Inventory of Policies

related to Sustainable Tourism

March 2018

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Document version 2.0

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1 Introduction

Many rural areas in the Danube region are characterised by undisturbed natural sceneries, a rich cultural repertoire and living traditions. Therefore, they represent an outstanding potential for sustainable tourism. However, tourism services within these regions are often fragmented without effective coordination. Additionally, lots of rural regions are still facing the issue of low environmental and cultural awareness. These aspects often don't allow the regions to wisely exploit the valuable potential of their areas. Due to this, the project INSiGHTS (Integrated, Slow, Green and Healthy Tourism Strategies) co-funded by the European Union funds (ERDF, IPA) was launched within the framework of the Danube Transnational Programme. The project aims at implementing integrated sustainable tourism strategies in rural project regions situated in Bulgaria, Croatia, Germany, Hungary, Romania, Serbia, Slovakia and Slovenia. These strategies should foster sustainable use of natural and cultural heritage in order to preserve and upgrade the local resources providing outstanding potential to make the regions attractive destinations for healthy and slow tourism.

One of the main aspects of the INSiGHTS project is to foster the exchange of content as well as the cross-learning effect between the project regions along the Danube. To achieve this, a work package called "Transnational Learning" was established within the project. One of its demanded activities is the compilation of an inventory as an overview of institutional and policy frameworks and mainstream initiatives on sustainable tourism on European, national and regional level. The inventory also pays attention to the targets of the EU strategy for the Danube region (EUSDR targets). Therefore, publicly available legal and strategic documents as well as initiatives and activities of the European Union and of countries and regions participating in the project have been investigated in regard to their contribution to sustainable development.

Following this introduction, the methodology for the inventory is described. The third section provides an overview of policies, awards and actions dealing with sustainable tourism on a European level. In addition, policies, initiatives and actions in other thematic fields influencing sustainable development of tourism are mentioned. Chapter four looks at policies for fostering sustainable tourism in which several countries are involved. In the fifth section policies, initiatives and actions on sustainable tourism and of other thematic fields influencing the sustainable development of tourism within the project countries and regions implementing a pilot action are presented. These regions are the Plovdiv Region in Bulgaria, Central Istria in Croatia, the Heart of Slovenia in Slovenia, Harghita County in Romania, Šumadija and Pomoravlje in Serbia, the Pons Danubii Region as a cross-border region of Slovakia and Hungary, Zala County in Hungary and the Swabian Danube valley in Germany.

2 Methodological Approach

As a starting point, the terms institutional and policy framework as well as mainstream initiatives related to sustainable tourism were defined. An institutional framework related to sustainable tourism is to be understood as an organisational structure and legislation addressing aspects which foster the sustainable development of tourism. A policy framework related to sustainable tourism is seen as a set of principles, strategies and guidelines formulated and enforced by a governmental body, that guide subsequent decisions at a national and regional level in regard to sustainable development of tourism. Mainstream initiatives are thematic actions, projects and networks which were founded with the purpose to foster certain aspects of sustainable tourism.

As a next step the spatial level for the preparation of the inventory was defined. In the course of a discussion at the project meeting in Vienna the involved partners came to the conclusion, that the inventory should not only cover the European level as defined during the application phase, but additionally comprise the national and regional institutional and policy framework in regard to sustainable tourism as these aspects are relevant for the elaboration and application of the methodology to asses existing national and regional level tourism policies (defined as Deliverables 4.3.2 and 4.3.3).

The project partners supported the compilation of this inventory by translating regional policies only available in their national languages into English. They drew up an inventory of institutional and policy framework on regional level and added it to their local level status quo reports. Further information was received from the local level status quo reports delivered by the INSiGHTS project partners conducting a pilot action.

In order to get information on the institutional and policy framework in regard to sustainable tourism at European and national level research in scientific databases and online were conducted. Information was accessed via the European Union's website and via websites of governmental bodies responsible for tourism and thematic fields influencing the development of tourism. Further information was available on websites of tourism boards and websites providing information on legislation such as EU-Lex. This website provides open access to European Union law. Such a service also exists for the Member States. Additionally, the scientific databases Scopus, Science Direct, Web of Science and SpringerLink were used. Search keywords used were tourism policies, tourism strategies, sustainable tourism, sustainable development of tourism, initiatives, actions and awards concerning sustainable tourism.

The most relevant documents for the compilation of the policy inventory were European, national and regional strategies for tourism development and sustainable development as well as strategies of other thematic fields influencing the sustainable development of tourism. The documents were then analysed in regard to their relevance for the sustainable development of tourism by using aims for sustainable tourism formulated by the United Nations Environment Program and the World Tourism Organization (United Nations Environment Programme and World Tourism Organization, 2005) and afterwards summarized in the inventory.

3 Institutional and Policy Framework, Initiatives and Actions related to Sustainable Tourism on European Level

Within the European Union tourism is a national and regional competence field. The Member States and their regions have full authorisation to implement their respective tourism policies. Therefore, the European Union has only feeble competences in tourism. The Lisbon Treaty of 2009 regulates this competence. Due to this treaty, the European Union is able to support, coordinate or supplement the actions of the Member States in the field of tourism. The adoption of common rules is possible in other policy areas related to tourism in which the EU has exclusive or shared competency with Member States (e.g. transport or consumer protection). All policies and initiatives established by the European Union in regard to tourism can be implemented voluntarily by the Member States. After the Lisbon Treaty came into force, the European Commission prepared an EU tourism strategy which declares the main objectives of the EU tourism policy. Additionally, the Commission launched various projects and initiatives to provide (mostly financial) support for tourism in the EU. The European Parliament has also worked on a number of tourism issues, providing input to the EU tourism strategy and adopting, together with the Council, different legislative acts in areas related to tourism. The Parliament has also organised several public hearings on tourism (Juul, 2015).

The EU has therefore taken a wide range of measures in the field of tourism, which also take its sustainable development into account. However, since EU treaties exclude any harmonisation of tourism laws and regulations between the Member States to create more uniform conditions in the tourism sectors and allow the EU only to support, coordinate or supplement the actions of the Member States, EU tourism policy is rather limited, consisting mainly of providing financial support or legislating through other EU policies affecting tourism and its sustainable development (Juul, 2015).

The EU influences the sustainable development of tourism in four different ways. On a policy level in the form of Commission Communications specifically addressing tourism. These are EU level policy documents without mandatory authority. On a knowledge and information level in the form of thematic and research networks concerning sustainable tourism. The third possibility are specific actions that should foster the sustainable development of tourism. Finally, there are also policies in other thematic fields affecting the sustainable development of tourism.
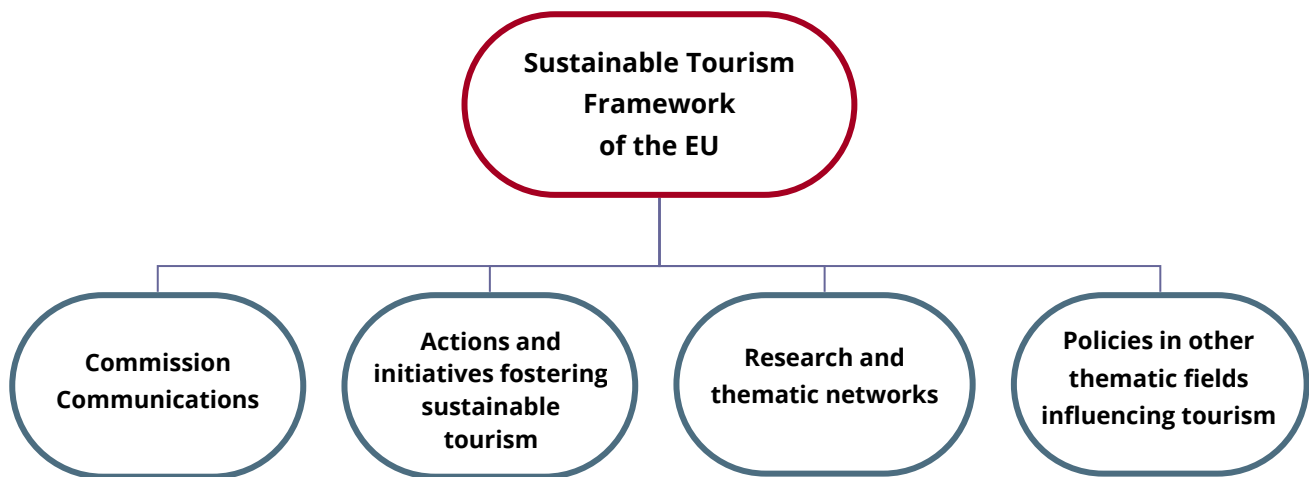
Figure 1: Sustainable tourism framework of the European Union

3.1 Commission Communications

This section discusses **Commission Communications** for tourism in regard to sustainable development. Table 1 provides a short overview.

The Commission Communication "**Basic orientations for the sustainability of European tourism**" [Com (2003) 716 final] can be seen as a first step on EU-level for integrating sustainability into the tourism sector. This document points out, that ensuring the economic, social and environmental sustainability of European tourism is crucial as a contribution to sustainable development of the EU and for the viability, continued growth, competitiveness and commercial success of the tourism sector. Therefore, this document lists a general concept for future orientation concerning sustainable tourism and several measures to strengthen the sustainability of the tourism sector (European Commission, 2003).

Additionally, this Communication announced the formation of a **Tourism Sustainability Group (TSG)**. This group was then set up by the European Commission in 2004 in order to strengthen the sustainability of European tourism and providing expertise in policy making and facilitate the exchange of views among experts in sustainable tourism. It consists of members from international bodies, Member State governments, regional and local authorities, the tourism industry, professional bodies, environmental organisations, trade unions and research and educational institutions. The group finalised its work in 2006 and published a final report on the situation of sustainability in tourism (Tourism Sustainability Group, 2007).

