

## MEETING REPORT NALAS SUSTAINABLE TOURISM TASK FORCE

Sveti Kriz Zacretje, Croatia, 27-28 March 2013

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The NALAS Task Force on Sustainable Tourism held a met in Sveti Kriz Zacretje, Croatia on 27-28 March 2013.



#### **1. HIGHLIGHTS of the MEETING:**

- Cooperation with ANCI re-integrated into the TF activities;
- NALAS Position paper “SEE Tourism Goes Local” – content drafted;
- Toolkit for Strategic Planning of Tourism at Local Level – decision to go forward;
- Support from the municipality of Sveti Kriz Zacretje, the Krapina – Zagorje County, the Association of Municipalities of Republic of Croatia, the Parliament of the Republic of Croatia and ANCI;
- Authentic experience of the rural and agri-tourism in a small municipality in Croatia;

## 2. PARTICIPANTS

The total number of participants at this TF meeting was 14, and the full List of Participants is in Annex 1 of this Report. There were 12 members of the Task Force from 10 associations present and the NALAS Program Officer who moderated the meeting. Mr Roberto Formato was also present as an expert to support the work of the Task Force engaged in the SEENet Programme of the National Association of Italian Communes (ANCI).

## 3. GOALS & ACTIVITIES of the TF MEETING

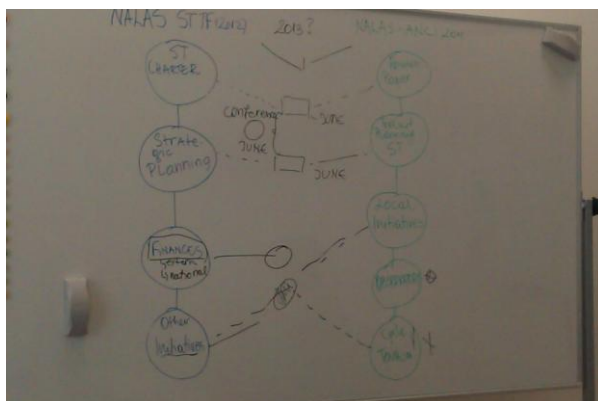
The main goals set for this meeting were:

- To reintegrate the support of ANCI to this TF in a way that would give added value to the Action Plan designed at the previous TF meeting in Brussels;
- To make a progress in the three priority fields of activities identified by the TF members: NALAS Charter on Sustainable Tourism, Strategic Planning of Sustainable Tourism at the Local Level and Financing of Projects in Sustainable Tourism;
- To experience an authentic environment in SEE where the principles of sustainable local tourism are practiced and learn about the agri-tourism development in the municipality of Sveti Kriz Zacetje and Krapina –Zagorje County in republic of Croatia;
- To plan the next steps of the Task Force activities.

The agenda for the meeting was designed accordingly. It is attached as Annex 2 of this report.

## 4. REINTEGRATING OF ANCI SUPPORT INTO THE PLANNED TF ACTIVITIES

ANCI's support to the NALAS Task Force on Sustainable Tourism was approved to be continued in the beginning of 2013. This session defined the points and ways of reintegration of the support.



We discussed first the action proposed in the original plan proposed by ANCI in 2011: position paper, Tourism Planning Toolkit, Local Initiatives, ST Observatory and development of a SEE Cycling Route. Then we discussed the Action Plan of the TF containing the following priorities: NALAS Charter on Sustainable Tourism, Strategic Planning for ST

at Local Level, Information on Financing for ST Projects and Implementation of other initiatives. Following was a discussion of how the two streams could be merged into one plan.

The final agreement is:

- To continue the work on a position paper with support of ANCI by June 2013;

- To continue the work on strategic planning of ST at local level with support of ANCI by June 2013;
- To present the results in those two areas at the SEENet Closing Conference in Rome, in June 2013;
- To continue the work on identification of financing for ST projects at local level;
- To continue supporting other initiatives, to develop project proposals to be implemented at local level (ex cycle route, etc);



## 5. NALAS POSITION PAPER “SEE TOURISM GOES LOCAL”

The TF firstly discussed the goal of such document: to build a common NALAS position on what sustainable tourism at local level means, why is it important, what are the main principles that need to be followed, who are the main stakeholders, and what are the preferred actions and recommendations.

