected 			
IPA1	<ul style="list-style-type: none"> No information centres 			
Protection of natural resources and land use heritage	The cultural landscape and its diversity are maintained	Percentage of protected landscapes/area	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Cultural landscape is abandoned and therefore radically decreases
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> 0.83 % (Plovdiv municipality) 2.43 % (Plovdiv district)
			PP9	<ul style="list-style-type: none"> Indicator not selected

			IPA1	<ul style="list-style-type: none"> Data base of landscapes of the region including cultural landscape description units, but no data on % available
		Percentage of arable land	LP	<ul style="list-style-type: none"> 68.83 % of the total territory can be considered as arable land
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> 30.6 % (Plovdiv district)
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> 146 048 ha
		Average size of farms in ha	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> 6.8 ha (Plovdiv district)
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Indicator not selected
		Percentage of organic farms	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> There are organic farms in Plovdiv district but no data available on their share
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> 2 organic farms in Topola but no data available on their share
		Percentage of sealing per day in ha	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Indicator not selected
		Number of local farmers markets	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> 5
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Ø 2 local markets per municipality
Reduce resource consumption	Tourism contributes to save energy and environmental resources	Percentage of enterprises with environmental certification	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> 0 %
			PP5	<ul style="list-style-type: none"> No data on total number of enterprises with environmental certification 136 certifications in 2016
			PP6	<ul style="list-style-type: none"> 15 %
			PP7	<ul style="list-style-type: none"> 0.4 % (ECOMode label)

			PP8	<ul style="list-style-type: none"> 3 companies 	
			PP9	<ul style="list-style-type: none"> No data available 	
			IPA1	<ul style="list-style-type: none"> Indicator not selected 	
		Percentage of large tourism enterprises connected to a sewage water treatment	LP	<ul style="list-style-type: none"> > 90 % of towns have sewage water system and almost all tourism enterprises are connected to it 	
			PP4	<ul style="list-style-type: none"> 90 % (most of the enterprises as it is required by Slovenian legislation) 	
			PP5	<ul style="list-style-type: none"> 96.04 % 	
			PP6	<ul style="list-style-type: none"> 15 % 	
			PP7	<ul style="list-style-type: none"> 22 % of Istria (no data available exclusively for Central Istria) 	
			PP8	<ul style="list-style-type: none"> Some large companies are connected to sewage water treatment No exact data for tourism industry 	
			PP9	<ul style="list-style-type: none"> 100 % 	
			IPA1	<ul style="list-style-type: none"> All large manufacturing enterprises are connected or have their own waste water treatment systems 7 % of the sewage of total Serbia treated 	
Climate change adaption and sustainable mobility	Tourism contributes to strengthen climate change adaptation and environment-friendly mobility		Percentage of enterprises with significant solar and photovoltaic panels	LP	<ul style="list-style-type: none"> Indicator not selected
				PP4	<ul style="list-style-type: none"> 0 %
		PP5		<ul style="list-style-type: none"> 16 enterprises requested authorisation in 2016 No exact statistical data on the overall amount 	
		PP6		<ul style="list-style-type: none"> Indicator not selected 	
		PP7		<ul style="list-style-type: none"> No data available 	
		PP8		<ul style="list-style-type: none"> Very small percentage No exact data available 	
		PP9		<ul style="list-style-type: none"> No data available 	
		IPA1		<ul style="list-style-type: none"> 0 %, no enterprise uses significant solar and photovoltaic panels 	
		Number of significant tourism products based on bikes, boats or public transport	LP	<ul style="list-style-type: none"> 33 (including bike, Segway, boat, kayak, canoe renting, boat trips, sightseeing mini-train tours, horse-drawn carriage trips, chariot trips, etc. in the towns of the region) 	
			PP4	<ul style="list-style-type: none"> 0 	
			PP5	<ul style="list-style-type: none"> Majority of tourism products are linked to bikes, Pentecost pilgrim train, 2 tourism enterprises are using eco-machines 	
			PP6	<ul style="list-style-type: none"> ~15 	
			PP7	<ul style="list-style-type: none"> 1 (Parenzana Railway) 	
			PP8	<ul style="list-style-type: none"> ~90 tour agents offering tourism products with public transport Some companies are renting bikes, but no exact data available 1 rowing channel 	
PP9	<ul style="list-style-type: none"> No data available 				
IPA1	<ul style="list-style-type: none"> Potential exists, but still underdeveloped 				
Climate change risk avoidance	Tourism infrastructure	Percentage of tourism	LP	<ul style="list-style-type: none"> No data available 	
			PP4	<ul style="list-style-type: none"> 0 % 	

	considers possible risks due to climate change	developments located in endangered zones (e.g. flooding)	PP5	<ul style="list-style-type: none"> < 5 %
			PP6	<ul style="list-style-type: none"> Not relevant
			PP7	<ul style="list-style-type: none"> 1 (Abbys of Pazin)
			PP8	<ul style="list-style-type: none"> No data available
			PP9	<ul style="list-style-type: none"> > 5 %
			IPA1	<ul style="list-style-type: none"> No data available Region affected by severe floods in 2014

Socio-economic Benefits and Regional Development

The average duration of visitor stays is similar in most of the project regions (2-3.4 days). Just in PP7 it is 8.17 days. As an interesting additional information, PPs provided the total amount of overnight visitor stays in the regions. As regions differ in size and tourism development, these numbers cannot be compared between regions. The collected data show, that six project regions (LP, PP4, PP6, PP7, PP9, IPA1) have a higher amount and/or a longer duration of overnight stays in summer than in the other times of the year. In PP8 tourism has no seasonal character due to business and congress tourism. One PP did not provide information of overnight stays in different seasons.

The overall goal "Reduction of seasonality" formulates the desired condition "Tourism provides increasing job opportunities with decreasing seasonality". PP9 has no available data for any of the indicators. LP and PP7 had no data on the percentage of full-time jobs, part time jobs and income/seasonal employees in tourism. In the other five regions (PP4, PP5, PP6, PP8, IPA1), the percentage of full-time jobs in tourism varies between ~4 % and 30 %, the percentage of part-time jobs in tourism between less than 1 % and 90 %, and the percentage of incoming/seasonal employees between 1 % and 35 %. Data for the ratio of tourism to total employment was available for LP (3.06 %), PP4 (2 %), PP5 (15 %) and PP6 (25 %). The average occupation rate ranges from about 20 % in three regions to 88 %, in the low season from 2 % to 78 %. The number of days classified as high season ranges from 21 to 100.

Visitor expenses vary considerably between the different regions. The expenses per visitor per day is lowest in LP with 16 EUR and highest in PP9 with 40-80 EUR. The indicator "Expenses per visitor in different seasons" was only selected by three PPs. In PP4 tourists spend 20 EUR in the low and up to 50 EUR in the high season. PP5 reported that tourists spend around 64 EUR in the summer season and 49 EUR in the winter season. Tourist's expenses in IPA1 are 35-40 EUR regardless of the season. In IPA1 90 % of both the accommodations and the restaurants are locally owned. In three regions (PP6, PP7, PP9) around 70 % of shops are open all year around, in PP4, PP8 and IPA1 around 90 % and in PP5 almost 100 %. In LP data on this issue isn't available. Promotional material is provided in LP, PP4, PP7 and PP8. In PP5 and IPA1 provision is poor. The other regions did not select the indicator.

Table 9: Socio-economic Benefits and Regional Development – Current Situation

(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)

Overall goals	Desired conditions	Indicators	PP	Current situation
Economic benefits	The duration of visitor stays increases and contributes to community income	Overnight stays in the annual average	LP	<ul style="list-style-type: none"> Ø 2.42 (2016) 253 098 overnight stays in 2016
			PP4	<ul style="list-style-type: none"> Ø 3.39 (2017), Ø 2.66 (08-12/2016) in Litija 1030 overnight stays in 2017 in Litija
			PP5	<ul style="list-style-type: none"> Ø no data available 470 255 overnight stays in 2016
			PP6	<ul style="list-style-type: none"> Ø 3.0 (2016) 7 589 000 overnight stays in 2016
			PP7	<ul style="list-style-type: none"> Ø 8.17 (2016) 318 896 overnight stays in 2016
			PP8	<ul style="list-style-type: none"> Ø 2.07 (2016) 1 009 478 overnight stays in 2016
			PP9	<ul style="list-style-type: none"> Ø 2 (2016) 2 329 706 overnight stays in 2016
			IPA1	<ul style="list-style-type: none"> Sumadija: <ul style="list-style-type: none"> Ø 2.2 (domestic), 2.1 (foreign) (2016) 186 416 overnight stays in 2016 Pomoravlje: <ul style="list-style-type: none"> Ø 2.1 (domestic) 1.6 (foreign) (2016) 33 588 overnight stays in 2016
			Overnight stays in different seasons	LP
		PP4		<ul style="list-style-type: none"> 80 % during summer
		PP5		<ul style="list-style-type: none"> Indicator not selected
		PP6		<ul style="list-style-type: none"> 3.5 in high season – June to September 2.8 in low season – October to May
		PP7		<ul style="list-style-type: none"> Only annual average is available, but it is > 4 in the summer months (June, July, August) and decreases in other months
		PP8		<ul style="list-style-type: none"> Irrelevant for the region, as tourism has no seasonal character due to business and congress tourism
		PP9		<ul style="list-style-type: none"> 2-3 in summer (= high season)
		IPA1		<ul style="list-style-type: none"> May-October: 70 % of the total number of overnight stays, duration 3-5 days
		Percentage of community income derived from tourism		LP
			PP4	<ul style="list-style-type: none"> Indicator not selected
	PP5		<ul style="list-style-type: none"> Indicator not selected 	
	PP6		<ul style="list-style-type: none"> Indicator not selected 	
PP7	<ul style="list-style-type: none"> Indicator not selected 			
PP8	<ul style="list-style-type: none"> Indicator not selected 			
PP9	<ul style="list-style-type: none"> Indicator not selected 			
IPA1	<ul style="list-style-type: none"> No data available 			
Reduction of seasonality	Tourism provides increasing job	Percentage of full-time jobs in	LP	<ul style="list-style-type: none"> No data available
			PP4	<ul style="list-style-type: none"> 10 %

	opportunities with decreasing seasonality	tourism	PP5	• 15 %
			PP6	• 30 %
			PP7	• No data available
			PP8	• 30 %
			PP9	• No data available
			IPA1	• 3.6 % (2 505) Sumadija district and 3.9 % (1 714) Pomoravlje district (2016, excluding rural tourism households)
		Percentage of part-time jobs in tourism	LP	• No data available
			PP4	• 10 %
			PP5	• 1.5 %
			PP6	• 35 %
			PP7	• No data available
			PP8	• 25 %
			PP9	• No data available
			IPA1	• less than 1 %
		Percentage of incoming/seasonal employees in tourism	LP	• No data available
			PP4	• 10 %
			PP5	• 15 %
			PP6	• 35 %
			PP7	• No data available
			PP8	• No data available
			PP9	• No data available
			IPA1	• 1 %
		Ratio of tourism employment to total employment	LP	• 3.06 %
			PP4	• 2 %
			PP5	• 15 %
			PP6	• 25 %
			PP7	• No data available
			PP8	• No data available
			PP9	• No data available
			IPA1	• No data available
		Average occupation rate in percent	LP	• 19.7 %
			PP4	• 20 %
			PP5	• 56.5 % (2013) in service sector
			PP6	• 88 %
			PP7	• 19.8 %
			PP8	• No data available
			PP9	• No data available
			IPA1	• 50-60 %
		Average occupation rate in the low season in percent	LP	• 15.6 %
			PP4	• 1-2 %
			PP5	• 16.5 %
			PP6	• 78 %
PP7	• 7.7 %			
PP8	• No data available			
PP9	• No data available			
IPA1	• 10 %			
Number of days that can be classified as high season (based on	LP	• ~60 days (2 months)		
	PP4	• ~100 days		
	PP5	• ~100 days		
	PP6	• 21 days		

		the average occupation rate)	PP7	• 60 days		
			PP8	• No data available		
			PP9	• No data available		
			IPA1	• ~60 days (2 months)		
Tourist's expenses	Large variety of opportunities for the tourists to spend their money (food, tours, services, infrastructure)	Expenses per visitor per day	LP	• 16 EUR		
			PP4	• 25 EUR		
			PP5	• 51 EUR (230 RON)		
			PP6	• 40 EUR		
			PP7	• 66 EUR for Croatia in high summer season (no data available for Central Istria)		
			PP8	• ~32.6 EUR (63.75 BGN)		
			PP9	• 40-80 EUR		
			IPA1	• 35-40 EUR throughout the year		
			Expenses per visitor in different seasons		LP	• Indicator no selected
			PP4	• 20-50 EUR		
		PP5	• winter ~49 EUR (=220 RON) • summer ~64 EUR (=290 RON)			
		PP6	• Indicator not selected			
		PP7	• No data available			
		PP8	• Indicator not selected			
PP9	• Indicator not selected					
IPA1	• 35-40 EUR throughout the year					
Gentrification	Tourism contributes to the local economy and is dominated by private ownership of entities used by tourists	Percentage of locally owned (official) accommodations and their number of beds	LP	• Indicator not selected		
			PP4	• Indicator not selected		
			PP5	• indicator not selected		
			PP6	• Indicator not selected		
			PP7	• Indicator not selected		
			PP8	• Indicator not selected		
			PP9	• Indicator not selected		
			IPA1	• 90 %		
		Percentage of locally owned or managed restaurants		LP	• Indicator not selected	
		PP4	• Indicator not selected			
		PP5	• Indicator not selected			
		PP6	• Indicator not selected			
		PP7	• Indicator not selected			
		PP8	• Indicator not selected			
PP9	• Indicator not selected					
IPA1	• 90 %					
Availability and quality of services	Tourism supports local infrastructure and services	Percentage of shops and services open all year round	LP	• No data available		
			PP4	• 90 %		
			PP5	• Almost 100 %		
			PP6	• 70 %		
			PP7	• 77 %		
			PP8	• > 85 %		
			PP9	• 70 %		
			IPA1	• 90 %		
			Provision of promotional material		LP	• Yes (tourist information centres, internet, TV)
			PP4	• Yes (DCHS and TIC for the whole region, private providers for their own offers)		
		PP5	• Not adequate, provision is poor, not interconnected • No common promotional material which			

				contains all the offers
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Every tourism board has its own promotional material and a website with all important information
			PP8	<ul style="list-style-type: none"> Yes (in tourist information centres and via the internet)
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Yes for 60 % of the offers Rural tourism, many recreational and cultural offers not properly promoted No common promotional material for the region

Socio-cultural and Built Heritage

For the overall goal “Maintenance and awareness of cultural heritage” PPs provided data on just a few indicators. An inventory of sites and buildings exists in LP, PP8, and IPA1. In IPA1 20-40 % of the valuable buildings are in a good condition, in PP4 built heritage is poorly maintained. Almost 4 000 cultural events took place in LP in 2016, where 276 cultural associations exist. In PP8 with three cultural associations over 400 cultural events happened in 2012.

Project regions have a quite different amount of restaurants and hotels offering local specialities. In PP5 10 %, in PP9 and IPA1 20 %, in PP4 40 %, in PP6 60 %, in PP8 80 % and in PP7 86 % of restaurants and hotels offer local specialities. LP has no exact data available on the percentage of restaurants and hotels offering local specialities.

In IPA1 42 buildings are reused for residential purpose, many more for cultural (museums, libraries, galleries, etc.) or educational purposes and as medical institutions and at least eight for restaurants or hotels. The other PPs did not select this optional indicator.

The number of different guided tours on cultural heritage varies from 1 to 33 in the respective regions. Three PPs selecting the indicator “Percentage of tourism taxes invested in culture” (PP4, PP5, PP9) state, that tourism taxes do not exist in their regions. Therefore, tourism taxes cannot contribute to the organisation of events or to other tourism related aspects in the project regions. In PP8 all tourism taxes are used for tourism activities. However, there is no information on if they are invested in culture. The other four regions (LP, PP6, PP7, IPA1) did not select the indicator.