This report is called "**Action for more sustainable European tourism".** Its purpose is to stimulate actions to make European tourism more sustainable and to maintain this as a continuous process. It is aimed at public bodies, private enterprises and other organisations at the European, national, regional and local level. This report formulates a framework for action at different levels and by various stakeholder groups and a set of specific initiatives to be taken at the European level (Tourism Sustainability Group, 2007).

The report sets out three aims for the sustainability of European tourism. The first aim is economic prosperity to ensure competitiveness, viability and prosperity of tourism enterprises and destinations and to also provide high quality employment opportunities, fair pay and conditions for all employees and avoiding discrimination. The second aim is to create social equity and cohesion to enhance the quality of life for local communities through tourism and to provide a safe and satisfying experience for visitors, available to all without any discrimination. The third objective in terms of sustainability of European tourism is environmental and cultural protection. This aim is pursued to minimise pollution and degradation of the environment and to maintain and strengthen cultural richness and biodiversity and contribute to their conservation (Tourism Sustainability Group, 2007).

Subsequently, the report presents eight challenges which have to be met to achieve a sustainable development of European tourism and identifies relevant actions to address them. These eight challenges are reducing the seasonality of demand, addressing the impact of tourism transportation, improving the quality of tourism jobs, maintaining and enhancing community prosperity and quality of life, minimising resource use and production of waste, conserving and giving value to natural and cultural heritage, making holidays available to all and using tourism as a tool in global sustainable development. Actions recommended to meet for example the challenge of seasonality of demand in tourism are developing national off-season marketing campaigns, pursue adjustment of school holidays, develop off-season events and attractions, or encouraging flexible holiday arrangements. Furthermore, the report proposes mechanisms on how to implement these actions to encourage sustainable destinations, sustainable businesses and responsible tourists. Sustainable destinations can be best achieved by encouraging the cooperation of stakeholders at a regional level, installing a destination management system and developing a sustainable tourism strategy and action plan. Another mechanism for delivering more sustainable tourism involves influencing businesses to embrace sustainability in their operations. Responsible tourists are another important factor for progress towards more sustainable tourism. Responsible behaviour of tourists can be fostered by stimulating awareness of impacts and generating concern also through the provision of information to influence and achieve certain behaviour (Tourism Sustainability Group, 2007).

Another Commission Communication which deals with tourism and its sustainable development is called **"A renewed EU Tourism Policy: Towards a stronger partnership for European Tourism"** [Com (2006) 134 final]. The main aim of this renewed EU tourism policy is to improve the competitiveness of the European tourism industry and create more and better jobs through the sustainable growth of tourism in Europe and globally (European Commission, 2006).

The Commission Communication "**Agenda for a Sustainable and Competitive European Tourism"** published in 2007 [Com (2007) 621 final] builds on the recommendations of the Tourism Sustainability Group's report. As already mentioned in this report, the agenda once again describes the objectives for the sustainability of European tourism as economic prosperity, social equity and cohesion and environmental and cultural protection and mentions the challenges which the tourism sector has to address when it comes to reaching these goals. The objectives of the Agenda will be achieved through a framework of action which includes sustainable destination management, the integration of sustainability concerns by businesses and raising awareness of sustainability among tourists. Additionally, the Agenda outlines principles for achieving a competitive and sustainable tourism like taking a holistic and integrated approach, involving all stakeholders or undertaking continuous monitoring. This Commission Communication emphasizes, that all tourism stakeholders can and should contribute to sustainability of European tourism. They are called to accept their responsibilities and invited to embrace the opportunities that the sustainability challenges offer as a potential driver for innovation and growth. Furthermore, this Agenda points out the European Commission's responsibilities for actions concerning sustainable tourism. Therefore, it outlines the Commission's future activities in the tourism domain and in all other policy areas which exert an impact on tourism and its sustainability. Actions taken by the Commission to strengthen the sustainability of European tourism are mobilising actors to produce and share knowledge, promoting destinations of excellence, mobilising EU financial instruments and mainstreaming sustainability and competitiveness in Commission policies (European Commission, 2007a).

The Commission Communication "**Europe, the World's No 1 Tourism Destination – A New Political Framework for Tourism in Europe"** [Com (2010) 352 final], published in 2010, aims at stimulating competitiveness in the European tourism sector, while being aware that competitiveness in tourism is closely linked to the sustainable way in which it is developed. This latest tourism strategy for the European Union identified four priority areas of actions to achieve its aims. These are the stimulation of competitiveness in the tourism sector; promotion of the development of sustainable, responsible and high quality tourism; consolidation of the European profile as a collection of sustainable and high quality destinations and maximizing the potential of EU financial policies and instrument for

developing tourism. Priority area 2 deals explicitly with the sustainable development of the European tourism sector. Actions planned in this priority area are the development of a system of indicators for the sustainable management of destinations, organising awareness-raising campaigns for European tourists concerning the choice of destination, mode of transportation or relationships with the local population. Other actions planned are developing a European "Qualité Tourisme" brand, proposing a charter for sustainable and responsible tourism, establishing a European prize for tourism business and destinations respecting the values set out in this charter, and proposing a strategy for sustainable coastal and marine tourism (European Commission, 2010a).

There are also policies for the sustainable development of specific tourism fields, for example, a Commission Communication for the sustainable development of tourism in maritime and coastal regions. It is called "**A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism**" [COM (2014) 86 final]. It seeks to promote sustainable growth and competitiveness in coastal and maritime tourism. The framework for coastal and maritime tourism in Europe proposed in this document contains the stimulation of performance and competitiveness, the promotion of skills and innovation, strengthening of sustainability and maximising available EU-funding. This document also defines actions to achieve this goals. Performance and competitiveness should be stimulated by improving knowledge concerning destination management and access to statistical data, by addressing demand volatility and by overcoming sector fragmentation. Skills and innovations should be promoted by improving education and trainings to get skilled employees. Sustainability in coastal and maritime tourism should be strengthened by addressing environmental pressures like problems with waste pollution, biodiversity degradation, climate change or eutrophication. Sustainability in this specific touristic areas should be also enhanced by promoting an innovative, sustainable and high quality offer and by seeing opportunities in geographical constraints like insularity and remoteness. To enhance the sustainable growth and competition in coastal and maritime areas, financial support is needed. Therefore, another point of the new framework for coastal and maritime tourism in Europe is to maximise available EU-funding. Stakeholders on all levels (Commission, Member States, regional and local authorities) have to take targeted action in coherence with EU policies to strengthen the sustainability and competitiveness of this tourism sector (European Commission, 2014a).

Table 1: Commision Communications dealing with Sustainable Tourism		
Name/ Title	**COM**	**Content**
Basic orientations for the sustainability of European tourism	COM (2003) 716 final	This document advocates the strengthening of sustainable tourism in the EU. It recommends development of consistent measures and policies involving tourism enterprises, tourist destinations and national and local authorities.
A renewed EU Tourism Policy: Towards a stronger partnership for European Tourism	COM (2006) 134 final	The aim of this policy is to improve the competitiveness of the European tourism industry and create more and better jobs through the sustainable growth of tourism in Europe and globally
Agenda for a Sustainable and Competitive European Tourism	COM (2007) 621 final	The agenda describes, how sustainability could ensure the long-term competitiveness of tourism and outlines the Commission's future activities strengthening sustainable tourism.
Europe, the World's No 1 Tourism destination – A New Political Framework for Tourism in Europe	COM (2010) 352 final	Analyses the factors, which make the European tourism industry competitive and the obstacles to its sustainable development. Priority axis 2 of the document seeks to promote the development of sustainable, responsible and high-quality tourism by the proposing concrete actions.
A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism	COM (2014) 86 final	The strategy tries to enhance the sustainability and competitiveness in the European coastal and maritime tourism.

(changed after Ratcliff, 2017)

3.2 Actions and Initiatives fostering Sustainable Tourism Development

In addition to policies on sustainable tourism, the EU carries out specific actions and initiatives fostering sustainable tourism development. Most of them have been launched as a consequence of the Commission Communication "Europe, the world's No 1 tourism destination – a new political framework for tourism in Europe". They should help to achieve the objectives of this Commission Communication (Juul, 2015).

Actions and initiatives for promoting the sustainable tourism development initiated by the European Union are the competition "European Destinations of Excellence" (EDEN), the "European Tourism Indicator System" (ETIS) for the sustainable management of tourist destinations, through funding for the sustainable development of transnational tourism products or certifications schemes.

European Destinations of Excellence (EDEN) is an initiative for promoting sustainable tourism development models across Europe, which was launched in 2006. The initiative is based on national competitions that take place annually and result in the selection of a tourist 'destination of excellence' for each participating country. The key feature of the selected destinations is their commitment to social, cultural and environmental sustainability of tourism. EDEN is developed around an annual theme, chosen by the European Commission in conjunction with the national tourism bodies. Themes for the EDEN competition were for example "Tourism and Local Gastronomy", "Accessible Tourism" or "Tourism and Protected Areas". Objectives of EDEN are enhancing visibility of the emerging, non-traditional European tourist destinations of excellence; rewarding sustainable forms of tourism; creating a platform for the exchange of good practices at European level, while promoting networking between awarded destinations to persuade other destinations to adopt sustainable tourism development modes (European Commission, 2018a).

CALYPSO – Tourism for all was a European Commission's three-year action promoting social tourism, launched in 2009 and ended in 2012. It aimed at making tourism accessible for all. The reason for launching this initiative was the fact, that many citizens are still excluded from tourism and travel. Therefore, CALYPSO's main objective was to correct this social inequality concerning tourism and assuring a universal access to holidays. It helped disadvantaged people to go on vacation, while concurrently increasing tourism in the low season. It works by promoting exchanges between different regions and countries. The initiative wanted to support four target groups: young adults between 18 and 30 years, families facing difficulties, people with disabilities and seniors who couldn't afford travel or have difficulties organising a journey on their own. One project outcome was a platform called "STEEP - Social Tourism

Exchange Platform" which served as a link for all CALYPSO projects and to coordinated actions between these projects (European Commission, 2011a).