The TF members then went through a process of drafting the concept of the position paper. The recommended content is the following:

### ***Title: NALAS Position Paper - SEE Tourism goes local***

#### **1. Preamble**

##### **1.1. Statement of ownership/why the position paper is needed:**

- Building the common understanding of the term ST at local level
- Recognizing tourism as an important economic option
- About NALAS
- Services at local level
- Encourage implementation of sound policies and to support the SEE local governments and their associations to plan the tourism in a sustainable way

##### **1.2. Vision: Municipalities manage tourism in a sustainable way so that three values could be met: Happy community and guests, Fair distribution of tourism expenditure and Qualified care and nurturing of natural and cultural heritage.**

#### **2. Current situation in development of sustainable tourism at local level**

##### **2.1. International level (from baseline document)**

**2.2.** SEE level (from the baseline document + new data)

**2.3.** Local level – opportunities & threats & challenges

- SEE post transition effects (pg 15 BD)
- More comprehensive consultation of local communities
- Finances

**2.4.** Stakeholder analysis (from Bruxelles TF meeting report)

### **3. Principles & Objectives**

- Reference to the principles of the EU Charter on Sustainable Tourism
- How local governments should plan local tourism development
- Ethical concerns in the process
- Elaboration of the principles described in the Vision statement
- Implement evaluation of performance
- Direct and indirect impact on the economy
- Promotion of regional and cross-border cooperation
- LGAs facilitate exchange of best practices in sustainable tourism

### **4. Actions & Recommendations**

To ensure appropriate engagement of the four levels of stakeholders:

**4.1.** Local governments to:

- Develop strategic planning of ST
- Include the principles of sustainability in all plans
- Participatory approach – enriching it by using appropriate decision-making tools
- Intermunicipal cooperation, twinning, etc. in ST

**4.2.** Local Government Associations to provide:

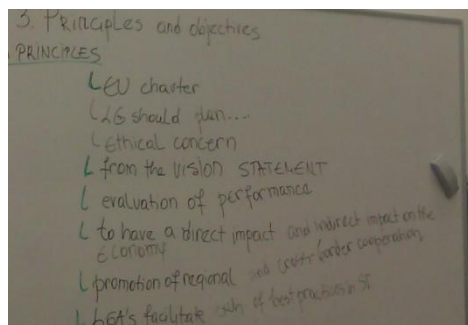
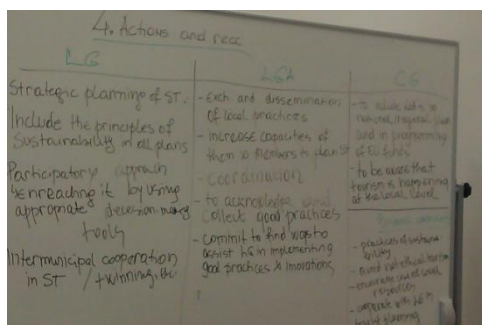
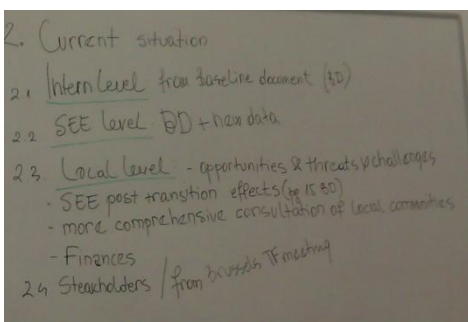
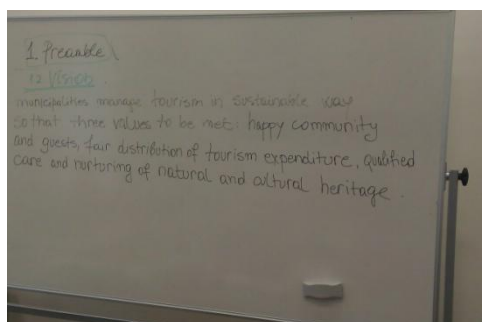
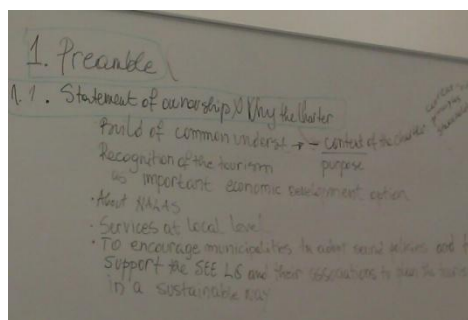
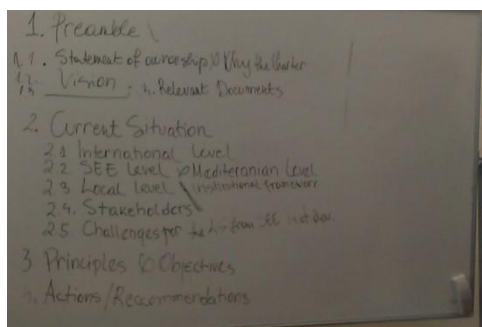
- Exchange and dissemination of local practices
- Increase capacities of themselves and members to plan ST
- Coordination
- To acknowledge and collect good practices
- - commit to find ways to assist LG in implementing good practice & innovations