The gender structure of employees shows a nearly equal share of men and women in most of the regions for which data was available (PP4, PP5, PP6, PP8). In PP7 and IPA1 more women are employed, but official data is not available. Just two regions reported victims. In the Hungarian part of LP there were 24 victims in 2016, in PP6 100. In PP4, PP5, PP8 and IPA1 no victims were reported. The PPs selecting the respective indicator (PP4, PP5, PP8, PP9) stated, that there is no perception of danger among the tourists.

“Socio-cultural disturbance” is measured by the ratio of tourists to residents on average and at peak times and days in the main season with crowding effects. Regions selecting the indicator show quite different conditions regarding the ratio of tourists to residents on average. The ratio is 1.12:1 in LP, 1:22 in PP5, 26:1 in PP6, 13:1 in PP7, 2.32:1 in PP8 and 1:1.6/1:6.4 in the two regions of IPA1. Between the three regions providing numbers also for the peak times (PP5, PP7, IPA1), differences are also considerable. In LP and PP4 no days with

crowding effects are observed, whereas PP6 counts 15, PP5 25 and PP7 30 days with crowding effects.

For the overall goal “Gentrification” hardly any data was provided. In IPA1 the percentage of second homes in relation to all households varies between destinations. Two regions (LP, PP8) submitted data for the price lever per m² for renting and buying homes in their regions. PP8 stated, that the price for buying varies between 500 and 1000 BGN (~100-200 EUR) per m² depending on rural or urban area. In LP prices for renting are 6.6 EUR and for buying 515 EUR per m². In IPA1 prices raised to 150 % since the discovery of thermal water in Sisevac.

“Perception of cultural impacts” is measured by the percentage of positive statements of tourists. This voluntary indicator was selected by three regions. From 60 % up to more than 80 % of the visitors of PP4, PP5 and PP8 believe, that they are not impacting the destination identity.

Table 10: Socio-cultural and Built Heritage – Current Situation
*(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)*

Overall goals	Desired conditions	Indicators	PP	Current situation
Maintenance and awareness of cultural heritage	The cultural heritage is well-known and its crucial parts are well maintained, including tangible and intangible aspects	Existence of an inventory of sites and buildings	LP	<ul style="list-style-type: none"> • Yes • compiled by municipalities and other organisations
			PP4	• Indicator not selected
			PP5	• Indicator not selected
			PP6	• Indicator not selected
			PP7	• Indicator not selected
			PP8	• Yes
			PP9	• Indicator not selected
			IPA1	• Yes
			Percentage of valuable buildings in good condition	LP
		PP4		• Built heritage is poorly maintained
		PP5		• Indicator not selected
		PP6		• Indicator not selected
		PP7		• Indicator not selected
		PP8		• Indicator not selected
		PP9		• Indicator not selected
		IPA1		• 20-40 %
		Number of events	LP	• 3816 cultural events in 2016 in the Hungarian part of the region
			PP4	• Indicator not selected
			PP5	• Indicator not selected
			PP6	• Indicator not selected
			PP7	• Indicator not selected
PP8	• Over 400 cultural events in 2012			
PP9	• Indicator not selected			
IPA1	• Indicator not selected			
Number/ existence of	LP	• 276 in 2016		
	PP4	• Indicator not selected		

		cultural associations	PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> 3: Plovdiv European Capital of Culture Foundation, Tourism Council Plovdiv, Thracian Tourism Region
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Indicator not selected
Local food	The local gastronomy provides a share of local specialities	Percentage of restaurants and hotels offering local specialities	LP	<ul style="list-style-type: none"> No exact data, but more than 80 %
			PP4	<ul style="list-style-type: none"> 40 %
			PP5	<ul style="list-style-type: none"> 10 %
			PP6	<ul style="list-style-type: none"> 60 %
			PP7	<ul style="list-style-type: none"> 86 %
			PP8	<ul style="list-style-type: none"> 80 %
			PP9	<ul style="list-style-type: none"> ~20 %
			IPA1	<ul style="list-style-type: none"> 20 %, increasing tendency
Built heritage	Typical local buildings are not demolished but maintained, restored and reused for residential or commercial purpose	Number of buildings reused for commercial or residential purpose	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> Indicator not selected
		IPA1	<ul style="list-style-type: none"> 42 for housing many more for cultural (museums, libraries, galleries, etc.), educational purposes, medical institutions, etc. 	
		Number of buildings reused for tourism purpose	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> Indicator not selected
	PP9		<ul style="list-style-type: none"> Indicator not selected 	
	IPA1	<ul style="list-style-type: none"> At least 8 for restaurants/hotels 		
Awareness and use level	All cultural hotspots are highly visited	Number of different guided tours on cultural heritage	LP	<ul style="list-style-type: none"> 33 types of guided tours without tours in museums (38 significant museums in the region)
			PP4	<ul style="list-style-type: none"> 2 tours in our two cultural hotspots
			PP5	<ul style="list-style-type: none"> 15 % of all guided tours
			PP6	<ul style="list-style-type: none"> 12
			PP7	<ul style="list-style-type: none"> 1 regular tour of the tourism board, no data available of the number of private tours provided by tourism agencies
			PP8	<ul style="list-style-type: none"> In the city of Plovdiv ~15
			PP9	<ul style="list-style-type: none"> 15
			IPA1	<ul style="list-style-type: none"> 1-2 per municipality
Contribution	Tourism taxes contribute to the organisation of events	Percentage of tourism taxes invested in culture (events, buildings)	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> No tourism taxes in Šmartno, for Litija no data available
			PP5	<ul style="list-style-type: none"> No tourism taxes
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected

			PP8	<ul style="list-style-type: none"> All tourism taxes used for tourism activities, but no information if they are invested in culture 			
			PP9	<ul style="list-style-type: none"> No tourism taxes 			
			IPA1	<ul style="list-style-type: none"> No data available 			
Gender issues	The share of men and women employed in tourism is equal/similar	Gender structure of employees	LP	<ul style="list-style-type: none"> No data available 			
			PP4	<ul style="list-style-type: none"> Share of men and women nearly equal (data from internal list of all tourism actors, official data not available) 			
			PP5	<ul style="list-style-type: none"> Share of men and women nearly equal 			
			PP6	<ul style="list-style-type: none"> Share of men and women nearly equal 			
			PP7	<ul style="list-style-type: none"> More women than men, but official data not available 			
			PP8	<ul style="list-style-type: none"> Share of men and women nearly equal 			
			PP9	<ul style="list-style-type: none"> Indicator not selected 			
			IPA1	<ul style="list-style-type: none"> Women dominate, but official data not available 			
			Security	The crime rate is not influenced by tourism.	Number of reported victims who are tourists	LP	<ul style="list-style-type: none"> 24 victims in the Hungarian part in 2016, no data for the Slovak part
						PP4	<ul style="list-style-type: none"> 0
PP5	<ul style="list-style-type: none"> 0 						
PP6	<ul style="list-style-type: none"> 100 						
PP7	<ul style="list-style-type: none"> No data available 						
PP8	<ul style="list-style-type: none"> 0 						
PP9	<ul style="list-style-type: none"> No data available 						
IPA1	<ul style="list-style-type: none"> 0 						
Tourists' perception of danger	LP	<ul style="list-style-type: none"> Indicator not selected 					
	PP4	<ul style="list-style-type: none"> No perception of danger 					
	PP5	<ul style="list-style-type: none"> No perception of danger 					
	PP6	<ul style="list-style-type: none"> Indicator not selected 					
	PP7	<ul style="list-style-type: none"> No data available 					
	PP8	<ul style="list-style-type: none"> 16 % are satisfied and 49.9 % rather satisfied with security 					
	PP9	<ul style="list-style-type: none"> No perception of danger 					
	IPA1	<ul style="list-style-type: none"> Indicator not selected 					
	Socio-cultural disturbance	The share of visitors in relation to the local residents is perceived as adequate			Ratio of tourists to residents on average	LP	<ul style="list-style-type: none"> 1.12:1 (253 098: 226 158), much higher in towns with spas
PP4						<ul style="list-style-type: none"> Indicator not selected 	
PP5			<ul style="list-style-type: none"> 1:22 (4.45 %, 2016) 				
PP6			<ul style="list-style-type: none"> 26:1 (7 589 000:287 043) 				
PP7			<ul style="list-style-type: none"> 13:1 (318 896:24 167) 				
PP8			<ul style="list-style-type: none"> > 2.32:1 (> 800 000:343 424) in 2016 				
PP9			<ul style="list-style-type: none"> Indicator not selected 				
IPA1			<ul style="list-style-type: none"> Sumadija: 1:1.6 (186 416:298 778) Pomoravlje: 1:6.4 (33 588:214 536) 				
Ratio of tourists to residents at peak times			LP	<ul style="list-style-type: none"> Indicator not selected 			
			PP4	<ul style="list-style-type: none"> Indicator not selected 			
			PP5	<ul style="list-style-type: none"> 1:12.5 (8.01 %, 2016) 			
			PP6	<ul style="list-style-type: none"> Indicator not selected 			
			PP7	<ul style="list-style-type: none"> 11:1 (277 626:24 167) 			
			PP8	<ul style="list-style-type: none"> Indicator not selected 			
			PP9	<ul style="list-style-type: none"> Indicator not selected 			
			IPA1	<ul style="list-style-type: none"> Sumadija: ~1:2.3 			

				<ul style="list-style-type: none"> Pomoravlje: ~1:9.1
		Days in the main season with crowding effects	LP	<ul style="list-style-type: none"> No crowding effect
			PP4	<ul style="list-style-type: none"> 0
			PP5	<ul style="list-style-type: none"> 25
			PP6	<ul style="list-style-type: none"> 15
			PP7	<ul style="list-style-type: none"> 30
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> No crowding effect
			IPA1	<ul style="list-style-type: none"> Indicator not selected
Gentrification	Effects by gentrification such as increasing number of second homes or increasing costs for homes are limited	Percentage of second homes in relation to all households	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Varies between destinations
		Price level per m ² for renting and buying homes	LP	<ul style="list-style-type: none"> For renting in 2016: 6.6 EUR per m² For buying in 2016: 515 EUR per m²
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> For buying: ~100-200 EUR (500 1000 BGN) per m² depending in which area (city or surrounding area)
PP9	<ul style="list-style-type: none"> Indicator not selected 			
IPA1	<ul style="list-style-type: none"> Since discovery of thermal water in Sisevac prices raised to 150 % 			
Perception of cultural impacts	The majority of visitors believes that they are not impacting the destination identity	Percentage of positive statements	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> 60 %
			PP5	<ul style="list-style-type: none"> 70 % positive, 20 % neutral, 10 % negative
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> > 80 %
			PP9	<ul style="list-style-type: none"> No data available
			IPA1	<ul style="list-style-type: none"> Indicator not selected

Quality of Visitor Experience and Product Development

No data on visitor satisfaction are available for LP, PP7 and PP9. PP4, PP5 and PP8 state, that 70 % of visitors are evaluating their stay positively. According to PP6 and IPA1 even 90 % of visitors evaluate their stay in the region positively. In PP5 10 % evaluate their stay critically with decreasing tendency.

The overall goal “Unique selling proposition” (USP) comprises four indicators. The number of offers and events promoting local products is increasing in all regions with available data. LP and PP9 could not answer the indicators due to a lack of data. Six regions (PP4, PP5, PP7, PP8, PP9, IPA1) have offers with a USP. In LP there is no clear USP. PP4, PP5, PP7 and PP8 are convinced that the majority of visitors is able to name unique products and aspects of the USP. The other four PPs did not select the indicator. In PP4, PP5, PP7 and PP8 the majority of visitors is able to name some unique products and aspects of the USP. LP, PP6, PP9 and IPA1 did not select the indicator. In PP5 and IPA the USP is not sufficiently marketed, in six regions (LP, PP4, PP6, PP7, PP8, PP9) the USP is at least partially clearly marketed with related promotion material.

LP and PP9 do not have data on the number of inclusive tourism offers. PP4 has 2-3 and PP8 about 10 inclusive offers, mostly museums. PP5 has one programme dedicated to wheel chair tourism. PP6 has around 15 inclusive offers. PP7 has 22, but these are mostly barrier-free accommodations. Maximum 5 % of the tourism offers in IPA1 are inclusive offers.

The number of infrastructure for main outdoor recreation varies distinctively between the individual project regions. The number of cycling trails varies between three in PP8, 55 in PP9 and 500 km in PP5. The number of hiking trails ranges from six in PP7 to 173 in PP5. The number of adventure paths varies between two in PP6 and 133 in PP5. The number of guest guiding system for outdoor recreation activities ranges from 15 in PP9 to 50 in LP. These are information boards, booklets, guided tours or marked routes. The number of water sport opportunities ranges from one in PP4 and PP8 to over 100 in LP. The regions offer few packages for nature based tourism. In IPA1 data is just available on the last indicator, in many other regions (LP, PP5, PP6, PP8, PP9) data are neither available for all of these indicators.

PP5 and PP6 do not monitor their infrastructure for outdoor recreation. In LP municipalities check and monitor their infrastructure, in PP4 it is part of the communal service. In PP7 tourism boards, utility companies and municipalities are in charge of monitoring and in PP8 Plovdiv Municipality Tourism Enterprise, Tourism Council Plovdiv and Thracian Tourism Region, whereas in IPA1 local tourism and sport organisations and municipalities monitor the tourism infrastructure. The monitoring intervals are mostly not defined or data is not available. In LP, PP4, PP5, PP7 and PP9 information on the local outdoor recreational offer is

provided sufficiently and in several channels of communication. In PP8 information is available on websites and six information centres. PP6 and IPA1 do not have sufficient promotion. One certified infrastructure exists in PP4 and PP9. In PP5 70 % of the infrastructure is certified.

Offers for the tourists to experience nature include information centres, viewing platforms, educational trails and guest guiding systems. The number of information centres varies from three in PP7 to 20 in PP5 and PP6. The number of viewing platforms fluctuates between three in PP4 and ten in PP9. LP and PP9 have ten educational trails, whereas PP4 has four, PP5 17 and PP6 20 educational trails. Very little information is given on the number of guest guiding systems. PP8 has several and PP9 10. PP4 has one (e-tourist) and PP5 20 guides.

LP, PP7 and PP9 did not provide data on the overall goals “Recommendation”. PP6 and IPA1 claim, that 90 % of their visitors believe, that they had a remarkable experience linked to the territory and its typical products. According to PP4 60 %, to PP5 20 % and to PP8 40 % of their visitors had a remarkable experience. 90 % of visitors of IPA1 came by recommendation, whereas in PP6 and PP8 15-20 %, in PP4 up to 30 % and in PP5 40 % came by recommendation.