The **European Charter for Sustainable Tourism in Protected Areas** is a management tool that helps protected areas to achieve sustainable development of their touristic offer. The aim of the charter is the protection of the natural and cultural heritage and continuous improvement of tourism in terms of environment, local population, business and visitor experience (Europarc Federation, 2010). This charter was developed over five years, initially using information from ten pilot parks and input from an advisory group of sustainable tourism experts and representatives of tourism operators. The Charter belongs to the EUROPARC Federation, the umbrella organisation of protected areas in Europe and is about recognising protected areas, that have set up structures and processes for the development and management of sustainable tourism. A central requirement of this charter is the implementation of a sustainable tourism strategy and action plan elaborated in consultation with local stakeholders representing tourism, conservation and local community interests. After implementing the charter, the areas have to monitor and evaluate the results of their strategies. The charter status is valid for five years. To keep their charter membership, they have to do a re-evaluation. Additionally, to the management tool and certification for protected areas, the charter was extended and also provides certification for sustainable practices of local tourism businesses and tour operators in or to protected areas (Eagles, McCool, & Haynes, 2002) (Europarc Federation, 2010).

The European Commission **supports the development and promotion of sustainable transnational touristic products** by co-funding them through the COSME programme since 2011. Supported touristic products are thematic tourism products such as transnational itineraries, routes or trails focusing on different themes such as environmentally friendly tourism, sports tourism, food and wine tourism, health and wellbeing tourism, nature tourism, or 'slow tourism' – travel which allows tourists to engage more fully with communities along their route. The aim of this initiative is to strengthen transnational cooperation in sustainable tourism, to encourage greater involvement in sustainable tourism for small and micro enterprises, and local authorities and to stimulate competitiveness in the European tourism sector (European Commission, 2018c).

Another action for promoting sustainable tourism development is the **European Tourism Indicators System (ETIS)** for sustainable destination management launched in 2013. It is a voluntary management, information and monitoring tool and is based on self-assessment, observations, data-collection and self-analysis. It doesn't set minimum values or provide any certification. ETIS should help destinations monitor and measure their performance in relation to sustainable tourism and to improve it over time. It contains 27 core and 40

optional indicators, subdivided into the categories "destination management", "social and cultural impact", "economic value" and "environmental impact". They should help to collect and analyse data with the overall objective to assess the impact of tourism on a destination. The specific objective of the ETIS is to contribute to improve the sustainable management of destinations. The idea of ETIS is based on the Communication "Europe, the world's No 1 tourism destination – a new political framework for tourism in Europe" and its self-commitment to develop actions fostering the sustainability of European Tourism (European Commission, 2016c).

Possible ways for pointing out the environmental sustainability of tourism accommodation are the certifications like the EU-Ecolabel or the Eco-Management and Audit Scheme EMAS. If tourism accommodation services want to prove and promote their environmental excellence, they can apply for the **EU-Ecolabel**. This is a voluntary scheme and is given to products and services that have less environmental impact than comparable ones and to products of particularly good quality. The functioning of this label is set through the Regulation No 66/2010 of the European Parliament and of the Council of November 2009. Around 40.000 products and services hold the EU-Ecolabel. Specific EU Ecolabel criteria have been developed for tourist accommodation and campsite services. For example these are setting the basis of an Environmental Management System, providing the guests with information on the environmental policy of the accommodation, monitoring the consumption of water, electricity or chemical products for cleaning or have energy efficient devices, procurement of electricity from a renewable supplier or waste prevention (European Commission, 2018b).

The **Eco Management and Audit Scheme** (**EMAS)** is a voluntary system for companies and other organisations developed by the European Commission. It allows actors in the tourism sector to evaluate, report and particularly improve their environmental performance and promote the quality of their services. The EMAS' best environmental management practice document for the tourism sector can guide them in this process. Every institution participating in EMAS has to compile an environmental statement. In addition to a description of the environmental policy and the company's environmental program, the environmental impacts of the institution have to be assessed. Specific targets for the improvement of the institutions' environmental protection have to be defined. After implementing the Environmental Management Scheme, the organisations have to monitor their performance of procedures and practices in terms of environmental aspects. Consequently, an environmental report has to be prepared, which is checked by a certified environmental verifier. If the compiled report meets the requirements of the EMAS regulation, the institution can submit its registration as an EMAS certified institution and afterwards use the EMAS logo to promote its environmental commitment (European Commission, n.d.-a).

Table 2: Actions and Initiatives of the European Union on Sustainable Tourism			
Action | Initiative	**Type**	**Date**	**Content**
EDEN European Destinations of Excellence	Competition launched by the European Commission	exists since 2006	EDEN is an annual competition for promoting sustainable tourism development models. The competition results in the selection of a tourist 'destination of excellence' for each participating country.
CALYPSO - "Tourism for all"	An initiative launched by the EU	2009-2012	CALYPSO was an initiative, which aimed at making tourism accessible for all. It helped disadvantaged people to go on holiday, while concurrently increasing tourism in the low season.
European Charter for Sustainable Tourism in Protected Areas	Management tool elaborated by the EUROPARC Federation	first published in 1999 revised and updated in 2007 and 2010	This charter certifies European protected areas, sustainable tour operators and sustainable business which have successfully implemented a sustainable tourism strategy and action plan. It is a management tool for ensuring that tourism contributes to a balanced economic, social and environmental development of protected areas in Europe.
Funding for Sustainable Transnational Tourism Products	financial support through the COSME programme	2014-2020	The EU offers co-funding for sustainable transnational tourism products through the COSME programme to diversify the EU's tourism offer. Thematic tourism products focusing on themes like food, wine, health, sports or nature can be supported.
ETIS European Tourism Indicator System	Management, information and monitoring system developed by the EU	2013	ETIS is a management, information and monitoring tool for tourism destinations. It was developed to monitor and measure the performance of destinations in regard to sustainable tourism. The objective of the system is

			to assess the impact of tourism on a destination and to improve the sustainable management of tourism destinations within the EU.
EU-Ecolabel	based on the EU Regulation No 66/2010	exists since 1992	Products and services, that are environmentally friendly and of good quality can be awarded with the EU-Ecolabel voluntarily. Specific EU-Ecolabel criteria have been developed for tourist accommodations and campsite services.
EMAS Eco Management and Audit Scheme	based on the EU Regulation No. 1221/2009	exists since 1995 newest version from 2010 (EMAS III)	EMAS is a scheme to evaluate, report and improve the environmental performance of companies and other organisations. Before getting the EMAS certification, an internal process of one year has to be conducted. This includes an initial environmental review, the description of the environmental policy and program, the implementation of the EMS, an internal environmental audit, compiling an environmental report and a positive validation by an environmental verifier.

3.3 Research and Thematic Networks

At European level there are three thematic research networks linked to sustainable tourism. These are **ERNEST** (European Research Network on Sustainable Tourism), **NECSTouR** (Network of European Regions for a Sustainable and Competitive Tourism)**,** and **DestiNet** (Knowledge Networking Portal for Sustainable & Responsible Tourism).

The **European Research Network on Sustainable Tourism** (**ERNEST)** was a project launched by the European Union, which started in 2008 and ended in 2009. The main objective of this project was to develop and strengthen a framework for coordinating regional research programmes on sustainable tourism. Additionally, the network aimed to bridge the existing gaps in research in the 14 different regions involved in the action, and to establish a longterm strategy on sustainable tourism. The partners mapped regional research policies and programmes on the topic and documented almost 80 good practices in sustainable tourism. It focused on issues such as impact of transport, residents' quality of life, energy consumption, resource use and waste management. Conserving heritage, identity and culture was considered very important in developing good practices as well. Outputs of ERNEST were a report on regional policies, strategies, programmes and capabilities offering clear statistical and graphical data collected by all partners as well as the interregional comparison of regional tourism and sustainable tourism programmes and an online tool called NETJAC (Networking Tool for Joint Activities), that promotes joined activities, good practice and research programmes from project partners (European Commission, 2014b).

The **Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR)** was founded in 2009 and aims at developing and strengthening a coherent framework for the coordination of regional development programmes and research on sustainable and competitive tourism in Europe. It should serve as a platform for knowledge exchange and creation of innovative solutions in the field of sustainable tourism. Like the majority of actions and initiatives described before, this network also follows the Commission Communication "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" [COM (2010) 352]. Around 30 European regions with a strong competency in tourism and 30 partners from academic organizations like universities and research institutes as well as representatives from the business sector are involved in this network. This network tries to increase knowledge through the collection, exchange and evaluation of good practices of sustainable and competitive tourism polices. Furthermore, it seeks to increase expertise and joint activities through the development of projects and the dissemination of project ideas and progresses (NECSTouR, 2016).

The **Knowledge Networking Portal for Sustainable & Responsible Tourism (DestiNet)** is an independent portal, which brings together people and organizations working in the field of sustainable tourism. Furthermore, it provides information concerning organisations and information sources, potential partners for exchange and collaboration, tools and good practice examples, sustainable tourism certification programmes and their certified products and services worldwide. DestiNet is managed by ECOTRANS, which is an independent non-profit European network of experts and organisations for the sustainable development in tourism. The European Environment Agency (EEA), the United Nations Environment Programme (UNEP) and the World Tourism Organization (UNWTO) participate in this network. ECOTRANS aims at establishing and promoting principles, strategies and examples of good practice for sustainable tourism development in Europe (Ecotrans, 2018).

Table 3: Networks of the European Union on Sustainable Tourism		
Networks	**Date**	**Content**
ERNEST	2008-2009	The research network ERNEST was established to develop and strengthen a framework for coordinating regional research programmes on sustainable tourism in the European Union.
NECSTouR	since July 2009	NECSTouR is a platform for exchange of knowledge and innovative solutions in the area of competitive and sustainable tourism.
DestiNet		DestiNet is a knowledge networking portal for sustainable & responsible tourism that provides information concerning organisations and information sources, potential partners for exchange and collaboration, tools and good practice examples and sustainable tourism certification programmes.