**4.3.** Central Governments

- To include LGAs in national/regional planning and in programming of EU funds
- To be aware that tourism is happening at the local level

**4.4.** Business community

- Practices of sustainability
- Avoid non-ethical tourism
- Encourage use of local resources
- Cooperate with local governments in tourist planning



## 6. TOOLKIT FOR STRATEGIC PLANNING OF TOURISM AT LOCAL LEVEL

Mr Roberto Formato presented a proposal of a content of a Toolkit for strategic planning of sustainable tourism to be implemented by interested municipalities. The rationale behind developing such toolkit is that to reach sustainability municipalities need methodology and that NALAS should be in the right position to promote such methodology that would be relevant and applicable all over SEE. This toolkit will offer the municipalities a set of practical tools for situation analysis, strategic planning implementation and performance monitoring.

The toolkit will be finalized by the end of June 2013 and promoted in the upcoming months among NALAS members. On the long run the toolkit could be developed as a e-learning course and electronic application for producing a municipal plan for tourism development at the local level.





## **7. COLLECTION OF INFORMATION ON POSSIBILITIES FOR FINANCING OF PROJECTS IN SUSTAINABLE TOURISM**

The TF members agreed to implement a voluntary activity of collection of case study of how sustainable tourism practices and activities are financed or supported by municipalities. The first case study will be from Croatia and Zagorje region i.e. the municipality of Sveti Kriz Zacetje. Based on this case study the other TF members will try to make similar case studies in their countries. Later on, this research will be compiled in a systematized applicable way, to be available to as many local governments in South east Europe as possible.

## **8. LEARNING AND EXPERIENCE ABOUT THE AGRI-TOURISM DEVELOPMENT IN THE MUNICIPALITY OF SVETI KRIZ ZACRETJE AND KRAPINA-ZAGORJE COUNTY IN REPUBLIC OF CROATIA**

A representative of the Tourist Board of Krapina – Zagorje County presented the beauties and touristic opportunities offered by the county. She also presented the typical activities of the Tourist Board and the support they provide to private entrepreneurs.