Table 11: Quality of Visitor Experience and Product Development – Current Situation
*(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)*

Overall goals	Desired conditions	Indicators	PP	Current situation
Visitor satisfaction	The visitors leave the destination satisfied	Percentage of visitors evaluating their stay positively	LP	• No data available as no surveys have been conducted so far
			PP4	• 70 %
			PP5	• 70 %
			PP6	• 90 %
			PP7	• No data available
			PP8	• > 70 %
			PP9	• No data available as no surveys have been conducted so far
			IPA1	• 90-100 % (from available books of impressions)
		Percentage of critical evaluation is decreasing	LP	• No data available as no surveys have been conducted so far
			PP4	• Indicator not selected
			PP5	• 10 %, decreasing tendency
			PP6	• Indicator not selected
			PP7	• No data available
			PP8	• Indicator not selected
Unique selling proposition (USP)	The offer for the visitor is unique and differs from	Number of offers and events promoting local	LP	• No exact data available
			PP4	• Yes, increasing tendency
			PP5	• Yes, increasing tendency

others. The majority of visitor experiences is distinctly different from other destinations	products is increasing	PP6	• Yes, increasing tendency	
		PP7	• Yes, increasing tendency	
		PP8	• Yes, increasing tendency	
		PP9	• Indicator not selected	
		IPA1	• Small number, but increasing tendency	
		Offers with a USP	LP	• No clear USPs
			PP4	• 10 %
			PP5	• Yes, several unique sites
			PP6	• Indicator net selected
			PP7	• A few (truffle hunting, zip line crossing the Pazin canyon with a stunning view)
			PP8	• Yes
		The majority of visitors is able to name some unique products and aspects of the USP	PP9	• 1 (Legoland)
			IPA1	• Small number (Wines, tea, dry plum and landscape)
			LP	• No data available
			PP4	• Yes, 80 % of them
	PP5		• Yes	
	PP6		• Indicator net selected	
	PP7		• Yes	
	PP8		• Yes	
	The USP is clearly marketed with related promotion material	PP9	• Indicator not selected	
		IPA1	• Indicator not selected	
LP		• Not for the entire region, only in some towns		
PP4		• Yes, when applicable		
PP5		• No sufficient promotion material		
PP6		• More or less, but there is no strategy		
PP7		• Partially		
PP8		• Partially, several unique offers		
Inclusive offer	PP9	• Yes, for Legoland		
	IPA1	• No		
	LP	• No data available		
	PP4	• 2-3, mostly museum visits		
	PP5	• 1 program dedicated to wheel chair tourism		
	PP6	• ~15		
	PP7	• 22 (mostly accommodation facilities) • Inclusive tourism products are rare		
	PP8	• ~10 (offers are insignificant, mostly museums, churches, Roman Stadium)		
Improved infrastructure for outdoor recreation in the tourism destination	PP9	• No data available, exists only on operational level		
	IPA1	• Max. 5 % (is in a starting phase)		
	LP	• 24		
	PP4	• 15		
	PP5	• 500 km of mountain cycling trails		
	PP6	• 4		
	PP7	• 7 (plus one of the most modern Croatian bike points in Motovun)		
	PP8	• A large network in Plovdiv • 3 in the district		
PP9	• ~55			

			IPA1	<ul style="list-style-type: none"> No data available
		Number of hiking trails	LP	<ul style="list-style-type: none"> ~20 (6 in the Slovak part)
			PP4	<ul style="list-style-type: none"> 24
			PP5	<ul style="list-style-type: none"> 173
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> 6
			PP8	<ul style="list-style-type: none"> A dozen
			PP9	<ul style="list-style-type: none"> ~20
			IPA1	<ul style="list-style-type: none"> No data available
		Number of adventure paths	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> 1 adventure park with 12 different paths
			PP5	<ul style="list-style-type: none"> 133 (1500 km)
			PP6	<ul style="list-style-type: none"> 2
			PP7	<ul style="list-style-type: none"> 3
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> ~15
			IPA1	<ul style="list-style-type: none"> No data available
		Number of guest guiding systems	LP	<ul style="list-style-type: none"> ~50
			PP4	<ul style="list-style-type: none"> 44 information boards, 4 booklets with marked routes
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> 21 information boards, 1 guided tour
			PP8	<ul style="list-style-type: none"> Several
			PP9	<ul style="list-style-type: none"> 15
			IPA1	<ul style="list-style-type: none"> No data available
		Number of water sport opportunities	LP	<ul style="list-style-type: none"> > 100 (43 in the Slovak part)
			PP4	<ul style="list-style-type: none"> 1 rafting club
			PP5	<ul style="list-style-type: none"> 2
			PP6	<ul style="list-style-type: none"> 15
			PP7	<ul style="list-style-type: none"> 2
			PP8	<ul style="list-style-type: none"> 1 rowing channel, swimming pools
			PP9	<ul style="list-style-type: none"> 30
			IPA1	<ul style="list-style-type: none"> No data available
		Number of packages for nature based tourism	LP	<ul style="list-style-type: none"> No data available
			PP4	<ul style="list-style-type: none"> 3
			PP5	<ul style="list-style-type: none"> Just a few Individual program offers
			PP6	<ul style="list-style-type: none"> 8-10
			PP7	<ul style="list-style-type: none"> In private tourism packages
			PP8	<ul style="list-style-type: none"> No data available
			PP9	<ul style="list-style-type: none"> No data available
			IPA1	<ul style="list-style-type: none"> Small number
		Team or organisation to check and monitor the infrastructure	LP	<ul style="list-style-type: none"> Municipalities check and monitor their infrastructure
			PP4	<ul style="list-style-type: none"> Communal service
			PP5	<ul style="list-style-type: none"> No monitoring
			PP6	<ul style="list-style-type: none"> No monitoring
			PP7	<ul style="list-style-type: none"> Tourism boards, utility companies, municipalities
		PP8	<ul style="list-style-type: none"> Plovdiv Municipality Tourism Enterprise, Tourism Council Plovdiv, Thracian Tourism Region 	









































			PP9	<ul style="list-style-type: none"> • Yes 		
			IPA1	<ul style="list-style-type: none"> • Local tourism and sports organisations and municipalities 		
		Monitoring intervals/periods	LP	<ul style="list-style-type: none"> • Once a year 		
			PP4	<ul style="list-style-type: none"> • No data available 		
			PP5	<ul style="list-style-type: none"> • No data available 		
			PP6	<ul style="list-style-type: none"> • No monitoring 		
			PP7	<ul style="list-style-type: none"> • As needed 		
			PP8	<ul style="list-style-type: none"> • No data available 		
			PP9	<ul style="list-style-type: none"> • In summer every few weeks 		
			IPA1	<ul style="list-style-type: none"> • Not sufficiently developed, no clear defined intervals or periods 		
		Availability and amount of information on the local outdoor recreational offer	LP	<ul style="list-style-type: none"> • On > 20 websites, in 4 tourist information centres, in brochures (35-40 per year) 		
			PP4	<ul style="list-style-type: none"> • > 20 		
			PP5	<ul style="list-style-type: none"> • Tourist office, online brochures, publications 		
			PP6	<ul style="list-style-type: none"> • Partly 		
			PP7	<ul style="list-style-type: none"> • Online, brochures, tourism board web pages 		
			PP8	<ul style="list-style-type: none"> • Partly: in 6 tourist information centres, on websites 		
			PP9	<ul style="list-style-type: none"> • Websites, tourist information centres, brochures, folders 		
			IPA1	<ul style="list-style-type: none"> • No sufficiently developed promotion 		
		Existence of certified infrastructure	LP	<ul style="list-style-type: none"> • Indicator not selected 		
			PP4	<ul style="list-style-type: none"> • 1 		
			PP5	<ul style="list-style-type: none"> • 70 % 		
			PP6	<ul style="list-style-type: none"> • Indicator not selected 		
			PP7	<ul style="list-style-type: none"> • Indicator not selected 		
			PP8	<ul style="list-style-type: none"> • Indicator not selected 		
			PP9	<ul style="list-style-type: none"> • 1 (cycling trail DonauTäler) 		
			IPA1	<ul style="list-style-type: none"> • No data No data available available 		
Attractive infrastructure for the tourists' outdoor experience and environmental education	The offers for tourists to experience nature are diverse and up-to-date	Number of information centres	LP	<ul style="list-style-type: none"> • 8 		
			PP4	<ul style="list-style-type: none"> • 4 		
			PP5	<ul style="list-style-type: none"> • 20 		
			PP6	<ul style="list-style-type: none"> • 20 		
			PP7	<ul style="list-style-type: none"> • 3 (tourism boards) 		
			PP8	<ul style="list-style-type: none"> • 3 in Plovdiv municipality • 6 in Plovdiv district in total 		
			PP9	<ul style="list-style-type: none"> • 5 (tourist infos) 		
			IPA1	<ul style="list-style-type: none"> • Indicator not selected 		
			Number of viewing platforms	LP	<ul style="list-style-type: none"> • Indicator not selected 	
		PP4		<ul style="list-style-type: none"> • > 3 		
		PP5		<ul style="list-style-type: none"> • 4 		
		PP6		<ul style="list-style-type: none"> • Indicator not selected 		
		PP7		<ul style="list-style-type: none"> • 6 		
		PP8		<ul style="list-style-type: none"> • Some viewing platforms in the mountains 		
		PP9		<ul style="list-style-type: none"> • 10 		
		IPA1	<ul style="list-style-type: none"> • Indicator not selected 			
				Number of	LP	<ul style="list-style-type: none"> • 10

		educational trails	PP4	• 4
			PP5	• 17
			PP6	• 20
			PP7	• Indicator not selected
			PP8	• At least 4 eco-paths with educational character
			PP9	• 10
		Number of guest guiding systems	IPA1	• Indicator not selected
			LP	• Indicator not selected
			PP4	• 1 (e-turist)
			PP5	• 20 authorised guides
			PP6	• Indicator not selected
			PP7	• Indicator not selected
			PP8	• Several
			PP9	• 10
Recommendation	The majority of visitors would recommend the destination to others	Percentage of visitors who believe they had a remarkable experience linked to the territory and its typical products	LP	• Indicator not selected
			PP4	• 60 %
			PP5	• 20 %
			PP6	• 90 %
			PP7	• No data available
			PP8	• 40 %
		Percentage of visitors who came by recommendation	PP9	• No data available
			IPA1	• 90 %
			LP	• Indicator not selected
			PP4	• 25-30 %
			PP5	• 40 %
			PP6	• 15-20 %
			PP7	• No data available
			PP8	• ~15-20 %, no exact data available
PP9	• No data available			
IPA1	• 80 % of the visitors coming to Topola			

3.3 Strengths and Weaknesses

Table 12 shows the results of the self-evaluation of strengths and weaknesses conducted by the eight project regions implementing a pilot action. This evaluation is based on the regions' analysis of the current situation regarding tourism development.

Table 12: Analysis of Strengths and Weaknesses: Overall findings

Pilot region	Destination Strategy, Cooperation & Management Structure	Environment and Land Use Heritage	Socio-economic Benefits and Regional Development	Socio-cultural and Built Heritage	Quality of Visitor Experience and Product Development
LP					
PP4					
PP5					
PP6					
PP7					
PP8					
PP9					
IPA1					









Most of the PPs detected strengths as well as weaknesses within their regions. Considering the self-evaluation of each region individually, one can notice, that PP5 and PP8 detected mostly strengths, PP4 and PP7 neither particularly strong nor weak points, IPA1 mostly weaknesses, whereas the other PPs detected strengths as well as weaknesses within their regions.

The findings of PPs' self-assessment regarding strengths and weaknesses within the five categories differ. Therefore, hereinafter the categories are shown separately and individual

reasons of each PP for the classification into one of the three categories are given. Overall, the situation concerning “Socio-cultural and Built Heritage” was evaluated rather positively whereas the situation concerning “Socio-economic Benefits and Regional Development” and “Quality of Visitor Experience and Product Development” was evaluated rather negatively.

Self-Evaluation of Strengths and Weaknesses regarding “Destination Strategy, Cooperation and Management Structure”

Table 13: Analysis of Strengths and Weaknesses: Destination Strategy, Cooperation and Management Structure

LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
							









PP5 and PP8 identified the category “Destination Strategy, Cooperation and Management Structure” as a strength of their region. This is because both regions have a tourism concept including sustainability goals. Furthermore, they are organising regular meetings, presentations at fairs and regional as well as international events.

Five other PPs evaluated that their region has strong as well as weak aspects in this category. The Hungarian part of LP has a successful tourism management structure and very active tourism management organisations. Unfortunately, this is not the case for the Slovakian part of the region. Moreover, the region has no common tourism strategy or destination management strategy. PP4 claims, that a common tourism strategy including sustainability goals is missing for the region. Besides, learning events and workshops are organised, but with very little engagement from local tourism providers. Tourism is just a sideline. In PP7 negative aspects are the absence of a joint strategic concept for tourism development including sustainability goals and that the two operating organisations are for whole Istria, and PP7 (Central Istria) is often neglected in comparison to the coastal area. In PP9 there is a strategic tourism concept with sustainability goals. However, a DMO for the whole region does not exist. Local organisations participate at fairs, but they are not obliged to stick to the strategic tourism concept. IPA1 has a strategic concept with sustainability goals, but they have scarce offers for learning and qualification in tourism and no clear outward presentation.

PP6 sees this category as a weakness of their region. Reason for this critical evaluation is the absence of a comprehensive tourism strategy, which includes sustainability goals.

Self-Evaluation of Strengths and Weaknesses regarding “Environment and Land Use Heritage”

Table 14: Analysis of Strengths and Weaknesses: Environment and Land Use Heritage

LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
							









LP and PP5 evaluate the category “Environment and Land Use Heritage” as a strength of their region. In both regions, information on protected areas and related infrastructure relevant for tourism purposes (such as information centres, guided tours and unique species) is provided. Furthermore, figures describing the environmental situation and resource consumption are available for both regions. Both contribute to saving energy and offer ecofriendly transport options.

Five PPs detected strong as well as weak points of their region. PP4 claims, that there is awareness for conservation issues and the protection of natural resources in their region, as some local areas are protected through the Natura 2000 network. Unfortunately, little information on protected areas is provided and local guided tours are a problem. With few exceptions, environment and land use heritage are not maintained in a good condition in PP6. In PP7 some efforts have been made to protect and promote natural resources. However, further efforts are necessary in this sector and the environmental consciousness of tourists, stakeholders and the local population has to be improved. In PP8 the quality and maintenance of natural areas and cultural landscapes are highly satisfying. Problems in this category are little knowledge with regard to environmental protection, climate change adaption and potential for product development within the local tourism sector. PP9 is aware of its protected areas, species and habitats. Unfortunately, there is no consistent tourism infrastructure to show them. The implementation and thematic preparation of the concept of nature tourism is incomplete.

IPA1 detected mostly weaknesses in this category. Information on local protected areas and land use heritage is available in registers and on the website of the national environmental protection agency, but not prepared for tourism purposes. Besides, environmental awareness is rather low in the region and the offered tourism products are not taking advantage of the existing diversity.

Self-Evaluation of Strengths and Weaknesses regarding “Socio-economic Benefits and Regional Development”

Table 15: Analysis of Strengths and Weaknesses: Socio-economic Benefits and Regional Development

LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
							









Due to the findings of the self-assessment, PP5, PP6 and PP8 evaluate the category “Socio-economic Benefits and Regional Development” as a strength of their region. PP5 states, that tourism contributes to the local economy and to the quality of life of the local population by providing additional infrastructure and services. Tourism is one of the main economic sectors in PP6. Local and county municipalities are constantly working on the development of the tourism sector to contribute to the regional development. PP8 claims, that tourism has a significant positive effect on the development of the local economy, increases employment opportunities and contributes to improve the quality of life of the local population.

Two PPs evaluated, that their regions show strengths as well as weaknesses in this category. In PP4 tourism is still in a starting phase. It is mostly a second income opportunity and therefore not recognised as an important factor for economic and regional development. In PP7 a similar situation prevails. Despite the fact that tourism is a growing and promising sector in this region, many do not consider it as stable enough to take it up as their official profession. The numbers of overnight stays and of pre and post seasonal visitors is increasing.

LP, PP9 and IPA1 detected mainly weaknesses regarding this category. In LP tourism development is still in its starting phase (low average number of overnight stays, low employment in the tourism sector, low expenditures of visitors). Therefore, tourism contributes only little to the regional economy, to local income or employment. In PP9 tourism contributes to the local economy, but only to a very small extent. This is mainly due to the brief duration of overnight stays. IPA1 reports, that tourism is still in a starting phase in their region. Consequently, it contributes only marginally to the regional economy, local income and job opportunities. Additionally, only few municipalities invest in tourism development.