3.4 Policies, Strategies and Plans of other Thematic Fields influencing the Sustainable Development of European Tourism

Community policies of other thematic fields can have favourable effects on the sustainability of European tourism. Aspects of the regional, mobility and environmental policy can influence the sustainability of European tourism.

The European Union uses structural funds for implementing its **regional policy**. These structural funds (ERDF, ESF, CF, EAFRD, EMFF) and their community initiatives, in particular Interreg and LEADER, provide good opportunities to support tourism related measures. The Cohesion Fund (CF) and the Instrument for Pre-Accession Assistance (IPA), respectively finance major environmental and transport infrastructure projects that contribute to achieving the objectives of the community's environmental policy and the Trans-European Transport Network and can be of importance for further sustainable tourism development in the European Union (European Commission, 2003).

Another aspect of the European Union's regional policy, which is of importance for the sustainability of tourism, are the strategies for the four established European macro regions. These strategies are integrated frameworks to address common challenges of defined geographic areas and to strengthen cooperation of actors within these areas contributing to achievement of economic, social and territorial cohesion. All strategies are accompanied by an action plan. The four European macro regions are the Danube Region, the Baltic Sea Region, the Alpine Space Region and the Adriatic-Ionian Region. All of these strategies mention tourism as a priority area of development and its sustainable development as favourable for the regions (Vernon *et al.*, 2012, 35). As an example, the European Strategy for the Danube Region [COM (2010) 715] and its action plan define tourism as a significant contribution to growth in the region. Sustainability needs to be an overall criterion in developing tourism in this region. Measures and actions proposed in this macro-regional strategy to secure the long-term competitiveness and sustainability of the tourism sector, as well as regional benefit from new developments and investment (European Commission, 2010b).

Conditions and regulations in the **mobility and transportation sector** strongly influence sustainability of tourism. The European Commission's objectives concerning the future development of transportation and mobility within the European Union are to increase efficiency, quality, safety, accessibility and environmental sustainability. Therefore, strategies and policies promoting sustainable aspects and forms of transportation have been released. The Commission Communication [COM (2009) 279 (final)] "A sustainable future for transport" points out, that European transport has to improve its environmental sustainability besides its

already existing socio-economic sustainable conditions. This should be achieved by lowering the consumption of non-renewable resources for all types of transport systems to reduce greenhouse gas and air pollutant emissions (European Commission, 2009a). The key document for the European transport policy is the "White Paper – Roadmap to a single European transport area – Towards a competitive and resource-efficient transport system" [COM (2011) 144 final]. It covers crucial aspects of sustainability of European tourism as it aims to build a competitive transport system that will increase mobility, reduce Europe's dependence on imported oil and cut carbon emissions in transport by 60 % by 2050 (European Commission, 2011d).

To support and promote sustainable transportation and the use of clean and energy efficient vehicles, the European Commission passed a "Greening Transport Package", a "Clean Power for Transport Package", and an "Urban Mobility Package". The "Greening Transport Package" passed in 2008, contains a Communication, summarising the package and setting out the initiatives taken in this field; a "Greening Transport Inventory"; a strategy to internalise the external costs of transport; a proposal for a directive on road tolls for lorries and a rail transport and interoperability communication (European Commission, 2018d). The "Clean Power for Transport Package" from 2013 aims to facilitate the development of a single market for alternative fuels for transport in Europe. It consists of an alternative fuels strategy for the long-term substitution of oil as energy source [COM (2013) 17] and directive on the deployment of alternative fuels recharging and refuelling infrastructure (European Parliament & Council of the European Union, 2014) (European Commission, 2013a). The central element of the "Urban Mobility Package" is the Commission Communication "Together towards competitive and resource efficient urban mobility [COM (2013) 913 final]. It is accompanied by an annex which consists of a concept of sustainable urban mobility plans and staff working documents on urban logistics, urban access regulation, deployment of intelligent transport system solutions in urban areas and urban road safety (European Commission, 2013b).

Another strategy, with a connection to tourism is the "Maritime Transport Strategy" [COM (2009) 8 final], which presents the main objectives for the European maritime transport system until 2018. Besides strengthening the competitiveness and the sustainable economic growth another important issue is enhancing the environmental performance of the maritime transport sector. To reach this objective, the Communication proposes, that issues like prevention of accidents and incidents, atmospheric emission, ballast water treatment and ship recycling should be tackled (European Commission, 2009b).

Air transportation is an important mode of transportation in tourism. However, it causes a considerable amount of greenhouse gas emissions, which affect the environment negatively. Therefore, reducing emissions due to air transportation will be necessary. The Commission

Communication "Reducing the Climate Change Impact of Aviation" [COM (2005) 459] analyses options for reducing the impact of the air transport sector on climate change. Possibilities that already exist are air traffic management and energy taxation. The Commission proposes to include the air transport sector in the "Community Greenhouse Gas Emission Trading Scheme" (European Commission, 2005a).

The Community's **environmental policy** has a major relevance for the sustainability of European tourism. Besides the measures, instruments and tools for the wise use and management of biological diversity and natural heritage, the environmental information, management and assessment issues such as water, waste water and waste management directly affect the tourism sector (European Commission, 2003).

The European biodiversity strategy "Our Life Insurance, Our Natural Capital: An EU Biodiversity Strategy to 2020" [COM (2011) 244 final] aims to reverse biodiversity loss and speeding up the EU's transition towards a resource efficient and green economy. The loss of biodiversity can lead to changes in the natural environment and the aesthetics of landscapes. These are components which are important factors for the destination decision of tourists and special forms of tourism. Therefore, stopping biodiversity degradation is an important factor for the success of tourism. Moreover, tourism can contribute or stop the loss of biodiversity, dependent on its management (European Commission, 2011c).

Other regulations on the protection of nature and biodiversity drafted by the European Union like setting up the Natura 2000 network for the conservation of natural habitats, wild fauna and flora species or conservation programmes for specific species and ecosystems can additionally contribute to sustainability in tourism as they are contributing to the local economy, fostering environmental education and awareness and provide touristic offers. The European Commission released a document concerning sustainable tourism in Natura 2000 areas in 2001 containing guidelines, initiatives and good practices. The document highlights, that NATURA 2000 areas should be engaged with tourism as they bring economic benefit to local communities, improve the management of visitors, increase understanding and appreciation of the site and reduce negative impacts of existing and future tourism enterprises while encouraging them to promote and benefit from the site in positive and sensitive ways (European Communities, 2001).

The "Thematic Strategy on the Sustainable Use of Natural Resources" [COM (2005) 670 final] aims to reduce the negative environmental impacts generated by the use of natural resources while at the same time improving resource productivity overall across the EU economy. To achieve this objective, the strategy includes actions to improve our understanding and knowledge of European resource use, its negative environmental impact and significance in

the EU and globally; to develop tools to monitor and report progress in the EU, Member States and economic sectors; to foster the application of strategic approaches and processes both in economic sectors and in the Member States and encourage them to develop related plans and programmes; to raise awareness among stakeholders and citizens of the significant negative environmental impact of resource use (European Commission, 2005b).

The "Bathing Water Directive" (Directive 2006/7/EC) deals with the management of bathing water quality (European Parliament & Council of the European Union, 2006b). It formulates provisions for the monitoring and classification of bathing water, the management of bathing water quality and information to the public on bathing water quality. The purpose of this directive is to preserve, protect and improve the quality of the environment and to protect human health. Member states have to monitor, assess and classify the quality of the bathing water for defined parameters and compile a bathing water report. This report informs on possible kinds of pollution and sources that affect the quality of the bathing water. If the quality of the water is not suitable, the member states have to undertake management measures.

The "EU Water Framework Directive" (Directive 2000/60/EC) unifies the legal framework for water policy within the European Union (European Parliament & Council of the European Union, 2000). The directive has set up uniform environmental protection measures for all bodies of water of the European Union and set out rules to achieve "good status" for Europe's rivers, lakes and groundwater. The legislation signs clear responsibilities to the national authorities.

Regulations on waste management are also important to establish sustainable tourism destinations. The EU waste management law (European Parliament & Council of the European Union, 2008b) was designed to protect the environment and human health by emphasising the importance of proper waste management, recovery and recycling techniques to reduce pressure on resources and improve their use.

Eco-labelling for tourism accommodations or touristic products can also help to reduce the impact of tourism on the environment. The EU-Ecolabel scheme is part of the sustainable consumption and production policy of the Community, which aims at reducing the negative impact of consumption and production on environment, health, climate and natural resources. Based on criteria of environmental performance (touristic) products can get the EU-Ecolabel. The label should lead to environmental awareness of consumers and tourists as well as to environmental protection. The European Parliament and Council compiled the Regulation (EC) No 66/2010 on the Ecolabel in November 2009 (European Parliament & Council of the European Union, 2010).

Regulations and measures of the European Union regarding **energy** can contribute to sustainable tourism development. The EU energy efficiency plan [COM (2011) 109 final] sets out plans to promote an economy that respects the planet's resources, implements a low-carbon system, improves EU energy independence and strengthens the security of energy supply. A key objective is to improve the energy efficiency in the construction sector (European Commission, 2011b).

The Directive 2012/27/EU on energy efficiency promotes the Community's goal to reduce the EU's projected energy consumption by 20 % until 2020 compared to 1992 and to accomplish further energy efficiency improvements afterwards (European Parliament & Council of the European Union, 2012). It includes a requirement for all Member States to set indicative national energy efficiency targets for 2020. The Directive promotes energy efficiency across the Union through a common framework of measures which also positively affect the energy efficiency of the tourism sector.

Policies on **maritime affairs and fisheries** are also influencing sustainable development of tourism. Sustainability of tourism can benefit from the EU's strategy for sustainable marine and maritime growth: Blue Growth [COM (2012) 494 final]. It is the maritime sector's contribution to achieving the goals of the Europe 2020 strategy for smart, sustainable and inclusive growth. It focuses on the potential of marine and maritime sectors to contribute to sustainable economic recovery in the EU, and in particular to create new jobs and promote innovation and sustainable growth. The strategy identifies 5 sectors that have high potential for jobs and growth. These are aquaculture, tourism, marine biotechnology, ocean energy and seabed mining. A set of Commission initiatives has been launched to explore and develop the growth potential in these areas (European Commission, 2012a).