The TF member from the host municipality, Mr Marko Kos presented how typical local agri-touristic estates in the municipality are being established and what support they receive from the municipality, the county and the state. Among the support measures mentioned were: low interest loans to entrepreneurs in this sector, paying part of the interest of the loans, benefits for energy efficiency measures, grants from several sides, organization of study visits in France and Italy etc. The municipality is logistic centre for the local and foreign entrepreneurs. They find the owners of the land, do the papers in the cadastre, provide notaries, do everything, etc. Later, when the municipality needs some small help the businesses help. The entrepreneurs in return are expected to invest own funds, to

undertake trainings of various kind for building their capacity for agri-tourism, to respect the strict rules of using products from own production, to develop solid project proposals and financial projections, to cooperate and support with other farmers etc. They are encouraged and expected to develop their own labels of homemade products and to develop marketing plans that are in line with the marketing plan of the municipality and the county in order to have

coordinated development. The county is also supporting partnership among the farmers organized in associations for agricultural production, for buying the equipment together ( ex 8000 EUR is the cost, and the county gives the machines for free. Then at least 4 estates share the same equipment for farming).

In line with this goal, the TF members visited several agri-touristic estates in Sveti Kriz Zacetje that serve only foods, drinks and products from own production.

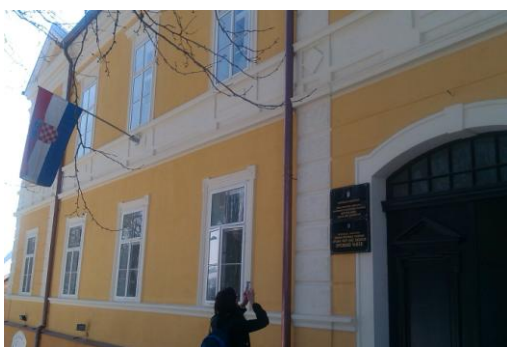


The TF members also visited a local traditional attraction – the Castle of Sveti Kriz Zacetje which is now in private ownership, but is part of the touristic offer of the municipality and is receiving support from the municipality. The owner elaborated on the history of the castle and the types of support that is needed in order to maintain this cultural heritage.



**9. SUPPORT FROM THE MUNICIPALITY OF SVETI KRIZ ZACRETJE, THE KRAPINA – ZAGORJE COUNTY, THE ASSOCIATION OF MUNICIPALITIES OF REPUBLIC OF CROATIA, THE PARLIAMENT OF THE REPUBLIC OF CROATIA AND ANCI**





For the organization of this meeting NALAS received partnership and mutual financial and organizational support of the municipality of Sveti Kriz Začretje, the Krapina – Zagorje County, the Association of Municipalities of Republic of Croatia, the Parliament of the Republic of Croatia and the National Association of Italian Communes (ANCI). The TF meeting was welcomed by the:

- Mayor of the Municipality of Sveti Križ Začretje, Mr Ivan Kranjčić
- County Prefect of the Krapina – Zagorje County Ms Sonja Borovčak
- Member of the Parliament of the Republic of Croatia, Mr Željko Kolar
- Representative of SOGFBiH, Host association of this Task Force, Mr Amir Kupusija
- Representative of National Association of Italian Communes (ANCI), Mr Roberto Formato, Expert in Sustainable Tourism

## 10. NEXT STEPS – ACTION PLAN BY ACTIVITIES

### **For Act 1 – Position paper:**

The concept is documented by April 5 – Natasha Acevska

The draft finalized by May 1 – ANCI, Roberto Formato

The Baseline Document is finalized by May 15 – ANCI, Roberto Formato

TF comments – by 15 May

Final paper by June 1

### **For Act 2 – Strategic planning toolkit:**

First draft developed by end of May – ANCI, Roberto Formato

TF comments by 15 June

Final version by end of June

Dissemination plan by July 15 – Natasha Acevska

### **For Act 3- Finances case Studies:**

First case study by 15 June - Marko Kos

Development of a Questionnaire – 15 July – Adrian Miroiu Lamba

Research by TF members – September 1

Dissemination

## 11. MEETING EVALUATION

A standard feedback was asked from the participants of his meeting. Below is the summary of the replies:

11.1. *Level of preparedness of the organizers (1-5) : 4,9*

11.2. What was done well: everything, the hotel, transportation, kindness, atmosphere, materials, meeting room, the transfers, the free time, meals, coordination, logistics, well preparedness