Self-Evaluation of Strengths and Weaknesses regarding “Socio-cultural and Built Heritage”

Table 16: Analysis of Strengths and Weaknesses: Socio-cultural and Built Heritage

LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
							









Four regions (LP, PP5, PP7, PP9) evaluated the category “Socio-cultural and Built Heritage” as a strength of their region. All of them quote, that the DMOs are aware of the cultural and built heritage and contribute together with municipalities or tourism providers to its maintenance and preservation. Local specialities play a significant role in gastronomy and are also used to create tourism offers. The ratio of tourists to residents is perceived as balanced. Visitors feel safe and welcome in all of these four regions. The share of men and women employed in tourism is almost equal, although in some regions women are prevailing. PP7 mentions, that housing is still affordable for local people, but second homes and foreign investments in real estate are increasing and changing the vision of the traditional villages.

PP8 perceives some weak points, but the strong ones prevail. Weak points are, that the visitors do not realise how they are affecting the destination’s identity and that it is unclear, how tax revenues from tourism are used. However, the destination management is aware of the built and cultural heritage and contributes to its maintenance. The ratio of tourists to residents is perceived as balanced, housing is still affordable in this area and local specialities play a significant role in most of the offered menus.

Three regions discovered strengths and weaknesses of the maintenance and use of socio-cultural and built heritage. PP4 has a high amount of built heritage, but it is maintained very poorly. This region has no typical local food, but the majority of restaurants serves well known national dishes. The socio-cultural heritage is very diverse and communities are maintaining the traditions. This fact can be used for tourism purposes. In PP6 the main attractions in this respect are very well maintained and visited, whereas the countryside farms and traditional buildings in the small villages are abandoned. IPA1 also perceives its cultural and historic heritage as neglected. Although the built heritage is well known and visited, the investments in maintaining and restoring these buildings is very low. Restaurants offer local specialities, but local cuisine is not sufficiently promoted. The opportunities for tourists to experience local cultural traditions are limited. The destination is perceived as safe.

Self-Evaluation of Strengths and Weaknesses regarding “Quality of Visitor Experience and Product Development”

Table 17: Analysis of Strengths and Weaknesses: Quality of Visitor Experience and Product Development

LP	PP4	PP5	PP6	PP7	PP8	PP9	IPA1
							

Only PP6 detects the “Quality of Visitor Experience and Product Development” as a strength of its region. The main touristic attractions of PP6 get very positive feedback from visitors with many of them returning every year. Besides, the county has had the second highest annual overnight stays after the Hungarian capital Budapest for decades.

Five PPs (PP4, PP5, PP7, PP8, PP9) detect strong as well as weak points regarding this category. These regions have at least some means of gaining feedback from their visitors (websites, social platforms, guest books from providers). A problem in this category is the absence or rare numbers of inclusive tourism offers. The regions think that their visitors are aware of the local key products. With the exception of PP7 the particularities of the region still need to be better integrated in tourism offers and connected with the infrastructure. PP9 claims that the perception of the region by potential guests needs to be improved.

Two PPs found mostly weaknesses. LP and IPA1 claim that there is no information available on the visitors’ experiences in their regions. The USP is unclear and the inclusive tourism products (and cross-border tourism products in LP) are still in development.

3.4 Vision Development

Based on the critical evaluation of the current situation the regions were asked to discuss together with local stakeholders, which goals are to be achieved in the near future. Table 18 Table 22 providing the results of the vision formulation process are therefore the same ones as used for the analysis of the current situation. However, those aspects which cannot be managed or influenced by tourism related planning and management actions aren't included in this planning step.

Destination Strategy, Cooperation and Management Structure

Five out of eight regions already have an integrated tourism concept including sustainability goals. The other three regions (LP, PP6, PP7) want to establish such a strategy.

Three regions (PP4, PP8, PP9) already have a mission statement on sustainable development and goals. The other five regions' goal is to formulate a commonly agreed mission statement on sustainability goals and publish it in a flyer, folder or on a common website.

PP6, PP9 and IPA1 think that destination initiatives like the number of joint events and presentation at fairs have to be improved. Only LP, PP7 and PP8 will further keep the current amount of joint events. The other two did not select this indicator.

All regions except of PP5, who did not formulate a vision, want to increase the number of institutionally organised learning or educational offers for tourism stakeholders and employees within their region. Networks for exchange and learning to activate cooperation of local and tourism organisations will be established in PP6, PP8 and IPA1. PP4 will enhance the number of such networks by two.

Table 18: Destination Strategy, Cooperation, Management Structure – Visions

(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)

Overall goals	Desired conditions	Indicators	PP	Visions
Sustainability goals	Sustainability goals are supported by the communities and/or regional governments and communicated	Existence of a mission statement, published in a flyer/folder or on a common website	LP	<ul style="list-style-type: none"> Common vision and mission for the whole region should be a part of the common strategy and published on common websites
			PP4	<ul style="list-style-type: none"> One commonly agreed mission including cooperation goals, published via public communication channels
			PP5	<ul style="list-style-type: none"> Existence of a mission statement published on a website
			PP6	<ul style="list-style-type: none"> Elaboration of a commonly agreed mission statement and regional strategy published via public communication channels
			PP7	<ul style="list-style-type: none"> Elaborate one commonly agreed mission with defined goals published in all public sources (web pages, flyers, etc.)
			PP8	<ul style="list-style-type: none"> Ensure sustainability and sustainable competitiveness of the region by sticking to the formulated strategy
			PP9	<ul style="list-style-type: none"> Strategic implementation of sustainability goals already formulated in the strategic concept
			IPA1	<ul style="list-style-type: none"> Regional tourism development vision including sustainability criteria exists and is published
Destination initiatives	With commonly organised events and presentations at fairs, the DMO contributes to the cooperation and its visibility	Number of joint events	LP	<ul style="list-style-type: none"> Keep the status quo, as there is no need for more common events. The only problem is the missing information and promotion of these events. A platform for information sharing needs to be created
			PP4	<ul style="list-style-type: none"> Indicator net selected
			PP5	<ul style="list-style-type: none"> Indicator net selected
			PP6	<ul style="list-style-type: none"> To establish a DMO that initiates joint events and presentations at fairs and thus contributes to more visibility of the whole region
			PP7	<ul style="list-style-type: none"> Keep status quo (27 per year)
			PP8	<ul style="list-style-type: none"> Keep the current amount (> 40 per year) and foster cooperation with other municipalities of Plovdiv district
			PP9	<ul style="list-style-type: none"> 20 per year
			IPA1	<ul style="list-style-type: none"> 5 per year
		Number of presentations at fairs	LP	<ul style="list-style-type: none"> Common presentation at fairs, purchase a mobile pavilion with virtual reality elements; create brochures, maps, short videos of the whole region
			PP4	<ul style="list-style-type: none"> 2 per year as a destination (the national fair and at least one regional fair)

			PP5	<ul style="list-style-type: none"> 4 per year (Sfantu Gheorghe, Bucharest, 2 in Budapest)
			PP6	<ul style="list-style-type: none"> 2 per year as a destination
			PP7	<ul style="list-style-type: none"> 2 per year
			PP8	<ul style="list-style-type: none"> 3 in Bulgaria, at least 5 abroad per year
			PP9	<ul style="list-style-type: none"> 5-10 per year
			IPA1	<ul style="list-style-type: none"> 10 per year
Destination learning	The DMO together with other institutions provides educational and learning offers for its members. The DMO strengthens the local network	Number of offers for learning and qualification in tourism	LP	<ul style="list-style-type: none"> Continuously organise different kind of trainings for tourism providers. DMOs search for financial resources for educational and learning offers
			PP4	<ul style="list-style-type: none"> 5 per year
			PP5	<ul style="list-style-type: none"> No vision developed
			PP6	<ul style="list-style-type: none"> To establish a DMO that creates learning and educational offers and strengthens the local network
			PP7	<ul style="list-style-type: none"> 8
			PP8	<ul style="list-style-type: none"> RDA BSC for SMEs and other actors organise trainings for organisations and institutions to create better knowledge, skills and competence of tourism employees
			PP9	<ul style="list-style-type: none"> 20-25
			IPA1	<ul style="list-style-type: none"> At least 1 study visit or knowledge/ experience exchange and 3 training courses/seminars per year for DMO
		Network for exchange and learning	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> 6
			PP5	<ul style="list-style-type: none"> No vision developed
			PP6	<ul style="list-style-type: none"> To establish a DMO that creates learning and educational offers and strengthens the local network
			PP7	<ul style="list-style-type: none"> Indicator not selected
			PP8	<ul style="list-style-type: none"> Establish such a network to activate the cooperation of local and regional tourism organisations and municipal enterprises
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Establish such a network

Environment and Land Use Heritage

Five regions are willing to reduce resource consumption by enhancing the percentage of enterprises with environmental certification (PP4, PP5, PP6, PP7, PP8). Additionally, these regions as well as PP9 and IPA1 try to limit resource consumption by increasing the percentage of large tourism enterprises connected to sewage water treatment. LP and PP5 did not formulate a vision, PP7 lacks the necessary infrastructure.

The formulation of vision concerning climate change adaption and sustainable mobility is based on the indicators “Percentage of enterprises with significant solar and photovoltaic panels” and “Number of significant tourism products based on bikes, boats or public transport”. IPA1 was the only region formulating a vision for the first one of these voluntary indicators. The aim is a minimum of 10 enterprises using solar or photovoltaic panels. All but two project regions (PP6 and PP9), that did not formulate a vision for this indicator, want to increase the number of significant tourism products based on bikes, boats or public transport as especially bike tourism has a huge potential for tourism purposes.

The percentage of tourism developments located in endangered zones can indicate potential risks to the tourism infrastructure caused by climate change. Four regions will address possible risks due to climate change by minimising the percentage of tourism developments in endangered zones (PP5, IPA1) or keep the current amount (PP7, PP9). PP4 will establish new rafting facilities, although twice a year the rivers bursts its banks. PP8 will consider opportunities for the development of tourism infrastructure in such zones. LP and PP6 did not formulate a vision with regard to this aspect.

Table 19: Environment and Land Use Heritage – Visions
(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)

Overall goals	Desired conditions	Indicators	PP	Vision
Reduce resource consumption	Tourism contributes to save energy and environmental resources	Percentage of enterprises with environmental certification	LP	• Indicator not selected
			PP4	• 2 %
			PP5	• Increase number of environmental certifications of enterprises (make the environmental certification compulsory in order to obtain the authorisation as a tourism enterprise)
			PP6	• 25 %
			PP7	• 3 %
			PP8	• 3 %
			PP9	• Indicator not selected
			IPA1	• Indicator not selected
		Percentage of large tourism enterprises connected to a sewage water	LP	• Currently > 90 %, no vision developed
			PP4	• 95 %
			PP5	• Currently > 96 %, no vision developed
			PP6	• 25 %
			PP7	• Impossible to affect due to lack of

		treatment		infrastructure
			PP8	<ul style="list-style-type: none"> 45 %
			PP9	<ul style="list-style-type: none"> Keep status quo (100 %)
			IPA1	<ul style="list-style-type: none"> Increase treatment to 20 % (small tourism enterprises, i.e. rural tourism households) Keep status quo for large manufacturing enterprises (sewage water treatment obligatory)
Climate change adaption and sustainable mobility	Tourism contributes to strengthen climate change adaptation and environment-friendly mobility	Percentage of enterprises with significant solar and photovoltaic panels	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> No vision formulated as no data available
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> Min. 10 enterprises using solar or photovoltaic panels
		Number of significant tourism products based on bikes, boats or public transport	LP	<ul style="list-style-type: none"> Develop bike and boat tourism (has a huge potential), new cycling trails to connect the two sides, cross-border bike sharing system, cross-border bike-boat system
			PP4	<ul style="list-style-type: none"> 2
			PP5	<ul style="list-style-type: none"> Extend the number of these tourism products and services such as eco-machines
			PP6	<ul style="list-style-type: none"> ~20
			PP7	<ul style="list-style-type: none"> 3 (additional railway paths)
			PP8	<ul style="list-style-type: none"> Increase tourism services based on ecological transport (bikes and public transport) by 3 %
PP9	<ul style="list-style-type: none"> No vision formulated as no data available 			
IPA1	<ul style="list-style-type: none"> ~20 			
Climate change risk avoidance	Tourism infrastructure considers possible risks due to climate change	Percentage of tourism developments located in endangered zones (e.g. flooding)	LP	<ul style="list-style-type: none"> No vision formulated as no data available
			PP4	<ul style="list-style-type: none"> 1 % (new facilities for rafting, although twice a year the river bursts its banks)
			PP5	<ul style="list-style-type: none"> In order to prevent the extension of endangered zones, the forest exploitations should be reduced.
			PP6	<ul style="list-style-type: none"> No vision formulated as not relevant
			PP7	<ul style="list-style-type: none"> Keep status quo (1)
			PP8	<ul style="list-style-type: none"> Envisage opportunities for tourism infrastructure in endangered zones and clarify responsibilities (municipalities and state)
			PP9	<ul style="list-style-type: none"> Keep status quo (> 5 %)
			IPA1	<ul style="list-style-type: none"> Remove consequences from the flood in 2014, and develop tourist offers (cycling and hiking tracks around recognised tourism destinations; culture tours; promotion of rural tourism)

Socio-economic Benefits and Regional Development

Economic benefits are perceived as one of the most important aspects of tourism development. In this context they are measured by overnight stays in the annual average and in different seasons as well as by the percentage of community income derived from tourism. Six out of eight regions want to increase the number or duration of overnight stays in the annual average. PP4 needs to gain data for this indicator and therefore could not formulate a vision, in PP7 there is no agreement yet. LP and IPA1 aim to increase the number or duration of overnight stays in the low season in order to have a more balanced number of visitors throughout the year, PP6 in both seasons. PP4 wants to keep the status quo and PP9 will increase the number of overnight stays in the high season. PP5 and PP8 want to develop a programme package to increase overnights stays and thus incomes. PP7 did not formulate a vision. The voluntary indicator “Percentage of community income derived from tourism” was only used by IPA1 to formulate a vision. This region intends to increase the income from tourism by 300 %.

LP, PP5 and PP9 did not formulate visions for the overall goal “Reduction of seasonality” due to a lack of data. Therefore, LP wants to conduct research to gain the relevant data. PP7 did not formulate goals concerning the first four indicators and PP8 on the last four indicators of this overall goal. The four regions, who formulated visions for this overall goal (PP4, PP6, PP8, IPA1), want to enhance the percentage of full time jobs in tourism. PP4, PP8 and IPA1 pursue the goal of increasing the number of part time jobs, whereas PP6 wants to decrease their number. PP4, PP8 and IPA1 aim at increasing the percentage of incoming/seasonal employees in tourism, PP6 at keeping the status quo. Only PP4 and PP6 provided a vision for the ratio of tourism employment to total employment. Both want to slightly increase the number. PP4, PP6, PP7 and IPA1 formulated a vision for the average occupation, the average occupation rate in the low season and the number of days classified as high season. All want to increase these numbers. LP, PP5, PP8 and IPA1 did not formulate a vision on these three indicators.

All regions except PP7 and IPA1 consider the increase of tourists’ expenses as an appropriate means to achieve economic benefits and formulated a vision accordingly. PP4 also wants to increase the expenses per visitor in different seasons; the other regions did not formulate a vision for this voluntary indicator.

Seven out of eight regions are willing to increase the percentage of shops and services open all year round to at least 80 %. LP did not formulate a vision. The voluntary indicator “Percentage of promotional material” was only selected by PP4 and PP8. PP4 wants to keep the current amount of promotional material, whereas PP8 wants to improve the provision of promotional material.