Human activities like fishing, shipping, wind energy or tourism are impacting the ecological and socio-economic conditions in coastal and maritime regions. To coordinate the issues of all these different sectors, the European Union released its "Integrated Maritime Policy" (IMP) in 2007 [COM (2007) 575 final). Since its creation in 2007, the IMP has sought to enhance the sustainable development of the European maritime economy and to better protect the marine environment by facilitating the cooperation of all maritime players across sectors and borders (European Commission, 2007b). A progress report on the IMP [COM (2012) 491 final] was released in 2012 (European Commission, 2012b).

Directive 2002/84/EC on maritime safety and the prevention of pollution from ships aims to improve the implementation of European Union legislation on maritime safety, on the prevention of pollution from ships and on shipboard living and working conditions (European Parliament & Council of the European Union, 2002).

In July 2011, the Commission adopted a package of initiatives, including new legislative proposals, to reform the "Common Fisheries Policy". It aims to provide the building blocks for sustainable fisheries while respecting the ecosystem as well as ensuring quality food supplies, thriving coastal communities, profitable industries, and attractive and safer jobs. Long-term management with clear sustainability targets for the exploitation of resources and the stopping of wasteful practices are at the heart of the proposals. Support will also be given for improving data to underpin policy choices and to ensure better enforcement and control. The transition will be accompanied by a "European Maritime and Fisheries Fund" to improve sustainability, the performance of small-scale coastal fisheries, promote aquaculture and support job creation in maritime communities (European Commission, 2012a).

The "Marine Strategy Framework Directive" (Directive 2008/56/EC – EU action in the field of marine environmental policy) establishes a common approach and objectives for the prevention, protection and conservation of the marine environment against damaging human activities and therefore enhances the sustainability of coastal tourism destinations (European Parliament & Council of the European Union, 2008a).

Taking a holistic view of sustainable tourism means to also consider social components. Resolutions within the European **employment, entrepreneur and social policy** can therefore influence the sustainable development of tourism. Sustainability of tourism can benefit from the European Union's effort to promote and develop Corporate Social Responsibility (CSR) (European Commission, 2003, 27). The Commission Communication regarding CSR [COM (2006) 136 final] provides the reference for its further development, including in the tourism sector (European Commision, 2006).

Regulations concerning working time, employment conditions, employee protection and qualification can contribute to making the tourism sector more socially sustainable. The Council Directive 2000/78/EC on the equal treatment in employment and occupation sets out a general framework to ensure equal treatment of individuals in the European Union at their workplace regardless of their religion or belief, disability, age or sexual orientation (European Union, 2000). The Directive 2003/88/EC on certain aspects of the organisation of working time sets out minimum safety and health requirements for the organisation of the working time of workers (European Parliament & Council of the European Union, 2003). These cover minimum periods of daily and weekly rest, annual leave, breaks and maximum weekly working time and aspects of night and shift work. The Directive 2006/54/EC on gender equality in the labour market determines equality in employment and working conditions by prohibiting direct or indirect discrimination between men and women concerning the conditions of recruitment, access to employment and self-employment; dismissals; vocational training and promotion; membership of workers' or employers' organisations. Additionally, it determines the equal

treatment of men and women under occupational social security schemes (European Parliament & Council of the European Union, 2006a).

The EU umbrella programme for employment and social policy (EaSI) established by Regulation No 1296/2013 is a European-level financing instrument to support employment, social policy and labour mobility across the EU. It aims to deliver sustainable and long-term growth and jobs, reduce divergence between EU countries and help to reduce social inequality. Objectives of the programme are to support the development of adequate social protection systems and labour market policies by promoting good governance, mutual learning and social innovation or to promote geographical mobility and boost employment opportunities by developing an open labour market. These are important aspects for job creation and workforce in tourism.

The "Green Action Plan for SMEs" [COM (2014) 440 final) sets out ways to support green business developments in Europe in order to create a sustainable economy and improve the competitiveness of small companies. It encourages SMEs to use their resources more efficiently so that they can reduce costs and achieve productivity gains. This can also affect entrepreneurs in the tourism sector (European Commission, 2014c).

4 Cross-border Policies related to Sustainable Tourism within the European Union

4.1 Carpathian Convention – Strategy for the Sustainable Development of the Carpathians

The **Convention on the Protection and Sustainable Development of the Carpathians (Carpathian Convention)** was adopted by seven countries located in the Carpathians: Czech Republic, Hungary, Poland, Romania, Serbia, Slovak Republic, and Ukraine. It was signed in May 2003 and came into force in January 2006. The common vision of the parties to the Carpathian Convention is to pursue a comprehensive policy as well as cooperation in order to guarantee the protection and sustainable development of the Carpathians. The improvement of the quality of life, the strengthening of local economies and communities, and the conservation of natural values and cultural heritage should go hand in hand in the Carpathian area. The Convention provides a framework for cooperation and multi-sectoral policy coordination, a platform for joint strategies for sustainable development, and a forum for dialogue between all stakeholders involved (Secretariat of the Carpathian Convention, n.d.-b).

Article 9 of the Carpathian Convention asks the parties to further investigate on sustainable tourism, which must be ecologically bearable in the long term, economically viable as well as ethically and socially equitable for the local communities (Secretariat of the Carpathian Convention, n.d.-a). Therefore, a **Strategy for Sustainable Tourism Development of the Carpathians** was elaborated and published in 2014.

The purpose is to establish common actions and measures in order to value and sustainably use the outstanding natural and cultural assets for sustainable tourism development of the Carpathians. The aim of the strategy is to harmonize and coordinate country specific approaches of tourism development by providing a common understanding and umbrella platform for planning and management (Secretariat of the Carpathian Convention, 2014).

4.2 Alpine Convention – Convention on the Protection of the Alps

The **Alpine Convention** is an international treaty between the Alpine countries (Austria, France, Germany, Italy, Liechtenstein, Monaco, Slovenia and Switzerland) as well as the EU, for the sustainable development and protection of the Alps (Permanent Secretariat of the Alpine Convention, n.d.-a).

Among other aspects, the Alpine Convention focuses on sustainable tourism development in the Alps. Therefore, a series of documents and activities regarding this topic exist. The most important documents are the Protocol on Tourism, the Fourth Report of the State of the Alps on Sustainable Tourism, and the final report of the Working Group Sustainable Tourism (Permanent Secretariat of the Alpine Convention, n.d.-b).

The Alpine Convention prepared a Protocol on Tourism. The objective of the Protocol is to contribute to sustainable development in the Alpine region within the existing institutional framework, by encouraging environmentally-friendly tourism through specific measures and recommendations which take the interests of the local population and tourists into account.

Furthermore, the Fourth Report on the State of the Alps deals with sustainable development of tourism. It includes a general introduction on the sustainability of tourism; an overview of the situation of tourism in the Alpine regions of the participating countries; an analysis of the responses already obtained by the Alpine Convention and its Protocol of Tourism in the Alps; and a presentation of possibilities and opportunities for improving the development of sustainable tourism in the Alps (Pemanent Secretariat of the Alpine Convention, 2013).

The political decision-making body of the Alpine Convention is the so called Alpine Conference. If content-related support is needed, the Alpine Conference can establish working groups supporting its work on different topics related to sustainable development.

A working group on sustainable tourism development in the Alps, called Sustainable Tourism Working Group, has been established. It focused on the promotion of sustainable tourism in the Alps with a particular focus on reducing CO_2 emissions from the tourism sector and identifying strategies for the development of innovative tourism products in Alpine destinations. The Working Group Sustainable Tourism released a final report called "Alpine Tourism: Valorising heritage – governing sustainable destinations" (Permanent Secretariat of the Alpine Convention, n.d.-b).

4.3. Interreg V-A Slovakia – Hungary Cooperation Programme

"Interreg V-A Slovakia – Hungary Cooperation Programme" is a territorial cooperation programme and aims at fostering cross-border initiatives and developments between Slovakia and Hungary. As an instrument of the European Union it is funded through ERDF and works in line with the Union's Cohesion Policy Goals. It includes a setup of management structures to ease cooperation in project contexts between these two countries. The Managing Authority is the Hungarian Prime Minister's Office while the National Authority is the Slovak Ministry of Agriculture and Rural Development. A Monitoring Committee reviews implementation and project selection for the Cooperation Programme.

Four Priority Axes build the foundation of this cooperation: Nature & Culture; Enhancing cross-border mobility; Promoting sustainable and quality employment; Enhancing cross-border cooperation of public authorities and people living in the border area. The priorities which include low-carbon economy, resource efficiency and environmentally friendly developments influence regional tourism greatly. But regarding tourism, Priority Axis 1 ("Nature & Culture") currently impact actions of the Slovak-Hungarian border region the most.

The aim of this priority is to increase attractiveness of the border area by conserving, protecting, promoting and developing natural and cultural heritage. Types of actions to be supported under the priority include: Supporting the cooperation and development of cultural heritage sites; Maintaining and promoting natural heritage in the programme area; Design cross border action plans, set up models and test pilot actions to better capitalize the regions cultural and natural heritage and to combine tourism with the promotion and protection of the regions' natural and cultural heritage by performing creative and artistic actions; Design and construction of local access roads linked to sites of cultural and natural heritage, preparation and construction of cross-border road infrastructure; Joint development of environmentally friendly tourism products and offers and development of cross border infrastructure for eco-tourism; In case of activities related to road construction passive noise reduction solutions. (European Commission, n.d.-b)

5 Institutional and Policy Framework, Initiatives and Actions related to Sustainable Tourism on National and Regional Level

The following part deals with institutional and policy framework, mainstream initiatives and actions related to sustainable tourism on national and regional level of INSiGHT's project partners, who are implementing a pilot action. They are situated in Bulgaria, Croatia, Slovenia, Romania, Republic of Serbia, Hungary, Germany and the Slovak Republic.