- 11.3. What can be done better: reading before the meeting
- 11.4. *Hotel and Food (1-5): 4,9*
- 11.5. *What do you think of the contents of the meeting? (1-5): 4,9*
- Highlights: finalization and forming the structure of the meeting, the results of the meetings are more than I expected, targets were achieved, excellent combination of theory and practical examples, the case study of Marko Kos;
  - What can be done better:
- 11.6. *Agenda and the Timing (1-5): 4,9*
- 11.7. *What would you like to see more next time? Concrete examples, Marko is the best!, to go on like this – to have a combination of productive meetings and sightseeing. More active participation of the members of the TF.*
- 11.8. *What can we do more next time: The flexibility was great strength of the meeting as the agenda changed based on the discussions and joint agreement. The discussion were very productive and we can have products by the end of the year. These products were obtained in much more time by other TF's. The TF meetings to be announced earlier. The first working day was too long because we actually worked for 12 hours.*

## 12. ANNEX 1 : LIST OF PARTICIPANTS

	Organisation	Name and Surname	Role
1	SOGFBIH	<i>Amir Kupusija</i>	TF Coordinator from SOGFBiH
2	SOGFBIH	<i>Dženana Abdalajbegović</i>	TF Member
3	NAMRB	<i>Simeon Petkov</i>	TF Member
4	ALVRS	<i>Sladjana Lazarevic</i>	TF Member
5	UORH	<i>Marko Kos</i>	TF Member
6	CALM	<i>Irina Luncasu</i>	TF Member
7	ZELS	<i>Sara Sabani</i>	TF Member
8	UMM	<i>Akinci ilkay</i>	TF Member
9	AAM	<i>Iva Coku</i>	TF Member

10	SOS	<i>Sasha Kek</i>	TF Member
11	ACOR	<i>Adrian Miroiu Lamba</i>	TF Member
12	UORH	<i>Vesna Fabris</i>	NALAS Knowledge Management Assistant
13	NALAS Secretariat	<i>Natasha Ilijeva - Acevska</i>	TF Coordinator from NALAS
14	ANCI	<i>Roberto Formatto</i>	ANCI Expert in Sustainable Tourism



Network of Associations of Local Authorities of South-East Europe  
Réseau des Associations de Pouvoirs Locaux de l'Europe du Sud-Est

# NALAS Task Force on SUSTAINABLE TOURISM (TF ST)

Sveti Kriz Zacreteje, 27-28 March 2013

List of participants

1	Organisation	Name and Surname	Role	E-mail	Sign. 27.03	Sign. 28.03
1	SOGFBih	Amir Kupusija	TF Coordinator from SOGFBih	amir@sogfbih.ba		
2	SOGFBih	Dženana Abdalijbegović	TF Member	bugojino@bih.net.ba		
3	NAMRB	Simeon Petkov	TF Member	s.petkov@namrb.org		
4	ALVRS	Sladjana Lazarevic	TF Member	sladjal@teol.net		
5	UORH	Marko Kos	TF Member	Marko.kos@kr-t.com.hr		
7	CALM	Irina Luncasu	TF Member	octavii.ivanov@calm.md		
8	ZELS	Sara Sabani	TF Member	sarasabani@zels.org.mk		
9	UMM	Akinci ilkey	TF Member	ilkayakinci@gmail.com		
10	AAM	Iva Caku	TF Member	iva_c89@hotmail.com		
11	SOS	Sasha Kek	TF Member	sasa.kek@skupnostobcni.si		
12	ACOR	Adrian Miroiu Lamba	TF Member	adrian.ml@acor.ro		
13	UORH	Vesna Fabris	NALAS Knowledge Management Assistant	vfabris@udruga-opcina.hr		
14	NALAS Secretariat	Natasha Iljeva - Acevska	TF Coordinator from NALAS	acevska@nalas.eu		
15	ANCI	Roberto Formatto	ANCI Expert in Sustainable Tourism	robertoformatto@libero.it		