Table 20: Socio-economic Benefits and Regional Development – Visions

(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)

Overall goals	Desired conditions	Indicators	PP	Vision	
Economic benefits	The duration of visitor stays increases and contributes to community income	Overnight stays in the annual average	LP	<ul style="list-style-type: none"> Increase the number of overnight stays by cooperation between the DMOs of the two countries and product development 	
			PP4	<ul style="list-style-type: none"> Gain data for this indicator 	
			PP5	<ul style="list-style-type: none"> Develop a programme package to increase overnight stays and incomes 	
			PP6	<ul style="list-style-type: none"> 3.2 	
			PP7	<ul style="list-style-type: none"> No vision formulated as no agreement yet 	
			PP8	<ul style="list-style-type: none"> Increase by 10 % 	
			PP9	<ul style="list-style-type: none"> > 4 	
			IPA1	<ul style="list-style-type: none"> Increase duration of stays 	
			Overnight stays in different seasons	LP	<ul style="list-style-type: none"> Increase the number of overnight stays by cooperation between the DMOs of the two countries and product development
				PP4	<ul style="list-style-type: none"> Keep status quo (80 during the summer)
				PP5	<ul style="list-style-type: none"> Develop a programme package to increase overnight stays and incomes
				PP6	<ul style="list-style-type: none"> 4.2 in high season – June to September 3.2 in low season – October to May
		PP7		<ul style="list-style-type: none"> No vision formulated as no data available 	
		PP8		<ul style="list-style-type: none"> Develop a programme package to increase overnight stays and incomes 	
		PP9		<ul style="list-style-type: none"> Summer (high season): > 4 	
		IPA1		<ul style="list-style-type: none"> Increase duration of stays 	
		Percentage of community income derived from tourism	LP	<ul style="list-style-type: none"> Indicator not selected 	
			PP4	<ul style="list-style-type: none"> Indicator not selected 	
			PP5	<ul style="list-style-type: none"> Indicator not selected 	
			PP6	<ul style="list-style-type: none"> Indicator not selected 	
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available 	
			PP8	<ul style="list-style-type: none"> Indicator not selected 	
			PP9	<ul style="list-style-type: none"> Indicator not selected 	
			IPA1	<ul style="list-style-type: none"> Increase income by 300 % 	
Reduction of seasonality	Tourism provides increasing job opportunities with decreasing seasonality	Percentage of full time jobs in tourism	LP	<ul style="list-style-type: none"> Conduct a study first, as the relevant data on this overall goal is missing 	
			PP4	<ul style="list-style-type: none"> 20 % 	
			PP5	<ul style="list-style-type: none"> No vision formulated 	
			PP6	<ul style="list-style-type: none"> 35 % 	
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available 	
			PP8	<ul style="list-style-type: none"> > 45 % 	
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available 	
			IPA1	<ul style="list-style-type: none"> 5 % 	
			Percentage of part-time jobs in tourism	LP	<ul style="list-style-type: none"> Conduct a study first, as the relevant data on this overall goal is missing
				PP4	<ul style="list-style-type: none"> 20 %
				PP5	<ul style="list-style-type: none"> No vision formulated
				PP6	<ul style="list-style-type: none"> 30 %
		PP7		<ul style="list-style-type: none"> No vision formulated as no data available 	
		PP8		<ul style="list-style-type: none"> 35 % 	
		PP9		<ul style="list-style-type: none"> No vision formulated as no data available 	
		IPA1		<ul style="list-style-type: none"> No vision formulated as no data available 	

			IPA1	<ul style="list-style-type: none"> 5 %
		Percentage of incoming/ seasonal employees in tourism	LP	<ul style="list-style-type: none"> Conduct a study first, as the relevant data on this overall goal is missing
			PP4	<ul style="list-style-type: none"> 15 %
			PP5	<ul style="list-style-type: none"> No vision formulated
			PP6	<ul style="list-style-type: none"> Keep status quo (35 %)
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> 30 %
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> 5 %
		Ratio of tourism employment to total employment	LP	<ul style="list-style-type: none"> Conduct a study first, as the relevant data on this overall goal is missing
			PP4	<ul style="list-style-type: none"> 2.5 %
			PP5	<ul style="list-style-type: none"> No vision formulated
			PP6	<ul style="list-style-type: none"> 28 %
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> No vision formulated as no data available
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> No vision formulated as no data available
		Average occupation rate in percent	LP	<ul style="list-style-type: none"> Conduct a study first, as the relevant data on this overall goal is missing
			PP4	<ul style="list-style-type: none"> 50 %
			PP5	<ul style="list-style-type: none"> No vision formulated
			PP6	<ul style="list-style-type: none"> 95 %
			PP7	<ul style="list-style-type: none"> 25 %
			PP8	<ul style="list-style-type: none"> No vision formulated as no data available
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> 80 %
		Average occupation rate in the low season in percent	LP	<ul style="list-style-type: none"> Conduct a study first, as the relevant data on this overall goal is missing
			PP4	<ul style="list-style-type: none"> 10 %
			PP5	<ul style="list-style-type: none"> No vision formulated
			PP6	<ul style="list-style-type: none"> 82 %
			PP7	<ul style="list-style-type: none"> 10 %
			PP8	<ul style="list-style-type: none"> No vision formulated as no data available
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> 30 %
		Number of days that can be classified as high season (based on the average occupation rate)	LP	<ul style="list-style-type: none"> Conduct a study first, as the relevant data on this overall goal is missing
			PP4	<ul style="list-style-type: none"> Keep status quo (100)
			PP5	<ul style="list-style-type: none"> No vision formulated
			PP6	<ul style="list-style-type: none"> 25
			PP7	<ul style="list-style-type: none"> 120
			PP8	<ul style="list-style-type: none"> No vision formulated as no data available
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> 90
Tourist's expenses	A large variety of opportunities for the tourists to spend their money (food, tours, services,	Expenses per visitor per day	LP	<ul style="list-style-type: none"> Improve the tourists' expenses through product development, new package offers and high standard services to encourage visitor to spend money in the region
			PP4	<ul style="list-style-type: none"> 40 EUR
			PP5	<ul style="list-style-type: none"> 80 EUR by increasing the number of tourism products and services

	infrastructure)		PP6	• 60 EUR	
			PP7	• No vision formulated as no data available	
			PP8	• ~35 EUR (~70 BGN)	
			PP9	• > 100 EUR	
			IPA1	• No vision formulated	
		Expenses per visitor in different seasons	LP	• Indicator not selected	
			PP4	• 40 EUR	
			PP5	• No vision formulated	
			PP6	• Indicator not selected	
			PP7	• No vision formulated as no data available	
			PP8	• Indicator not selected	
			PP9	• Indicator not selected	
			IPA1	• No vision formulated	
Availability and quality of services	Tourism supports local infrastructure and services		Percentage of shops and services open all year round	LP	• No vision formulated as no data available
				PP4	• Keep status quo (90 %)
		PP5		• Keep status quo (almost 100 %)	
		PP6		• 80 %	
		PP7		• 90 %	
		PP8		• Keep status quo (> 85 %)	
		PP9		• 90 %	
		IPA1		• Keep status quo (90 %)	
		Provision of promotional material	LP	• No vision formulated	
			PP4	• Keep status quo	
			PP5	• No vision formulated	
			PP6	• Indicator not selected	
			PP7	• No vision formulated	
			PP8	• Improve provision of promotional material and additional information	
PP9	• Indicator not selected				
IPA1	• No vision formulated				

Socio-cultural and Built Heritage

Six regions (PP4, PP5, PP6, PP8, PP9, IPA1) want to increase the amount of local specialities offered in the local gastronomy. However, the vision on the amount of local food offered differs from 30 % to 85 %. PP7 will keep the already higher current amount of local specialities in the gastronomy. LP will conduct a study on this topic, as exact data is not available.

The number of different guided tours on cultural heritage will be increased by all regions except of LP. LP wants to synchronise the offer with the needs of tourists. Additionally, this region will conduct a study on the need of more guided tours on cultural heritage.

Visions on the contribution of tourism taxes invested in culture (events, buildings) have been only developed by half of the regions. PP4 wants introduce tourism taxes to use 20 % of them for culture; PP5 wants to introduce tourism taxes. PP8 as well as IPA1 will consider, if tourism taxes can contribute to the implementation of different events in their regions.

Most PPs perceive security as satisfying and therefore will maintain the current situation regarding the number of victims and tourists' perception of danger. PP6 having the highest amount wants to reduce the number of tourists, who became victims, by 50 %.

IPA1 thinks that there is no socio-cultural disturbance due to tourism. Therefore, they want to increase the amount of tourists in their region. PP7 will also raise the ratio of tourists to residents on average and on peak time, but and keep the status quo of days with crowding effects. PP9 did not formulate any vision on the overall goal socio-cultural disturbance. PP8 sees possible problems with regard to this topic because of their nomination to European Capital of Culture in 2019. LP, PP4 and PP5 want to keep the status quo of their selected indicators.

Table 21: Socio-cultural and Built Heritage – Visions

(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)

Overall goals	Desired conditions	Indicators	PP	Vision
Local food	The local gastronomy provides a share of local specialities	Percentage of restaurants and hotels offering local specialities	LP	<ul style="list-style-type: none"> Conduct a study on this topic, as no exact data available so far
			PP4	<ul style="list-style-type: none"> 60 %
			PP5	<ul style="list-style-type: none"> Increase current number (10 %) by introducing qualification criteria for accommodation units and restaurants offering local products and services.
			PP6	<ul style="list-style-type: none"> 70 %
			PP7	<ul style="list-style-type: none"> Keep status quo (86 %)
			PP8	<ul style="list-style-type: none"> 85 %
			PP9	<ul style="list-style-type: none"> 40 %
			IPA1	<ul style="list-style-type: none"> 30 %
Awareness and use level	All cultural hotspots are highly visited	Number of different guided tours on cultural heritage	LP	<ul style="list-style-type: none"> Synchronise the offer with the needs of tourists; conduct a study, whether there is need for more guided tours
			PP4	<ul style="list-style-type: none"> 6 tours
			PP5	<ul style="list-style-type: none"> Develop new tourism packages
			PP6	<ul style="list-style-type: none"> 20
			PP7	<ul style="list-style-type: none"> 11 on a weekly basis system to track private tours
			PP8	<ul style="list-style-type: none"> 16-17
			PP9	<ul style="list-style-type: none"> 25
			IPA1	<ul style="list-style-type: none"> 20
Contribution	Tourism taxes contribute to the organisation of events	Percentage of tourism taxes invested in culture (events, buildings)	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> 20 % (new local legislation proposal)
			PP5	<ul style="list-style-type: none"> Introduce tourism taxes
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> Consider, if tourism taxes can contribute to the implementation of different events
			PP9	<ul style="list-style-type: none"> Not relevant as currently no tourism taxes
			IPA1	<ul style="list-style-type: none"> Conduct a study
Security	The crime rate is not influenced by tourism	Number of reported victims who are tourists	LP	<ul style="list-style-type: none"> Keep status quo (24 in Hungary in 2016)
			PP4	<ul style="list-style-type: none"> Keep status quo (0)
			PP5	<ul style="list-style-type: none"> Keep status quo (minimal crime rate)
			PP6	<ul style="list-style-type: none"> 50
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> Keep status quo (0)
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> Keep status quo (0)
		Tourists' perception of danger	LP	<ul style="list-style-type: none"> Indicator not selected
			PP4	<ul style="list-style-type: none"> Keep status quo (no perception of danger)
			PP5	<ul style="list-style-type: none"> Keep status quo (no perception of danger)
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> Consider and take different measures, that inhabitants and tourists feel safe
			PP9	<ul style="list-style-type: none"> Keep status quo (no perception of danger)
			IPA1	<ul style="list-style-type: none"> Indicator not selected

Socio-cultural disturbance	The share of visitors in relation to the local residents is perceived as adequate	Ratio of tourists to residents on average	LP	• Keep status quo (1:300)
			PP4	• Indicator not selected
			PP5	• Keep status quo (1:20)
			PP6	• Indicator not selected
			PP7	• Increase the ratio in line with increasing mostly the overnight stays in pre and post season months
			PP8	• Possibly problems in 2019, when Plovdiv is the EU Capital of Culture
			PP9	• Indicator not selected
			IPA1	• Increase in underdeveloped areas by 50 %
		Ratio of tourists to residents at peak times	LP	• Indicator not selected
			PP4	• Indicator not selected
			PP5	• Keep status quo (1:12.5)
			PP6	• Indicator not selected
			PP7	• Increase, but no common agreement on an exact number yet
			PP8	• Indicator not selected
			PP9	• Indicator not selected
			IPA1	• Increase in underdeveloped areas by 50 %
		Days in the main season with crowding effects	LP	• Keep status quo (no crowding effect)
			PP4	• Keep status quo (0)
			PP5	• Keep status quo (25)
			PP6	• 8
			PP7	• Keep status quo (30)
PP8	• Possibly problems in 2019, when Plovdiv is the EU Capital of Culture			
PP9	• Indicator not selected			
IPA1	• Indicator not selected			
Perception of cultural impacts	The majority of visitors believes that they are not impacting the destination identity	Percentage of positive statements	LP	• Indicator not selected
			PP4	• 70 %
			PP5	• Keep status quo (70 %)
			PP6	• Indicator not selected
			PP7	• No vision formulated as no data available
			PP8	• Further increase from > 80 %
			PP9	• No vision formulated as no data available
			IPA1	• Indicator not selected

Quality of Visitor Experience and Product Development

LP, PP7 and PP9 have no available data on visitor satisfaction; therefore they did not provide any figures for future development. The goal is to conduct a survey within the whole region to gain data on visitor satisfaction. PP5 and IPA1 want to keep the current percentage of visitors evaluating their stay positively. IPA1 wants to decrease the amount of critical evaluations as far as possible, whereas PP5 wants to keep the current status in this regard. PP6 and PP8 want to increase the number of positive evaluations by 5 %, PP4 by 10 %.

The number of offers and events promoting local product is currently increasing throughout the project regions and should continue to increase. PP7 and IPA1 want 80 % of all offers to promote local products. LP aims at achieving this goal by intensified promotion and establishing a common information platform. PP6 wants to increase the number via intensified cooperation. As LP has no clear USPs yet, their vision is to create them in the course of the INSIGHTS project. PP4, PP9 and IPA1 want to increase the number of USPs in their respective regions. PP4 and PP7 want to achieve additional recognition of regional unique products and aspects of the USP. PP5 is going to create a top 10 list of local tourism potentials unique in Europe. All regions want to improve promotional material of their USPs.

Five regions (PP4, PP6, PP7, PP8, IPA1) will try to increase the number of offers available for handicapped people. PP5 wants to maintain the current program dedicated to wheel chair tourism. LP intends to conduct a study to gain information. Newly developed tourism products will be available also for handicapped visitors of this region. PP9 did not formulate a vision for this indicator.

To improve the infrastructure for outdoor recreation LP plans to establish three additional cycling trails and a cross border bike sharing system as well as three new adventure paths and a cross-border boat service. PP4 plans to increase the number of cycling trails to 20, of hiking trails to 30, of adventure paths to four, of guest guiding systems to 50 and of water sport opportunities to five. PP5 wants to develop cycling trails and link localities by them. PP6 intends to increase the number of cycling trails to eight, of adventure paths to three and of water sport opportunities to 20. PP7 plans to increase the number of cycling trails to 14, of hiking trails to eleven, of adventure paths to five and keep the two water sport opportunities. Additionally, they will establish 31 information boards, five guided tours and one audio guide. PP8 intends to expand cycling trails to the whole Plovdiv region, establish three adventure paths and one additional guest guiding system, and organise (inter)national water sport opportunities. PP9 will maintain the number of the various outdoor recreation opportunities and improve their quality level. IPA1 aims at having eight cycling trails, seven hiking trails, two adventure paths and increasing the sports opportunities at Gruza and Garasko lake.

The number of packages for nature based tourism will be increased by PP4, PP6 and PP9. PP8 will establish such packages and IPA1 will integrate already existing tours into the tourism offer. PP7 wants to keep the status quo. PP5 and PP9 did not formulate visions concerning the monitoring of outdoor infrastructure. LP will maintain the current monitoring system and frequency, PP4 the current system. PP6 will define a team or organisation to monitor the infrastructure and the intervals. IPA1 will increase the organisation level. PP7 will put a tourism board with a larger amount of available funds in charge for a monthly monitoring. Except for PP5 and PP9, who did not formulate a vision, all regions want to improve the availability of information on the local outdoor recreational offers, by covering more offers, increasing the organisational level and/or using additional communication channels. PP4 and PP7 will also work on certifying this infrastructure.