A majority of the regional and local policies related to sustainable tourism are only available in the project partner's national languages. Therefore, the project partners helped with the compilation of the inventory by translating and summarizing the regional and local policies. Due to this fact, the project partners are mainly responsible for the summaries of the regional and local policies in the inventory.

5.1 Bulgaria

National policies

In Bulgaria, the Council of Ministers is responsible for formulating the national tourism policy. This policy is implemented by the Ministry of Economy, Energy and Tourism (MEET). This Ministry is also responsible for regulation, product development, marketing, research and information, management of external funding for projects and assistance to regional management organisations. As the tourist policy in Bulgaria is centralised, tourism strategies and programmes on a regional and local level are developed and implemented in line with the national tourism development strategies (OECD, 2016). The National Tourist Council (NTC) assists in the implementation of the national tourism policy. It is a consultative body under the authority of the Ministry of Tourism. It has to approve the national funding for tourism marketing and the annual program for national tourism advertisement, coordinate the implementation of the national tourism advertisement and analyse the efficiency of the implemented promotional activities. Further tasks are to give recommendations on designed concepts and programmes for tourism development and on draft regulations in regard to provision of tourist activities. The National Tourist Council additionally discussed issues related to tourist infrastructure, foreign investments in tourism, the fulfilment of charter programmes and consumer protection (Ministry of Tourism of the Republic of Bulgaria, 2016).

Sustainable development of tourism has a high priority in the national tourism policy of Bulgaria. Therefore, the tourism concept released by the Ministry of Economy, Energy and

Tourism is called **"National Strategy for Sustainable Development of Tourism"**. The current strategy covers the period from 2014-2030, the previous strategy was valid from 2003 to 2009. Sustainable tourism development is also part of the "National Program for Development until 2020" and the "National Strategy for Regional Development". Furthermore, a "National Ecotourism Strategy and Action Plan" comprising sustainability goals have been elaborated.

The Republic of Bulgaria has a mission statement for the sustainable development of tourism pursuing economic efficiency and competitiveness of the tourism sector through effective use and protection of natural, cultural and sustainable resources. It is called "**National Strategy for Sustainable Development of Tourism in the Republic of Bulgaria**" and covers the period 2014-2030. It contains long-term strategies for planning and investment in domestic tourism, surveys, service provision, infrastructure and transport improvement, professional training and qualification of tourism employees, diversification of touristic products, restoration and maintenance of existing touristic areas and the improvement of the overall destination. The implementation of these strategies should establish sustainable schemes for the development and management of tourism activities. Priorities of this strategy are decreasing seasonality in tourism, conservation and sustainable use of natural, cultural and human tourism resources, improving the quality of touristic infrastructure, enhancing the safety and rights of tourists, fostering the cooperation between central and local institutions and representatives of the tourism industry, improving education and training for employees in tourism and increasing specialized forms of tourism like spa, wellness, cultural, eco and rural tourism. Measures to increase the sustainability of the tourism industry are the development and marketing of tourism offers for older people which combine specialized types of tourism like balneal, cultural, eco or rural tourism; emphasis of the specialized tourism products with the potential to overcome seasonality and create a special emotional connection with the destination; attraction of additional investors for the field of tourism. The aim of the strategy for sustainable development of tourism is to turn Bulgaria into a well-known and preferred all-year tourist destination with a clearly recognizable national identity and preserved culture and nature. Tourism should become one of the leading national industries which has a stabilizing effect on the national economy (Ministry of Tourism of the Republic of Bulgaria, n.d.).

The "**National Development Programme of the Republic of Bulgaria until 2020**" identifies the effective and sustainable utilization of the tourist potential of Bulgarian regions as a means of achieving sustainable integrated regional development and better use of local potentials. Measures to support the effective and sustainable utilization of the tourist potential are the development of an infrastructure for specialized forms of tourism, the marketing of tourism regions and the elaboration of regional tourism products. Additionally,

supporting the tourism sector by improving the quality of tourist services and enhancing the national tourism marketing are identified as ways of improving the competitiveness of the Bulgarian economy (Ministry of Finance of the Rebulic of Bulgaria, n.d.).

Twelve basic principles for developing tourism in a sustainable way are embedded into the **"National Strategy for Ecotourism Development of Bulgaria"**. Emphasis is placed on the economic viability and competitiveness of tourist destinations, local prosperity and quality of employment. The other principles are social equality, satisfaction of visitors, social well-being of the local population, preservation, conservation and development of cultural heritage and traditions; environmental protection and biodiversity; effective use of resources and conservation of nature and clean environment (RDA BSC SMEs Personal Communication, 2017).

Further documents influencing current tourism developments at a national level in Bulgaria include the **"Tourism Act"** (2015), **"Concept for Tourist Regionalisation of Bulgaria"**, **"Strategic Plan for Development of Cultural Tourism in Bulgaria"**, and the **"Regional Development Plan of the South Central Region 2014 – 2020"**.

National initiatives

The "**Bulgarian Association for Alternative Tourism" (BAAT)** is a non-profit public benefit organization established in 1998. BAAT unifies over 100 members: national and regional tourist councils, nature parks directorates, tour operators for specialized tourism, family hotels, guesthouses and individuals. Its mission is to encourage and support partnerships for the sustainable development of alternative forms of tourism at a regional and local level in order to preserve the natural, cultural and historic heritage and help Bulgaria become a better place for living and doing business. Measures to achieve the goals are trainings for representatives of guesthouses, municipality administration, NGOs and protected areas on various topics connected with alternative tourism; consulting the members of the association on how to start and run successful businesses; working on projects for certification and quality standards in tourism and in regard to regional development; promoting the members activities on fairs; advertising Bulgaria as a destination for alternative tourism; lobbying the state authorities for protection of the interests of the members for changes in the legal framework regarding tourism and preservation of Bulgarian nature and culture; publishing advertising and information issues; establishing partnerships with organizations with similar activities. Things that have already been achieved are for example the first Bulgarian quality standard Chart "Bulgaria Dom" for the quality of accommodations, the creation of the quality mark "Green Lodge" which is a certification for sustainable management and hospitality in small accommodations or the organization of the green days fair in Sofia for natural products and responsible tourism and lifestyle (Bulgarian Association for Alternative Tourism, 2014).

Regional level

The Bulgarian pilot area within the INSiGHTS project is the Plovdiv region situated in Southern Bulgaria. Therefore, regional policies of Plovdiv dealing with sustainable development of tourism are mentioned in this section.

The Plovdiv region has its own "**Strategy and Plan for Sustainable Development of Tourism"** for the period 2014 to 2020 (Стратегияи планза устойчивото развитие на туризма вПловдивза периода 2014–2020 година). It is a concept for developing a competitive tourism industry, promoting cultural and business tourism while considering the sustainable use of natural, social and cultural resources. The main goals of the strategy are to increase the diversity of tourism services and products through an improved and more efficient transport network and to simplify the access to information of touristic products. Furthermore, the implementation of the strategy should contribute to the economic, social and cultural growth of Plovdiv. Priorities of the strategy are the development of touristic products reflecting the cultural identity of the region and a diverse tourism supply; fostering the sustainability of the tourism industry by enhancing awareness, knowledge, expertise, innovation and the efficient use of resources; developing quality tourism products; establishing a sustainable tourism centre in Southern Bulgaria and the Balkan Peninsula. Measures to achieve the objectives formulated in the strategy are to create, maintain and communicate a distinctive brand which will be promoted through different media and in different languages; increase the market orientation of cultural tourism; expand the offers concerning wine and gourmet tourism; optimize the use of sport resources; increase the efficiency and expertise in the region's tourism management (RDA BSC SMEs Personal Communication, 2017).

Additionally the **"Municipal Plan for Development of Plovdiv Municipality 2014 – 2020"** also influences planning at the regional level.

The "**Regional Development Strategy of Plovdiv District 2014-2020"** (Областна стратегия за развитие на Област Пловдив 2014-2020 г.) identifies the unique historical and cultural heritage as well as the natural assets of the region as good opportunities for generating additional sustainable growth mainly through the development of various forms of tourism and recreation. Tourism forms which will be focused on are cultural, religious, congress, business and balneological tourism. Within this priority, specific interventions are envisaged and grouped into the following main measures: Stimulating the study, preservation and valorisation of cultural heritage and the creation of a cultural industry; conservation and sustainable use of the natural environment, natural resources and biodiversity in the area; efficient use of Natura 2000 areas; improving the quality of tourist services in the area; effective destination marketing (RDA BSC SMEs Personal Communication, 2017).

Table 4 summarises Bulgarian policies and initiatives on national and regional levels related to sustainable tourism.

Table 4: Policies and Initiatives concerning Sustainable Tourism in Bulgaria and the Plovdiv Region	
National Policies	National Strategy for Sustainable Development of Tourism in the Republic of Bulgaria 2014-2030
	National Development Programme of the Republic of Bulgaria until 2020
	National Strategy for Regional Development
	National Strategy for Ecotourism Development in Bulgaria
Regional Policies	Strategy and Plan for Sustainable Development of Tourism in Plovdiv 2014-2020
	Regional Development Strategy of Plovdiv District 2014-2020
National initiative	Bulgarian Association for Alternative Tourism (BAAT)

5.2 Croatia

National policies

The Ministry of Tourism is the state administration body responsible for drafting policies, strategies and legislation concerning tourism on national level. The Tourism Committee of the Croatian Parliament shall establish and monitor the implementation of the policy. Tourism promotion lies within the responsibility of the Croatian National Tourist Board (CNTB). At regional level, within the county administrative office, there is usually a service responsible for tourism and hospitality. County administrative offices handle the classification of and permits for private accommodation operators. However, the classification of hotels, campsites and marinas is the responsibility of the ministry. Legislation on tourism comprises the "Tourism Inspection Act", "Act on Provision of Tourism Services", "Hospitality and Catering Industry Act" and the "Act of Tourist Boards and the Promotion of Tourism" (OECD, 2014).