### 13. ANNEX 2: MEETING AGENDA

#### NALAS Task Force on SUSTAINABLE TOURISM (TF ST)

Sveti Kriz Zacretje, Croatia 27-28 March, 2013

#### PROGRAMME

<b>26 March: Arrival of participants</b>	
<b>27 March: TF Meeting – Day 1</b>	
08:00-08:50	<p><b>Opening of the meeting:</b></p> <ul style="list-style-type: none"><li>- Mr Marko Kos, Member of the NALAS Task Force on Sustainable Tourism representing the Union of Municipalities of Republic of Croatia</li></ul> <p><b>Welcome speech:</b></p> <ul style="list-style-type: none"><li>- Mayor of the Municipality of Sveti Križ Začretje, Mr Ivan Kranjčić</li><li>- County Prefect of the Krapina – Zagorje County Ms Sonja Borovčak</li><li>- Member of the Parliament of the Republic of Croatia, Mr Željko Kolar</li></ul> <p><b>Presentation of the Network of Association of Local Authorities of South East Europe (NALAS)</b></p> <ul style="list-style-type: none"><li>- Program Officer, Ms Natasha Ilijeva – Acevska</li></ul> <p><b>Presentation of the NALAS Task Force on Sustainable Tourism</b></p> <ul style="list-style-type: none"><li>- Representative of SOGFBiH, Host association of this Task Force, Mr Amir Kupusija</li></ul> <p><b>Address by the National Association of Italian Communes (ANCI)</b></p> <ul style="list-style-type: none"><li>- Mr Roberto Formato, Expert in Sustainable Tourism</li></ul>
08:50 – 09:20	<b>Press Conference</b>
09:20 – 9:45	<b>Presentation of the Krapina – Zagorje County – Tourist Board of KZŽ</b>
09:45 – 10:00	<b>Introduction of TF members –participants</b>
10:00 – 10:30	<b>News from Municipalities /Associations/ NALAS and ANCI</b>



10:15 – 11:00	<b>Goals of the Meeting - confirmation</b> <ul style="list-style-type: none"> <li>- Re-integration of the ANCI support into the workplan of the TF</li> <li>- Practical work on the priority issues</li> <li>- Defining the next steps for NALAS and ANCI</li> <li>- Experience authentic agri-tourism activities and environment</li> </ul>
11:00 – 11:30	<b>Coffee Break</b>
11:30 – 12:30	<b>Re-integration of ANCI support – New Moments</b> <ul style="list-style-type: none"> <li>- Comments on the Baseline Document</li> <li>- Possibilities and implications for the different subgroups and beyond</li> <li>- Merging the two streams of activities</li> </ul>
12:30 – 13:30	<b>Priority Topic No 1: SEE Charter on Sustainable Tourism/Position paper</b>
13:30 – 14:30	<b>Lunch</b>
14:30 – 15:30	<b>Continuation</b>  <b>Priority Topic No 1: SEE Charter on Sustainable Tourism/Position paper</b>
15:30 – 16:00	<b>Coffee Brake</b>
16:00 – 17:30	<b>Priority Topic No 2 : Strategic Planning for Sustainable Tourism at Local level + Toolkit</b>
18:00	<b>Sightseeing of the Castle of Sveti Kriz Zacertje</b>  <b>Dinner</b>
<b>28 March: TF Meeting – Day 2</b>	
09:00 – 10:30	<b>Case Study: Development of agri-tourism in the Republic of Croatia – the case of Agri Tourism Kos</b>
10:30 – 11:00	<b>Coffee Break</b>
11:00 – 12:15	<b>Priority Topic 3: Financial resources for Implementing Projects on Sustainable Tourism + 2014-2020 EU Budget</b>

12:15 – 13:45	<b>Next steps</b> <ul style="list-style-type: none"> <li>- Wrap up of the Action plan</li> <li>- SEENet Closing Conference in Rome</li> <li>- Conference of the Federation of Most Beautiful Villages of the Earth Assembly in Puglia, Italy</li> </ul>
13:45 – 14:00	<b>Wrap up of the meeting</b>
14:00	<b>Lunch</b>