The attractive infrastructure for the tourists' outdoor experience and environmental education is measured by the numbers of information centres, viewing platforms, educational trails and guest guiding systems. At least one of these indicators had to be chosen to create a vision for this overall goal. All PPs try to improve the attractiveness of infrastructure by raising the amount of either information centres, viewing platforms educational trails or guest guiding systems.

Only five regions developed visions concerning the recommendation of visitors. PP4, PP5, PP6 and PP8 want to improve the percentage of visitors who believe they had a remarkable experience linked to the territory and its typical products. IPA1 wants to maintain the high current amount. All of these PPs want to improve the percentage of visitors who came by recommendation.

Table 22: Quality of Visitor Experience and Product Development – Visions

(Indicators: **black** = mandatory; **red** = alternative indicators, select one; **green** = optional indicators)

Overall goals	Desired conditions	Indicators	PP	Vision
Visitor satisfaction	The visitors leave the destination satisfied	Percentage of visitors evaluating their stay positively	LP	<ul style="list-style-type: none"> Regularly conduct a survey for the whole region in order to get data of visitor satisfaction
			PP4	<ul style="list-style-type: none"> 80 %
			PP5	<ul style="list-style-type: none"> Keep status quo (70 %)
			PP6	<ul style="list-style-type: none"> 95 %
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> > 75 %
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> Keep status quo (90 %)
		Percentage of critical evaluation is decreasing	LP	<ul style="list-style-type: none"> Regularly conduct a survey in the whole region in order to get data of visitor satisfaction
			PP4	<ul style="list-style-type: none"> Indicator not selected
			PP5	<ul style="list-style-type: none"> Keep status quo (10 %, decreasing)
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> No vision formulated as no data available
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> Decrease critical evaluations as far as possible
Unique selling proposition (USP)	The offer for the visitor is unique and differs from others. The majority of visitor experiences is distinctly different from other destinations	Number of offers and events promoting local products is increasing	LP	<ul style="list-style-type: none"> Increase the promotion of events, offers with local products, establish a common platform for information sharing, offer trainings for small enterprises, create a professional platform for local producers
			PP4	<ul style="list-style-type: none"> Increasing tendency
			PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Improve the number by advanced cooperation
			PP7	<ul style="list-style-type: none"> 80 % of all offers and events should promote local products
			PP8	<ul style="list-style-type: none"> Keep this increasing tendency
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> 80 % of all offers should promote local products
		Offers with a USP	LP	<ul style="list-style-type: none"> Create inclusive tourism products for both regions (cross-border bike and boat sharing systems; cultural theme parks, wine, boat, cycling and festival tourism)
			PP4	<ul style="list-style-type: none"> 30 %
			PP5	<ul style="list-style-type: none"> Create a top 1 list of local tourism potentials unique in Europe
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Keep status quo
			PP8	<ul style="list-style-type: none"> Create inclusive tourism products
			PP9	<ul style="list-style-type: none"> 2-3
			IPA1	<ul style="list-style-type: none"> 5
		The majority of visitors is able to	LP	<ul style="list-style-type: none"> No vision formulated as no data available
			PP4	<ul style="list-style-type: none"> 90 %

		name some unique products and aspects of the USP	PP5	<ul style="list-style-type: none"> Indicator not selected
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> Additional recognition of local products and special features
			PP8	<ul style="list-style-type: none"> Yes: Plovdiv old town, hills, wine routes, archaeological sites in Plovdiv districts, Hisar, Starosel, etc.
			PP9	<ul style="list-style-type: none"> Indicator not selected
			IPA1	<ul style="list-style-type: none"> Indicator not selected
		The USP is clearly marketed with related promotional material	LP	<ul style="list-style-type: none"> Do that together with the formulation of a common strategy and product development
			PP4	<ul style="list-style-type: none"> Yes
			PP5	<ul style="list-style-type: none"> Improve marketing of rarities
			PP6	<ul style="list-style-type: none"> Create a framework for promotion within the strategy
			PP7	<ul style="list-style-type: none"> Additional promotional material
			PP8	<ul style="list-style-type: none"> Yes, those listed above
			PP9	<ul style="list-style-type: none"> Mark and promote the additional USP
			IPA1	<ul style="list-style-type: none"> Promotional material with USP for the region and individual destinations
Inclusive offer	The number of products/offers for handicapped and disabled visitors is increasing	Number of inclusive tourism offers	LP	<ul style="list-style-type: none"> Conduct a study to collect data New tourism projects will be available also for handicapped people
			PP4	<ul style="list-style-type: none"> 5
			PP5	<ul style="list-style-type: none"> Keep status quo (1 program dedicated to wheelchair tourism)
			PP6	<ul style="list-style-type: none"> ~20
			PP7	<ul style="list-style-type: none"> 30 % of offers are inclusive offers (part of accommodation facilities and big part of restaurants and public facilities)
			PP8	<ul style="list-style-type: none"> Further increase the number of 10
			PP9	<ul style="list-style-type: none"> No vision formulated as no data available
			IPA1	<ul style="list-style-type: none"> 10 %
Improved infrastructure for outdoor recreation in the tourism destination	The number of infrastructure for main outdoor recreation activities are monitored, maintained, and in a good condition	Number of cycling trails	LP	<ul style="list-style-type: none"> 3 additional thematic routes and a cross boarder bike sharing system (=> 27)
			PP4	<ul style="list-style-type: none"> 20
			PP5	<ul style="list-style-type: none"> Develop cycling trails and link localities with this trails
			PP6	<ul style="list-style-type: none"> 8
			PP7	<ul style="list-style-type: none"> 14
			PP8	<ul style="list-style-type: none"> Expand the cycling trails to cover the whole Plovdiv region
			PP9	<ul style="list-style-type: none"> Maintain the number (~55) and improve the quality level
			IPA1	<ul style="list-style-type: none"> 8
		Number of hiking trails	LP	<ul style="list-style-type: none"> Keep status quo (~20)
			PP4	<ul style="list-style-type: none"> 30
			PP5	<ul style="list-style-type: none"> No vision formulated
			PP6	<ul style="list-style-type: none"> Indicator not selected
			PP7	<ul style="list-style-type: none"> 11
			PP8	<ul style="list-style-type: none"> Indicator not selected
			PP9	<ul style="list-style-type: none"> Maintain the number (~20) and improve

				the quality level
			IPA1	<ul style="list-style-type: none"> 7
	Number of adventure paths	LP		<ul style="list-style-type: none"> 3 more
		PP4		<ul style="list-style-type: none"> 4 adventure parks with different paths
		PP5		<ul style="list-style-type: none"> No vision formulated
		PP6		<ul style="list-style-type: none"> 3
		PP7		<ul style="list-style-type: none"> 5
		PP8		<ul style="list-style-type: none"> 3 in Plovdiv district
		PP9		<ul style="list-style-type: none"> Maintain the number (~15) and improve the quality level
		IPA1		<ul style="list-style-type: none"> 2
	Number of guest guiding systems	LP		<ul style="list-style-type: none"> Keep status quo (~50)
		PP4		<ul style="list-style-type: none"> 50
		PP5		<ul style="list-style-type: none"> Indicator not selected
		PP6		<ul style="list-style-type: none"> Indicator not selected
		PP7		<ul style="list-style-type: none"> 31 information boards, 5 guided tours, 1 audio guide
		PP8		<ul style="list-style-type: none"> 1 additional guest guiding system
		PP9		<ul style="list-style-type: none"> Maintain the number (15) and improve the quality level
		IPA1		<ul style="list-style-type: none"> Indicator not selected
	Number of water sport opportunities	LP		<ul style="list-style-type: none"> Cross-border boat service
		PP4		<ul style="list-style-type: none"> 5
		PP5		<ul style="list-style-type: none"> Indicator not selected
		PP6		<ul style="list-style-type: none"> 20
		PP7		<ul style="list-style-type: none"> Keep status quo (2)
		PP8		<ul style="list-style-type: none"> Organise national and international water sport events: <ul style="list-style-type: none"> world, European and state rowing and canoe championships for youngsters, men and women competitions for sport fishing
		PP9		<ul style="list-style-type: none"> Maintain the number (30) and improve the quality level
		IPA1		<ul style="list-style-type: none"> Increase sports opportunities at Gruza and Garasko lake
	Number of packages for nature based tourism	LP		<ul style="list-style-type: none"> No vision formulated as no data available
		PP4		<ul style="list-style-type: none"> 6
		PP5		<ul style="list-style-type: none"> No vision formulated
		PP6		<ul style="list-style-type: none"> 15-20
		PP7		<ul style="list-style-type: none"> Keep status quo (in private tourism packages)
		PP8		<ul style="list-style-type: none"> Establish such packages
		PP9		<ul style="list-style-type: none"> Develop new products and packages and promote active selling
		IPA1		<ul style="list-style-type: none"> Integrate existing hiking tours, sports and recreation offers, into tourism packages
	Team or organisation to check and monitor the infrastructure	LP		<ul style="list-style-type: none"> No need for change
		PP4		<ul style="list-style-type: none"> No need for change
		PP5		<ul style="list-style-type: none"> No vision formulated
		PP6		<ul style="list-style-type: none"> Define a team or organisation
		PP7		<ul style="list-style-type: none"> Tourism boards with a larger amount of available funds

		Monitoring intervals/periods	PP8	• No need for change
			PP9	• No vision formulated
			IPA1	• Increase the organisational level of monitoring
			LP	• No need for change (once a year)
			PP4	• No vision formulated as no data available
			PP5	• No vision formulated as no data available
			PP6	• Define monitoring intervals
			PP7	• Monthly
			PP8	• Periodically
		PP9	• No vision formulated	
		IPA1	• Increase the organisational level of monitoring	
		Availability and amount of information on the local outdoor recreational offer	LP	• Common websites, brochures, leaflets, maps should be created in 3 languages (Hungarian, Slovak and English) for the whole region.
			PP4	• 25
			PP5	• No vision formulated
			PP6	• Fully
			PP7	• additionally on all municipalities' web pages
			PP8	• Increase
			PP9	• No vision formulated
		IPA1	• Increase organisational level of information	
		Existence of certified infrastructure	LP	• Indicator not selected
			PP4	• 5
			PP5	• No vision formulated
			PP6	• Indicator not selected
			PP7	• 3
			PP8	• Indicator not selected
			PP9	• No vision formulated
			IPA1	• Indicator not selected
		Attractive infrastructure for the tourists' outdoor experience and environmental education	The offers for tourists to experience nature are diverse and up-to-date	Number of information centres
PP4	• 5			
PP5	• 1 county level tourism information centre to coordinate the already existing ones			
PP6	• 25			
PP7	• An additional tourist information centre with a souvenir shop			
PP8	• 1 additional tourism information centre and improve and enrich their activities			
PP9	• 10			
IPA1	• >4			
Number of viewing platforms	LP			• Indicator not selected
	PP4		• 5	
	PP5		• No vision formulated	
	PP6		• Indicator not selected	
	PP7		• 11	
	PP8		• Viewing platforms on Plovdiv hills	

			PP9	• 20
			IPA1	• Indicator not selected
		Number of educational trails	LP	• On the Hungarian side 2-3 new trails are planned within the next 3 years (=> 13)
			PP4	• 5
			PP5	• No vision formulated
			PP6	• 25
			PP7	• Indicator not selected
			PP8	• 2 new trails (=> 6)
			PP9	• 20
			IPA1	• Indicator not selected
		Number of guest guiding systems	LP	• Indicator not selected
			PP4	• 3
			PP5	• No vision formulated
			PP6	• Indicator not selected
			PP7	• Indicator not selected
			PP8	• 1 additional guest guiding system
			PP9	• 20
			IPA1	• Indicator not selected
Recommendation	The majority of visitors would recommend the destination to others	Percentage of visitors who believe they had a remarkable experience linked to the territory and its typical products	LP	• Indicator not selected
			PP4	• 80 %
			PP5	• Increase the actual number of 20 % by tourism product & service development
			PP6	• 95 %
			PP7	• No vision formulated as no data available
			PP8	• 60 %
			PP9	• No vision formulated as no data available
			IPA1	• Keep status quo (90 %)
		Percentage of visitors who came by recommendation	LP	• Indicator not selected
			PP4	• 50 %
			PP5	• Increase the actual number of 40 % by tourism product & service development
			PP6	• 25 %
			PP7	• No vision formulated as no data available
			PP8	• 25 %
			PP9	• No vision formulated as no data available
			IPA1	• Keep the high percentage of the region (80 % of the visitors coming to Topola)

4 Discussion, challenges and lessons learned

Several challenges affecting the majority of project regions have been identified by comparing the findings of the local level status quo reports. These are illustrated and discussed in the following subchapters.

4.1 Support and Communication of Sustainability Goals

All project regions are aware of the importance of sustainability for future development. Therefore, all the regions made it their aim to elaborate mission statements on sustainability goals and make them visible for the local population, stakeholders and visitors. Currently, sustainability goals are formulated in programmes, strategies or concepts. It is a problem, that these documents are either not valid for the whole region or that the sustainability goals are not sufficiently communicated to the public. A mission statement published in a flyer, folder or on websites informing about the sustainability goals of a whole region is often missing. The challenge for most of the PPs will be to formulate mission statements on sustainability for the whole region and to find adequate ways to enhance the visibility of goals and ideas of sustainability for the local population and stakeholders.

4.2 Destination Management, Coordination and Cooperation within the Regions

The majority of project regions indeed has a strategic concept for tourism development but only one project region has an institution coordinating the tourism product of the regions, establishing linkages or networks for cooperation or creating a holistic picture of the destination. Therefore, the assessment reveals a lack of management structures and institutions coordinating the overall development and the creation of new products. Furthermore, the findings of the assessment process show, that the establishment of such a regional destination management is not perceived as an overly important goal of destination development. However, establishing a functioning destination management with a leading organisation should be an overall goal of (sustainable) tourism development. This DMO can be a strategic leader of a destination coordinating and promoting tourism activities and offers on the basis of a coherent strategy. Its tasks are to coordinate a regions' tourism products, offers and events, provide information for stakeholders and visitors, develop and market products and strategies, initiate cooperation and create a holistic image of a destination. Additionally, a DMO following sustainable principles considers the needs of residents, preserves natural and cultural resources and integrates other regional sectors in their planning and network (UNWTO, 2007). Establishing a DMO for planning, managing and

coordinating supply, demand, visitors and resources will probably help to tackle the regions' problem of fragmented tourism supply without proper coordination. The implementation of a DMO could also improve the availability of data and the political awareness of tourism benefits.

4.3 Awareness and Knowledge with regard to Environmental and Socio-cultural Aspects

Results show that the overall goals within the categories "Environment and Land Use Heritage" and "Socio-cultural and Built Heritage" were generally considered as less important with regard to tourism development as compared to the overall goals within the categories "Destination Strategy, Cooperation and Management Structure", "Socio-economic Benefits and Regional Development" and "Quality of Visitor Experience and Product Development". Most partners are not yet aware and thus have not been communicating to their stakeholders, that the way they use natural and social resources and react to possible changes can influence the development of the tourism sector and their whole region. Considering this will be important for the development of tourism products, offers and strategies in the future.

4.4 Educational and Learning Offers in Tourism

Additionally, the findings show that all regions plan to enhance learning and educational offers in tourism on two levels. On the one hand more educational, learning and training offers for tourism stakeholders are required to improve the awareness and knowledge with regard to sustainable forms, strategies and management of tourism. On the other hand, some regions have a need for additional trainings and better education of tourism employees to achieve more competence, professionalism and quality.