There is no explicit policy, strategy or legislation on sustainable tourism nor coordinated sustainable tourism planning on a national level. However, principles and aspects affecting the sustainable development in the tourism sector are integrated into documents dealing with sustainable and tourism development.

The main goal of the **"Tourism Development Strategy of the Republic of Croatia until 2020"** is to increase the tourism sector's attractiveness and competitiveness. The strategy identifies key indicators for tourism development and considers limitations of growth and development possibilities. Moreover, the strategy points out, that the development of Croatian tourism needs resource management that meets the requirements of the basic economic, social and aesthetic criteria for sustainable trading in the long-term, as well as growth of prosperity, preservation of cultural integrity and vital ecology systems and bio-diversity. Development principles, visions and goals formulated in this strategy are important pre-conditions for the development of a sustainable and competitive Croatian tourism industry in the long run (Goverment of the Republic of Croatia, 2013).

The "**Sustainable Development Strategy of the Republic of Croatia**" (Strategija održivog razvitka Republike Hrvatske) contains the basic principles and benchmarks for defining objectives and priorities in considering long-term transformation towards sustainable development of Croatia. The strategy defines the main objectives and measures for the sustainable development of the economy, sustainable social development and environmental protection and identifies key challenges in their realization. Sustainable development presupposes the achievement of three general goals: Stable economic development, fair distribution of social opportunities and environmental protection. These goals can only be achieved through the joint co-operation of all stakeholders. The strategy is aimed on long-

term actions in eight key areas: 1. The growth of the population of the Republic of Croatia; 2. Environment and natural resources; 3. Routing to sustainable production and consumption; 4. Realization of social and territorial cohesion and justice; 5. Achieving energy independence and increasing energy efficiency; 6. Strengthening public health; 7. Connecting the Republic of Croatia; 8. The protection of the Adriatic Sea, the coast and the islands. Some of these aspects will also contribute to make tourism in Croatia more sustainable (LAG Istria Personal Communication, 2017).

The "**Regional Development Strategy of Croatia until 2020"** (Strategija regionalnog razvoja Republike Hrvatske za razdoblje do kraja 2020. Godine) defines three strategic goals in order to strengthen development potentials of all Croatian regions; reduce regional disparities; and to increase the development potential of weaker developed parts of the country. The first strategic goal is to increase the quality of life by promoting sustainable territorial development. The second strategic goal is to increase the competitiveness of the regional economy and employment. The third strategic goal is to develop a systematic regional development management (LAG Istria Personal Communication, 2017).

Other sectoral strategies affecting the sustainable development of the Croatian tourism sector are the "**Nautical Tourism Development Strategy 2009-2019"**, the "**National Programme on Social Tourism Development – Tourism for All",** the "**Environmental Strategy and Action Plan"** and the **"Energy Strategy of the Republic of Croatia until 2020"**.

In addition to these National Strategies, **Action Plans on Green Tourism, Cycling and Health Tourism Development** and an have been compiled.

National initiatives

There are specific programmes, labels and certifications that foster economic, social or environmental responsible and sustainable practices in tourism.

The "**Croatia 365"** programme was established to reduce seasonality in Croatian tourism. It involves 40 destinations and pursues the development of an attractive and competitive value-added destination offer in the pre- and post-season. It aims to position Croatia as a country offering special, authentic and attractive tourism products year-round and encouraging the development of customised products for different consumer and special interest markets, in order to reduce seasonality and increase tourist traffic. The project focuses on six product areas: culture, wine and gastronomy, cycling, business trips, wellness and health and active holidays. A system of designations and certifications has been introduced and a visual identity with a logo and slogan has been designed for the Croatia 365 campaign (OECD, 2016).

"Croatia 365 Gourmet" is a national digital platform hosted by the Croatian National Tourism Board promoting the Croatian gastronomy regions and its restaurants, wineries and oil productions (Croatian National Tourism Board, 2018).

The voluntary Croatian environmental protection label **"Environmentally Friendly"** (Prijatelj okoliša) is carried out with the objective of promoting products and services which, in compared to equivalent products or services, have a reduced environmental impact and thereby contribute to more efficient use of environmental components and a high level of environmental protection. The scheme is part of the sustainable consumption and production policy which aims at reducing the negative impact of consumption and production on the environment, health, climate and natural resources. It is intended for producers, distributors, importers, retailers or wholesalers and service providers who wish to emphasise their positive attitude towards the environment and provide reliable information to the consumer that their product or service offered on the market in the Republic of Croatia is to the least possible extent harmful for the environment. Within the accommodation sector, ten hotels and five campsites have already received the award (Ministry of Environment and Energy, 2018). Other ways for certifying the sustainable and responsible business operations in Croatia are the **Sustainable Hotel Certificate by UPUHH** and the **Ordinance on Quality Label** (European Commission, 2016a)

Regional policies

The Croatian pilot area within the INSiGHTS project is Central Istria, which is situated in the centre of the Istrian peninsula. Therefore, regional policies of central Istria dealing with the sustainable development of tourism are mentioned in this section. The documents show, that Croatian regional and local level policies pay more attention to sustainability in tourism than national policies.

The "**Regional Development Strategy of the Region of Istria until 2020"** (Županijska razvojna strategija Istarske županije do 2020. Godine) is the fundamental planning document for the sustainable socio-economic development of Istria until 2020. The strategy envisions an autonomous, modern, open and economically competitive Istrian region which is known for its cultural and natural heritage and high quality of life within a framework of balanced and sustainable development. Among others, the document examines the current situation of the Istrian tourism sector and provides proposals for future development. Tourism in Istria County is still characterizes by seasonality and based on the "sun, sea and sand" model. However, the demand for more sustainable forms of tourism is increasing. Therefore, it is important to create the preconditions for all-year business tourism activities, raise the quality of tourism services and products as well as to carry out a diversification of tourism offers by introducing innovative products with a goal raising competitiveness (cycling, gourmet, golf,

health tourism, nautical tourism etc.). Accordingly, Central Istria needs to preserve and present its hidden and authentic character by taking additional effort on promoting its special offer. The touristic offer consists of gastronomy, touring, culture and short vacations. The regional development strategy defines four development priorities: 1. Increasing economic competitiveness; 2. Human resources development and high quality of life; 3. Strengthening infrastructure, environmental protection and sustainable spatial management and resources; 4. Development, preservation and promotion of Istrian identity. Priority 3 includes measures enabling improved energy management, increased production and consumption of renewable energy sources and increased share of renewable sources in total energy consumption. Included promotional activities will ensure a better understanding of the benefits of using renewable resources energy. Priority 4 should be achieved through a comprehensive development of cultural activities by investing in education to preserve Istrian identity, by preservation and promotion of the sustainable use of cultural and natural heritage, by networking of all institutions whose activities include elements of regional identity and by the presentation and promotion of Istrian identity and Istria as a "green" region, culture, sport, healthy life, entrepreneurial region in which multiculturalism is being cherished (LAG Istria Personal Communication, 2017).

The regional tourist board has compiled a **"Tourism Development Master Plan for the Region of Istria 2015-2025"** (Master Plan Turizma Istarske Županije 2015 – 2025). Additionally, a marketing plan for the period until 2018 was added. The aim of the document was to offer pragmatic solutions to the previously defined visions and priorities. The master plan defines the development priorities sun and sea, short breaks, sports and activities and touring and culture. According to these priorities specific measures have been elaborated that deal with accommodation development mostly concerned with improving and increasing the categorization of existing accommodation capacities (hotels, camping facilities) and the development of small thematic hotels. Measures have also been established for infrastructure development to establish a regional road touring system, a unique regional cycling system, a tourist interpretation system of the most famous Istrian attributes and an adequate sports infrastructure. Furthermore, EU funding should contribute to the realization of key projects for raising the attractiveness and competitiveness of Istria as a tourism destination. Most of these touristic projects can contribute to the development of sustainable tourism because they are based on experiencing traditional ways of life, local Istrian products, culture and nature (LAG Istria Personal Communication, 2017).

Table 5: Policies and Initiatives concerning Sustainable Tourism in Croatia and Central Istria	
National policies	Tourism Development Strategy of the Republic of Croatia until 2020
	Sustainable Development Strategy of the Republic of Croatia until 2020
	Regional Development Strategy of the Republic of Croatia until 2020
	Sectoral strategies such as the • Nautical Tourism Development Strategy 2009-2019 • National Programme on Social Tourism Development – Tourism for All • Environmental Strategy and Action Plan • Energy Strategy of the Republic of Croatia
	Action plans on • Green Tourism Development • Cyclotourism Development • Health Tourism Development • Cultural Tourism Development
Regional policies	Regional Development Strategy of the Region of Istria until 2020
	Tourism Development Master Plan for the Region of Istria 2015-2025
National initiatives	Croatia 365 Programme and Croatia 365 Gourmet
	Labels certifying sustainable tourism accommodations like • "Environmentally Friendly" • "Ordinance on Quality" • Sustainable Hotel Certificate by UPUHH

5.3 Germany

National policies

Due to Germany's federal structure, the Federal Government is primarily responsible for establishing the legal framework for tourism, while the 16 Federal States are responsible for the secondary legislation concerning tourism and concrete implementation of the national laws. The Federal Committee on Tourism meets twice a year exchanging information and co-ordinating measures involving more than one of the Federal States. The Federal Minister for Economic Affairs and Energy has lead responsibility for the tourism policy. The German National Tourism Board (GNTB) is responsible for marketing Germany abroad as a tourist destination. The DTV (Deutscher Tourismusverband e.V.) is the umbrella organization for the tourism marketing organisations at state, regional and local level providing coordinating and advisory functions (OECD, 2016).