4.5 Unique Selling Proposition (USP) and Integrated Product Offers

The self-assessment process shows that some of the regions are not aware of the unique selling proposition of their region, have little offers based on this USP or do not communicate the USP enough. The identification and promotion of the region's strongest and unique aspects (landscapes, built or cultural heritage) is a key factor for the success, branding and marketing of tourism destinations. It helps to distinguish a destination from others and communicates the character of a region. Additionally, the marketing and promotional material for services and products of the destinations has to be enhanced in many cases. These deficiencies also have negative consequences for further planning and implementation

of new products since it remains unclear which regional characteristics should be strengthened by this new development. Lacking this overarching focus is likely to reduce the efficiency of any of the products. However, most of the regions have a variety of typical local products like local food, traditional crafts and intangible cultural heritage as well as a large variety of offers for outdoor recreation. Unfortunately, this variety of local offers is not always strategically used for tourism purposes as certification processes are lacking or the connection with infrastructure is missing. Therefore, in most of the regions there is a need of using all the aspects and to diversify their tourism offer and enhancing it to the USP. Additionally, integrated product offers in tourism are quite rare in the regions. The survey shows, that all regions show a quite low number of tourism packages combining various local products with overnight stays and transportation. These unique offers would allow the development of unique local packages for tourists.

4.6 Climate Change Adaption and Resource Consumption

The results suggest that the project partners do not think that the tourism industry within their regions has the ability to contribute to climate change adaption and climate change risk avoidance. The partners' awareness of related risks and the local responsibility in this respect is rather low. Therefore, within the project regions tourism hardly contributes to climate change adaption or considers possible risks due to climate change. Moreover, regions formulated few future plans for this aspect. One reason might be a lack of awareness of climate change. However, even if the regions and their stakeholders are aware of climate change, they will not automatically contribute to climate change mitigation or adaption. This assumption is based on comments given in the status quo reports. Three different reasons were identified: Low level of concern for negative effects caused by climate change because it is perceived as a distant threat more likely affecting other geographical areas; climate change is no priority issue, it seems less relevant in relation to other issues regions are facing at the moment like unemployment or economic development; PPs don't feel responsible for taking or developing measures on climate change mitigation or adaption. National bodies should develop strategies and regulations that regions implement, and provide sufficient funding. However, PPs have to recognise, that climate change might increase the potential of damage due to natural hazards or change local natural and environmental conditions. Considering this may be important for the development and condition for tourism products, offers and strategies in the future.

The consumption of energy and the provision of renewables is closely related to the willingness to adapt to climate change. Therefore, the findings show that only a little amount of enterprises and accommodation have environmental certifications or alternative forms of energy sources. However, only one project region perceives resource efficiency as nearly

impossible to achieve whereas the others created visions for enhancing environmental certification and the connection of more tourism facilities to sewage water treatment. Additionally, PPs are willing to protect natural and cultural landscapes as well as their species and habitats. However, they are less willing to conserve environmental resources by using them more sparingly. Therefore, the sustainable use of resources by the tourism industry needs to be fostered in the future.

4.7 Economic Benefits

The regions participating in this project are at different stages of tourism development. In some regions tourism is already contributing to the local economy whereas in other regions tourism is still in a starting phase with most businesses operating as a secondary activity. However, contributing to regional income is perceived as one of the most important aspects regarding tourism development. Findings show that the spending of tourists, overnight stays and employment in tourism is rather low in most of the project regions. Therefore, the contribution of tourism to regional income has to or can be further increased. As measures to achieve economic benefits, regions aim to increase the number of overnight stays and visitors, the amount of tourism expenses and tourism offers/products.

Furthermore, findings of the self-assessment process show a seasonality of demand as visitors and overnight stays are concentrated in the summer period in most of the regions. As this is seen as a problem especially in economic terms and employment, it will be a goal for the future to reduce the seasonal fluctuation in the number of visitors.

In the majority of project regions, there is no concept of tourism taxes. Thus, it would be helpful to conduct a study, whether tourism taxes or other charges could be considered as possible funding for tourism offers, products and infrastructure. Especially, because some regions claim that they do not have the possibility to create certain tourism products or foster cooperation initiatives due to a lack of financial resources.

4.8 Visitor Satisfaction and Consumer Feedback

For the development of new products but also for monitoring and increasing economic benefits, data on visitor satisfaction and their economic contribution are required. Therefore, the partners need to improve or develop methods of acquiring visitor feedback to evaluate their satisfaction and experience in the respective region. The information gathered can be used for developing or improving the quality of tourism services, offers and products. This information can additionally contribute to meet the needs and expectations of the tourists, improve the visitor experience and satisfaction, guide business or market decisions or to

detect new demands of tourists. The satisfaction of visitors is interlinked to their willingness to recommend or return to the destination.

4.9 Social and Cultural Benefits

According to the regions' findings, the percentage of permanent employment in tourism is very low due to the mostly seasonal character of tourism. Additionally, some regions stated that there is a need for more educational programmes for tourism staff, as the level of qualification is not very high. A further problem of the employment in tourism is the sometimes low payment. Moreover, in all project regions, women are prevailing as tourism workforce, performing a high amount of unpaid work in family tourism businesses, and are concentrated in low paid, low status and part-time jobs in tourism (UNWTO, 2011). Therefore, the project should contribute to enhance the positive impact of tourism development on women's lives by empowering them, fostering equality in payment and reducing the seasonal and part time character of employment in tourism.

The PPs' status quo reports provided little information on the maintenance and awareness of cultural and built heritage. The regions provided hardly any information on indicators like existence of an inventory of sites and buildings, buildings in a good condition, the number of events and cultural association. Often they stated that they have no data available for these aspects. Some regions reported that built heritage is sometimes abandoned and not being maintained. Therefore, the assumption is that there is a need to foster the awareness for and efforts in this area.

Accessibility for everyone is often only provided in accommodations and museums, whereas regions lack other inclusive tourism products. Considering the aging population or the amount of people with physical disabilities, enhancing the inclusive tourism offers could be a lucrative market sector in the project regions. The accessibility of a destination can be a way of promoting a destination and its quality of services and attracting a wider range of and more tourists.

4.10 Sustainable Development

On national as well as on regional and local level only a few policies are dedicated exclusively to sustainable development of tourism. The sustainable use of natural, cultural or social resources is formulated as a priority in the tourism strategies. Besides, several policies in other thematic fields can have a strong influence on the sustainability in the tourism sector.

However, comprehensive strategies for sustainable tourism on different governmental levels will foster its development.

The self-assessment manual uses indicators for analysing the region's situation concerning sustainable tourism development. The application of the indicators requires certain data. However, data for aspects that the indicators should measure is often missing, unavailable or not adequate in the partner regions. Therefore, the indicators were sometimes not applicable. As data is necessary for planning, management and monitoring of (sustainable) tourism, the availability and accessibility needs to be improved in the project regions.

In this context also the great opportunities of products closely linked to protected areas are often not perceived. The protection of natural areas, species and habitats is well established in most of the project regions. However, the protected parts and species are not properly used for tourism purposes. Promotional material, information tools and infrastructure for showing these areas are mostly missing.

Sometimes, see also the USP, one gets the impression, that the focus on specific local new products is not seen as an element of a much broader picture on sustainable tourism development.

5 Conclusion

The main outcomes of work package 3 called “Local Strategies” are integrated sustainable tourism strategies for the eight project regions. The assessment of the current situation with regard to sustainable tourism development formed the basis for elaborating these strategies.

This assessment was compiled with the help of a self-assessment manual containing indicators evaluating the current situation of sustainable tourism development within the project area. The findings were put together in a report called local level status quo synthesis.

This report summarises the respective findings and discusses challenges for sustainable tourism development. Key issues are the overall awareness and knowledge on environmental and social aspects, the existence of management structures, communication tools, educational offers, a unique selling proposition (USP), climate change adaption tools and risk awareness, economic and social benefits.

If the visitor and customer feedbacks as well as economic and natural data were available, the opportunity for a sustainable development would significantly improve. This could enhance the further development of a respective policy framework for sustainable tourism and a related product development.

References

World Tourism Organization (UNWTO) (2007): A Practical Guide to Tourism Destination Management. Online: <http://www.e-unwto.org/doi/book/10.18111/9789284412433> (05.09.2017).

Annex: Description of the Pilotregions


5.1 LP: The Pons Danubii region

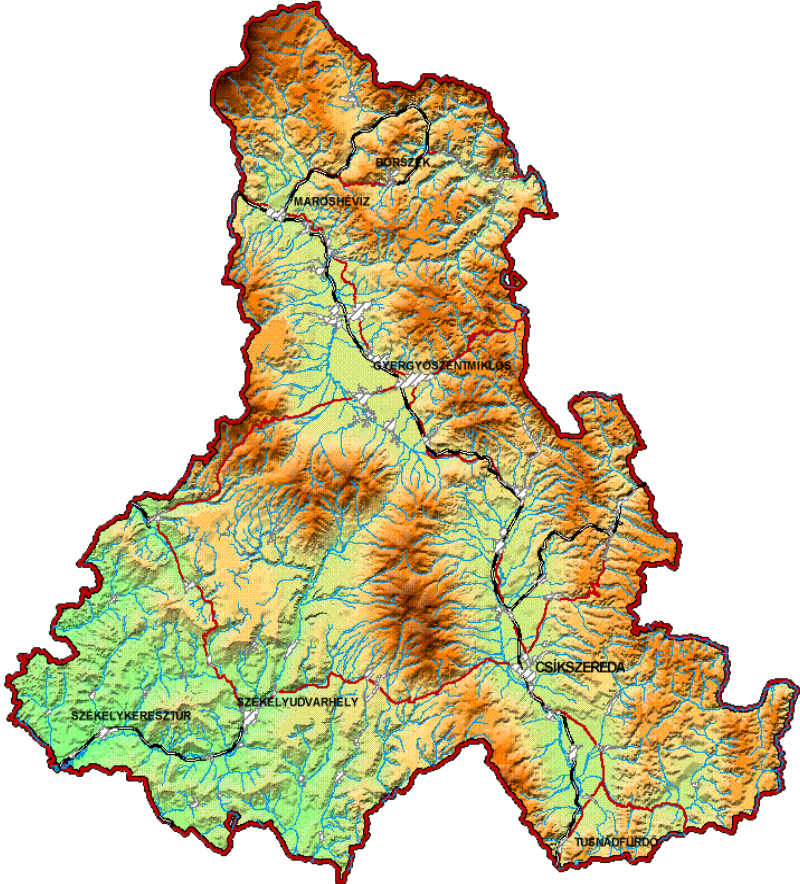
Name of the region	Pons Danubii region
Definition of the target area	The Pons Danubii cross-border region consists of the following LAU1 regions (districts): <ul style="list-style-type: none"> • SK: Okres Komárno (Komárno district) • HU: Komáromi járás (Komárom district), Tatai járás (Tata district) Kisbéri járás (Kisbér district), Oroszlányi járás (Oroszlány district)
Coverage (km ²) of the region	2 495.32 km ²
Demographic statistics	Total population of the region: 226 158 (2015) Population change in the past 10 years: The population in 2015 was 95.4 % of the population in 2005 (236 942).
Main touristic hotspots	<ul style="list-style-type: none"> • Fortification system in Komárom and Komárno including the Old Fortress and New Fortress in Komárno, the Fort Monostor, Fort Csillag and Fort Igmánd in Komárom • Courtyard of Europe in Komárno • Spas in Komárom, Komárno, and Patince • Fényes spa and nature trail in Tata • The biggest Roman castellum in Celemantia, Iža • The best known Slovak observatory in Hurbanovo • Shipboard Water mill Gúta (Kolárovo) • Old lake of Tata + other lakes in Tata • Geological open-air museum in Tata • Agostyán arboretum, Tata • Museum of ships in Neszmély • Castles in Oroszlány (Gerencsér Castle, Vitány Castle, Gesztesi Castle, Oroszlánkő Castle) • Majkpuszta hermitage in Oroszlány • MiniHungary miniature park in Ászár
Involved stakeholders and their background	<ul style="list-style-type: none"> • Statistical Office of Slovak Republic • Statistical Office of Hungary • Nikolett Vidáné Aradi and Gábor Magyarics from Duna-Gerecse DMO: Regional DMO (Tourism Destination Management organisation from the Hungarian part of the Pons Danubii region). The aim of the DMO is to collect tourism-related information from the territory of Komárom-Esztergom County, to promote the region and to organise tourism-related events, training. • Attila Berczelly from Tata és Környéke Turisztikai Egyesület: A local DMO from Tata district. • Pál Banai Tóth from Dunamente-Podunajsko and Municipality of Dunamocs: A regional level DMO from the Slovak part of the region. • Zsuzsanna Lakos from Municipality of Tata • Miléna Molnár from Municipality of Oroszlány

5.2 PP4: The Heart of Slovenia

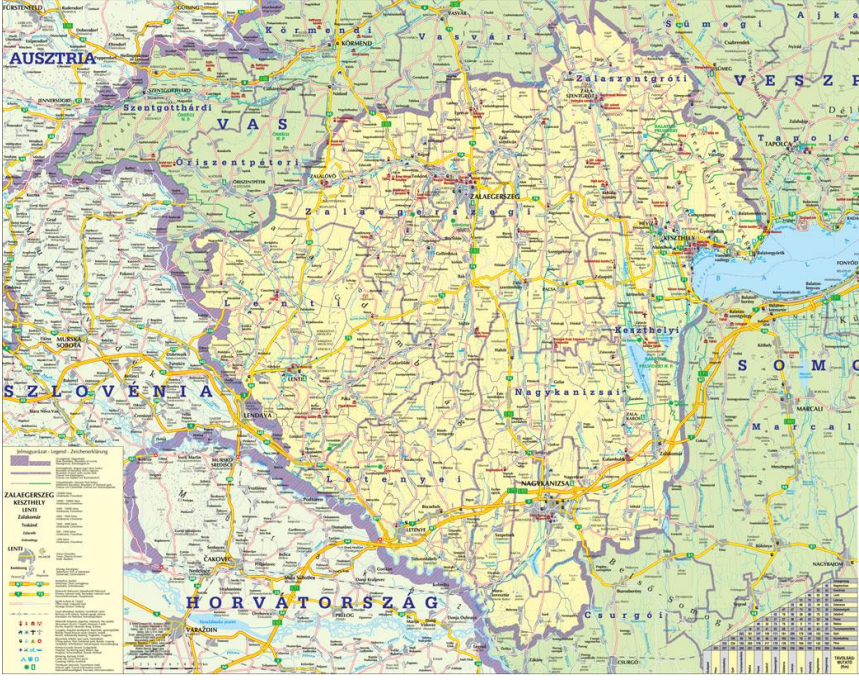
Name of the region	The Heart of Slovenia
Definition of the target area	In the project INSIGHTS we are focusing two municipalities located in the very center of Slovenia – Litija municipality and Šmartno pri Litiji municipality.
Coverage (km ²) of the region	316.30 km ²
Demographic statistics	Total population of the region: 20.878 (2017), 20.754 (2016) Population change in the past 10 years: The population in 2017 was 105.2 % of the population in 2008 (19.847)
Main touristic hotspots	<ul style="list-style-type: none"> • Homesteads with ethnological collections and live activities, such as charcoal producing • Museums about the times when straw hats were being made and locals used to be involved in shipping trade • Bogenšperk Castle (grad Bogenšperk) and other places of spiritual and sacral heritage • Mediaeval Kamnik • Mining and railway influenced Litija • Thermal waters • Rivers, such as the Kamniška Bistrica and the Sava, or at the confluence of three rivers • Mysterious karstic phenomena, such as the Železna jama cave • Protected natural areas, like the wetland near Mengeš • Velika planina alp • The biggest Slovenian park Arboretum Volčji Potok • The Charcoal Land
Involved stakeholders and their background	<p>2 groups of stakeholders:</p> <ul style="list-style-type: none"> • Main “working” group (active co-working on the project): <ul style="list-style-type: none"> ◦ Development Centre of the Heart of Slovenia ◦ Municipality of Litija ◦ Municipality of Šmartno pri Litiji ◦ ZKMŠ - TIC točka Litija (INFO point Litija) ◦ Javni zavod Bogenšperk (INFO point Šmartno) ◦ Alohas, Trajnostne rešitve v turizmu ◦ Atelje Ostan Pavlin ◦ MediaNova • Expanded group of tourist actors in the destination: 42 SMEs, associations, public organisations...

5.3 PP5: Harghita County

Name of the region	Harghita County
Definition of the target area	<p>The defined target area and our destination is Harghita county. Here the tourism has an important potential represented by rich natural resources, mineral water spas and valuable cultural objectives.</p> 


	
Coverage (km ²) of the region	6 639 km ²
Demographic statistics	<p>Total population: 333 674 inhabitants (January 2016)</p> <p>Population change in the past 10 years: The number of population was slightly decreasing.</p>
Main touristic hotspots	<ul style="list-style-type: none"> • Balnear resorts (Băile Tușnad/Tusnădfürdő, Borsec/Borszék, Harghita Băi/Hargitafürdő, Praid/Parajd, Izvorul Mureșului/Marosfő) • natural reserves and protected areas (Red lake, Saint Anne lake, Mohoș peat bog, Bicz gorges – Hășmaș mountains, Călimani mountains, Narcis meadow) • cultural and religious heritage (church of Șumuleu Ciuc/Csíksomlyó – important Romano-Catholic pilgrimage place, fortified church of Dârju/Székelyderzs – included on UNESCO world heritage list) • Lázár castle from Lăzarea/Gyergyószárhegy • Corund/Korond (famous pottery centre)
Involved stakeholders and their background	<ul style="list-style-type: none"> • Mountain Rescue Service of Harghita County Council • Harghita Community Development Association • Harghita Mountain Community Development Association • Rural Development Association of Harghita County Council • Csomád-Bálványos Community Development Association <p>The above list is going to be extended in the future.</p>

5.4 PP6: Zala County

Name of the region	Zala County
Definition of the target area	<p>The target area is the whole county, as the county is divided into two parts in a touristic aspects: the Easternmost area with the shore of the Lake Balaton, the Small-Balaton swamps and spa resorts like Hévíz and Zalakaros are one of the most popular touristic destinations in Hungary, while the inner lands in the West and the South have a lot of potential in green and slow tourism. While it would be beneficial for both, unfortunately there is a lack of cooperation between the two parts of the county, therefore our aim with the INSIGHTS project in Zala will be to strengthen this cooperation and offer unique slow tourism packages for the tourists already coming to the Eastern part of the county. This also means fostering more time spent in the region in order for the visitors to have time for these 1-3 day packages before returning to the well-known destinations.</p> 
Coverage (km ²) of the region	3 784.11 km ²
Demographic statistics	<p>Total population of the region: 287 043 (2011, last census) Population change in the past 10 years: The population in 2011 was 97.8 % of the population in 2007 (293 443).</p>
Main touristic hotspots	<ul style="list-style-type: none"> • Shore of the Lake Balaton • Keszthely • Balaton Uplands National Park • Small Balaton Lake • Hévíz • Zalakaros • Letenye • Lenti • River Mura
Involved stakeholders and their background	<ul style="list-style-type: none"> • Local public authorities (municipalities of Szentgyörgyvölgy, Zalakaros, Zala County Government) • Sectoral agencies (development agency for Lenit and the region, Cseszt Regélő Nonprofit Ltd.)


	<ul style="list-style-type: none">• Interest groups including NGOs (tourinform office Zalaegerszeg, Hévíz NGO tourinform, Zala County Chamber of Commerce and Industry, Zala County Association of Rural Hosts, Zalai Wine Route Association)• SMEs (Arielle Guesthouse, Zobor Kalandozoo Adventure Park)
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5.5 PP7: Central Istria

Name of the region	Central Istria
Definition of the target area	<p>Area of Central Istria is a Mediterranean region adorned with the quality of unspoiled natural landscapes and rich cultural heritage. Numerous caves and hillocks connect and divide many magic-like settlements, creating almost unreal scenery. This area has a great perspective to be recognizable rural tourism destination with a quality public, economic, agricultural and tourism infrastructure.</p> 
Coverage (km ²) of the region	709.51 km ²
Demographic statistics	<p>Total population of the region: 24 167 (2011) Population change in the past 10 years: The population in 2011 was 95.0 % of the population in 2001 (25 439).</p>
Main touristic hotspots	<ul style="list-style-type: none"> • Motovun: medieval town, home of the giant Veli Jože, the famous giant from the Croatian legend, St. Marco Forest (largest natural habitat of the white truffle), hosts numerous events


	<ul style="list-style-type: none"> • Pazin: Castle of Pazin (medieval fortress), Cave of Pazin • Draguč: "Istrian Hollywood", supreme vivid frescoes in the adorned churches • Pićan: the town of legends, fortified hilltop town of the tribe of Histri on the Calvary Hill
Involved stakeholders and their background	<ul style="list-style-type: none"> • Rento Krulčić – mayor of the City of Pazin • Sanja Kantaruti – director of Tourist Board "Central Istria" • Iva Jeletić Prodan – director of Motovun Tourist Board • Lenka Šajina – director of Žminj Tourist Board • Nada Prodan Marković – head of the Administrative Department for Tourism of Istrian Region • Josip Višnjić – head of terrestrial archaeology department of Conservation Institute of Croatia • Ingrid Škrgat – owner of Tourist Agency Contineo Ltd. • Romina Labinjan - entrepreneur in tourism - owner of Quadruvium Ltd. • Davorka Šajina – owner of Agrotourism Ograde • Ranko Anđelini – president of Beekeepers Association • Martin Čotar – Istra Outdoor project manager of development tourism agency of Istria • Senad Hodžić - entrepreneur in tourism – owner of Konoba "Bani" • Mirjana Kotiga - entrepreneur in tourism – owner of "Miro tartufi" • Aleksandar Božić – owner of Božić family farm • Mauro Dujmović – professor on Juraj Dobrila University of Pula • Petra Perić Vitulić – tourism council member of Žminj tourist board • Milena Radošević – project manager of ECO mode program - program is developed with the aim of lowering the environmental impact of tourism in the region of Istria

5.6 PP8: Plovdiv Region

Name of the region	Plovdiv District BG421, South Central Region BG42
Definition of the target area	<p>The target region is defined as Plovdiv municipality and the pilot project in it and Plovdiv district. Plovdiv District Administration is ASP1 (Associated Strategic partner) in the project. The Council for regional development of Plovdiv district develops and implements the plans and strategies of Plovdiv district 2014-2020, including 18 municipalities. Plovdiv Region is located in the central part of Southern Bulgaria, bordered by the regions of Pazardzhik, Sofia, Lovech, Stara Zagora, Haskovo, Kurdzhali and Smolyan. It includes the Upper Thracian Plain, parts of the Rhodope Mountains, the Sredna Gora Mountains, the sub-Balkan valleys and the Balkan Mountains.</p> 

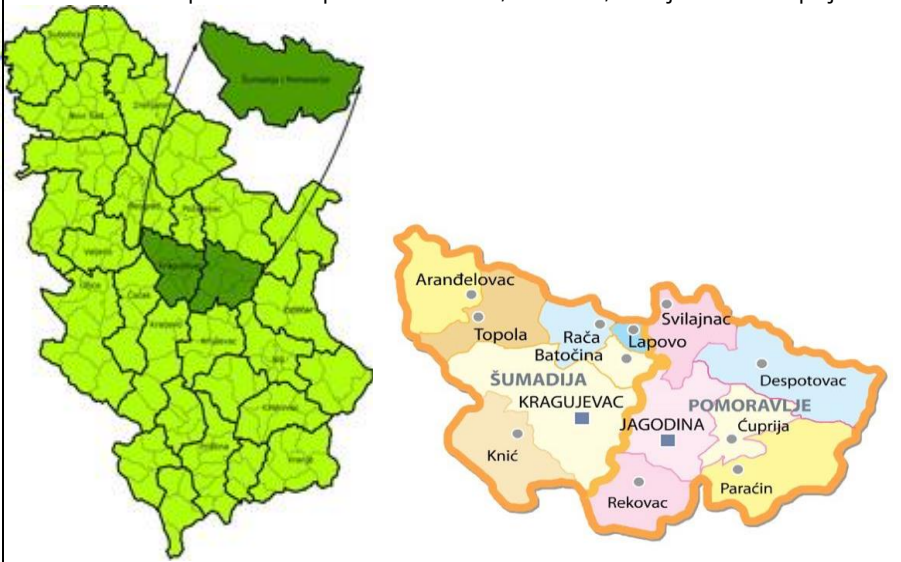
Coverage (km ²) of the region	5 972.9 km ²
Demographic statistics	Total population of the region: 683 027 (2011, last census): 329 900 male, 353 127 female Population change in the past 10 years: The population in 2011 was 95.4 % of the population in 2011 (715 816) and 90.4 % of 1985 (755 559).
Main touristic hotspots	<ul style="list-style-type: none"> • Plovdiv: included in UNESCO World Heritage tentative list since 2004 • Maritsa - the largest river in Bulgaria - NATURA 2000 • Bachkovo monastery • The Cult Center in Starosel • Hisarya • Ecological paths: Byala Reka, Ravnishta, Ecopath "Monastery" – Perushtitsa, Vacha Dam • The Triada: Belintash, Karadzhev Stone and the Cross Forest (Krastova Gora) • The "Wonderful bridges" - a pearl in the Rhodopes • The Red Church near Perushtitsa • The Valley of Roses – Karlovo Valley
Involved stakeholders and their background	<p>35 people from the following stakeholder groups:</p> <ul style="list-style-type: none"> • Regional and local authorities and institutions (Ministry of Regional Development-department in Plovdiv, Regional Governor, Plovdiv Regional Administration, Municipalities: Plovdiv, Asenovgrad, Karlovo, Maritsa, Rodopi, Hisar, Kuklen and Sopot; Municipal Council of Plovdiv, Regional Directorate on Environment and Waters – Plovdiv, Regional Directorate of Agriculture Plovdiv, Territorial Statistical Bureau Plovdiv) • Universities (University of Food Technologies – Plovdiv; Plovdiv University; Agrarian University – Plovdiv; University of Agribusiness and Rural Development – Plovdiv) • Business and business organisations (Plovdiv Chamber of Commerce and Industry, Plovdiv Industrial Association; Confederation of Employers and Industrialists in Bulgaria – Plovdiv, Bulgarian Industrial Capital Association - Plovdiv, Union of Private Economic Enterprise - Plovdiv Municipal Enterprise Tourism, Tourist information Centre, Profi Travel, Intervia, Plovdiv) • Interest groups including NGOs (Thracian touristic region; Tourism association – Perushtitsa; Regional Development Agency with Business Support Centre for Small and Medium-sized Enterprises)

5.7 PP9: Swabian Danube Valley

Name of the region	Swabian Danube Valley
Definition of the target area	<p>The work area extends over the districts along the Danube in the Bavarian Swabia and adjacent Baden-Württemberg. From Ulm in the west to Donauwörth in the east as well as in the southern and northern side river Valleys between Iller and Lech one encounters the activities of the association.</p> 
Coverage (km ²) of the region	1 317 km ²
Demographic statistics	<p>Total population of the region: 225.000 Population change in the past 10 years: 2-3 %</p>
Main touristic hotspots	<ul style="list-style-type: none"> • Legoland Deutschland • Riparian forest • Bike and hiking trails (e.g. DonauTäler)
Involved stakeholders and their background	<p>Core team:</p> <ul style="list-style-type: none"> • Angelika Tittl, Dillinger Land e.V.: Manager of this association for tourism and local recreation • Axel Egermann, Regionalmarketing Günzburg GbR: Manager of this regional marketing company which supports the increase in attractiveness of tourism and economy • Yvonne Streitl, Donautal-Aktiv e.V.: Staff member working for the tourism team • Lothar Kempfle, Donautal-Aktiv e.V.: Manager of all three teams of Donautal-Aktiv e.V. and also project leader of INSIGHTS • Stephanie Bachhuber, Donautal-Aktiv e.V.: Staff member working for the regional development team and also the project manager of INSIGHTS <p>Team of experts (including also the members of the core team):</p> <ul style="list-style-type: none"> • Wilhelm Rochau, Förderverein mooseum - Forum Schwäbisches Donautal e. V.: First chairman of the association mooseum, an environmental education center, a social community center / meeting place and therefore a regional museum in Bächingen • Heinz Gerhards, City Initiative Nordschwaben: Manager of the City Initiative Northern Swabia which promotes a strong and lively retail trade as well as attractive inner cities in Northern Swabia • Anja Hauke, Günzburg City: Staff member of the tourist information center of Günzburg

	<ul style="list-style-type: none">• Stefanie Ihle, Waldvogel GmbH: One of the managers of hotel and restaurant Waldvogel, which is specialized in local and natural products and grows some of its needed food itself. In addition, the Waldvogel participates in other regional projects and is active in the field of regional development.• Rita Wiedemann, Günzburger Landurlaub e.V./Naturgucker Schwäbisches Donautal: First chairperson of Günzburger Landurlaub e.V, an association which supports and promotes sustainable nature tourism and offers tourists suitable accommodations and nature attractions on its website• Simon Mannes, Günzburger Landurlaub e.V./Naturgucker Schwäbisches Donautal: Second chairperson of Günzburger Landurlaub e.V.• Anja Schumann, Arge Donaumoos: Staff member of the working group Swabian Danube wetland which is committed to the preservation and further development of a unique habitat
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5.8 IPA1: Sumadija and Pomoravlje

Name of the region	Sumadija and Pomoravlje
Definition of the target area	<p>The region of Sumadija and Pomoravlje is located in the central part of the Republic of Serbia, in between big rivers, the Sava and the Danube in the north, the Great Morava in the east, the Western Morava in the west. The region consists of two districts: Sumadija and Pomoravlje. Sumadija District includes the City of Kragujevac and six municipalities: Arandelovac, Batocina, Lapovo, Knic, Raca and Topola. Pomoravlje district includes the city Jagodina and five municipalities: Despotovac Paracin, Rekovac, Svilajnac and Čuprija.</p> 
Coverage (km ²) of the region	5 001 km ² (Sumadija district: 2 387 km ² , Pomoravlje district: 2 614 km ²)
Demographic statistics	<p>Total population of the region: 507 844 (2011); 293 308 Sumadija district, 214 536 (Pomoravlje district)</p> <p>Population change in the past 10 years: The population in 2011 was 96.5 % of the population in 2002 (526 213)</p>
Main touristic hotspots	<ul style="list-style-type: none"> • Bukovic spa Arandelovac, Despotovac spa, hydro-complex Lisine, Grza waterfalls • Garas and Gruza lakes, • Risovaca, Resava and numerous other caves • Borac karst • Despotovac, monasteries, museum of coal mining Senjski rudnik • Numerous monasteries • Djurdjevo brdo hill in Jagodina , zoo, aqua park • First public aquarium, Kragujevac • Museum complex in Kragujevac and Memorial park • Royal history • Orasac, the cradle of the modern Serbian state, museum • King's wine cellars and vineyards Oplenac in Topola • King Peter I Foundation in Topola • Stevan Sindjelic's home in Svilajnac • Medieval town of Petrusa; 9 archeological sites • Naive art in Rekovac and the museum of naïve art in Jagodina • Folklore and art festivals, wine festival

<p>Involved stakeholders and their background</p>	<ul style="list-style-type: none"> • 13 tourist organisations of the region established by the local self-governments • local governments • national public sector stakeholders (line ministries) • Tourist Organisation of Serbia • civil society organisations involved in the activities of nature and culture preservation • sports clubs and organisations • old crafts and rural development promoters and enterprises such as registered rural households engaged in tourism and support organisations
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