The German Federal Government published the "**German Federal Government Policy Guidelines on Tourism**" (Tourismuspolitische Leitlinien des Bundes). These guidelines deal with the relevance of sustainability for tourism and address principles of sustainable tourism. The policy guidelines focus on the environmental sustainability and identifies climate protection and resource conservation as crucial for the future development of tourism in Germany. On the one hand, environmental protection will help to preserve intact environments, which are crucial motives for people's destination decision. On the other hand, ecological and sustainable aspects in holiday offers and tourist destinations are crucial, because they are affecting the destination decision of tourists. Additionally, these guidelines emphasise the social aspect of German tourism. Everyone should be able to participate in German tourism. Therefore, assistance is given to provide affordable holiday accommodations and a special focus is put on the expansion of barrier-free travel. However, these are just guidelines for the future of German tourism, the Federal States are responsible for integrating these guidelines into their tourism policy (Federal Ministry of Economics and Technology, n.d.).

At request of the German Parliament, the Federal Government regularly reports on the development of the tourism industry in Germany. It delivers on this by creating the **Federal Government Report on Tourism Policy** (OECD, 2016). Furthermore, it outlines the most important targets of Germany's tourism policy in Germany. A central goal of the Federal Government is to continually strengthen the performance and competitiveness of the German tourism industry. This is to be accomplished by fostering small and medium sized enterprises (SMEs), which amount to 99 % of all companies in Germany. Additionally, tourism in Germany should make a contribution to social and structural policy goals. Priorities set in this context are accessible tourism for all, fostering rural tourism and especially cultural rural

tourism, focusing on education and skilled workers (Federal Ministry of Economics and Technology, 2017).

National and regional initiatives

Projects, awards and certification schemes to support sustainable and responsible practices in tourism have been established by the German Federal Government.

There is a competition for a **National Award for Sustainable Tourism Destinations** in Germany. This competition draws more attention to the topic of sustainability in tourism and contributes to the dissemination of viable sustainability concepts in destinations. This competition awards destinations, which have implemented innovative ideas concerning sustainable tourism. They must name specific measures and projects in relation to sustainability in their destinations. In addition to the overall winner, prizes for sustainable mobility, climate protection, resource and energy efficiency, natural experience and biodiversity as well as regional character are awarded (Deutscher Tourismusverband, 2016).

The main goal of the project **„Tourism for all"** („Reisen für alle") is to introduce a nationwide uniform labeling system for accessible tourism. The aim is to provide reliable information on tourism providers to visitors so that they can use them for their travel information. For this puropose, a comprehensive database, which can be assessed at the website of the German National Tourist Board (DZT) was established. Companies along the entire touristic service chain are registererd, evaluated and certified according to uniform criteria throughout Germany. The basis of the certification system are quality criteria for people with physical and cognitive impairments (Deutsches Seminar für Tourismus, 2018).

The **„DEHOGA Energy and Climate Mitigation Campaign"** is an awareness campaign initiated by the German Hotel and Restaurant Association. It focusses on improving energy efficiency in the hospitality industry. Other issues include regional procurement and sustainable mobility. The industry campaign provides information for hoteliers and restaurateurs through comprehensive literature and practical tips on the campaign's internet portal; intuitive learning through a virtual building; guidelines on energy efficiency, regional procurement and sustainable mobility; energy advice; workshops in rural areas on energy efficiency and regional procurement and open source management solutions on regional trade for regional initiatives (Adelphi, n.d.).

Initiatives for enhancing sustainable practives in tourism within the Federal State of Bavaria are the **„Bavarian Eco-label for Hospitality Industry"** (Bayrisches Umweltsiegel für das Gastgewerbe) and the **„Umweltpakt Bayern".** The „Bavarian Eco-label for Hospitality Industry" is given to particularly environmentally-friendly hotel and catering companies. The

„Umweltpakt Bayern" is a voluntary agreement between the state government and the economy of Bavaria dealing with corporate environmental protection. The overall objective is the improvement of the environmental protection of companies in all areas.

Regional level

Due to Germany's federal structure, each Federal State is responsible for formulating, implementing and promoting its own tourism policy. As the German piloting region is situated in Bavaria, this document examines the situation concerning sustainable tourism policy for this German Federal State.

The **"Tourism Policy Concept of the Bavarian State Government"** contains current principles and strategic objectives of Bavaria's tourism policy. Sustainability of tourism can especially benefit from attempts formulated in the strategy to foster education of tourism employees and to support environmentally compatible tourism development. Training and further education are currently already well structured. However, a lack of awareness among the tourism employees concerning the need of such trainings could be identified. The support of environmentally compatible tourism development is supported by diverse recommendations. State funding of municipal and commercial tourism projects should be based on the fulfilment of certain ecological criteria. The Bavarian State Government for example additionally recommends alternative or more conscious modes of transportation to reduce emission of greenhouse gases (Bayerisches Staatsministerium für Wirtschaft, Infrastruktur, 2010).

The **„State Development Programme of Bavaria"** (Landesentwicklungsprogramm Bayern) identifies the preservation and strengthening of the tourism industry as an aspect of special significance throughout Bavaria. The protection of the typical local and landscape pictures as well as the development of touristic infrastructures serve to further develop Bavaria as a year-round travel destination (Government Bavarian State, 2013).

Table 6: Policies and Initiatiatives concerning Sustainable Tourism in Germany and Bavaria	
National policies	German Federal Government policy guidelines on tourism
	Federal Government Report on Tourism Policy
Regional policies	Tourism Policy Concept of the Bavarian State Government
	State Development Programme of Bavaria 2013
National and regional initiatives	National Award for Sustainable Tourism Destinations
	Project „Tourism for all"
	energy saving campaign "DEHOGA"
	Bayrisches Umweltsiegel für das Gastgewerbe
	Umweltpakt Bayern – Miteinander die Umwelt schützen

5.4 Hungary

National policies

In Hungary, the Ministry for National Economy is responsible for the public administration of tourism. The Tourism and Catering Department of this ministry elaborates and implements the national tourism development strategy. Furthermore, it is responsible for legislative tasks related to tourism and for managing the international co-operation on tourism affairs. Additionally, it cooperates with other government departments on tourism related issues. The ministry also supervises the activities of the Hungarian National Tourist Office (HNTO) in regard to national and international tourism promotion. The HNTO has directorates in the nine Hungarian tourism regions, which are responsible for regional tourism promotion (OECD, 2016)

There is no explicit policy, strategy or legislation on sustainable tourism, nor coordinated sustainable tourism planning on a national or regional level. Moreover, many of the official documents in regard to tourism development and sustainability are only available in the national language. Therefore, the inventory of Hungarian policies and initiatives related to sustainable tourism provides little information.

However, principles and aspects affecting the sustainable development of the tourism sector are mentioned in the **"National Tourism Development Concept 2014-2024"** (Nemzetgazdasági Minisztérium Nemzetgazdasági Tervezési Hivatal, n.d.). It pursues the horizontal principles of highlighting and strengthening national values such as uniqueness, sustainability, environmental consciousness, safety, and social and professional responsibility. The document includes a situation analysis of tourism in Hungary, and objectives for the 2014-2024 period. The priorities are taken from the "National development 2030 – National Development and Territorial Development Concept" (Nemzeti Fejlesztes 2030 – Orzagos fejlesztesi es Területfejlesztesi Koncepcio) which includes 8 priorities, the last of which concerns maintenance and conservation of natural resources. The objectives of the tourism development concept are an innovative, creative, high-quality product and supply development; the development of an environment improving competitiveness; job preservation and creation; establishment and strengthening of tourism management organizations; and the international and eastern opening of the Hungarian tourism sector. The strategy includes some general aspects of slow, green, healthy and sustainable tourism. It mentions health tourism focusing on the development of complex healthcare services in the spas of the country; national gastronomy networks and festivals developed and supported in accordance with the traditions, cultural-historical aspects of a given region; eco-tourism destinations especially focusing on the development of visitor centres with events and exhibitions; the development of village and agricultural tourism as well as countryside

attractions based on the local values, cultures and traditions; as well as the cycling, water and horse-riding tourism and the development of route networks, ports and centres (ZCG Personal Communication, 2017).

National initiatives

The **"Accessible Hungary Programme"** (Bejárható Magyarország Program) creates the baseline for the future development of sustainable tourism in Hungary. It promotes tourism activities like hiking, horse-riding, cycling, sailing and canoeing. The program aims at developing outdoor routes, the surrounding attractions and points of interest as well as focusing on education in tourism. Different national organizations are working on the program as coordinating partners. A cycling and sustainable tourism commissioner (Márius Révész, MP for governing party Fidesz) was announced lately, who is currently renewing the program with new elements and coordinating between relevant municipalities, NGOs and the government on the distribution of financial tools in order to achieve these goals (ZCG Personal Communication, 2017).

Regional policies

Although many of the local communities have a sustainable energy action plan and commitments for emission reduction and green policies, the county administration doesn't have a regional strategy on either. According to the regional stakeholders, the elaboration of such strategies is a key task for the future. The latest achievement was the **"Zala on Two Wheels"** project (Zala két keréken), which put the baselines of a cycling strategy of Zala County and developed a number of cycling tourism packages(ZCG Personal Communication, 2017).

Table 7: Policies and Initiatives Concerning Sustainable Tourism in Hungary and Zala County	
National policies	National Tourism Development Concept 2014-2024
	National Development and Territorial Development Concept 2030
Regional policies	Cycling strategy of Zala County
National initiatives	Accessible Hungary Programme

5.5 Romania

In Romania, the Ministry of Economy, Commerce and Tourism oversees the National Authority for Tourism. The Authority's main fields of activity include formulating and implementing the national tourism strategy; promoting Romania as a tourism destination; developing tourism destinations, products and infrastructure; monitoring the quality of tourism services; and selecting applications for EU regional programmes (OECD, 2016).

National policies

The main tourism policy document in Romania is the "**Masterplan for National Tourism Development 2007-2026**" (Master Planul pentru turismul naţional al României 2007 – 2026). It is part of the "National Plan for Development", which recognizes tourism as a priority field for development in Romania. One objective of this masterplan is the formulation of an overall policy framework for the sustainable development and management of the tourism industry in terms of natural and cultural resources and presented in the form of a long-term tourism development master plan covering the period 2007-2026. It should prepare the foundations for the implementation of a sustainable approach to tourism development in Romania (HCC Personal Communication, 2017).

One of the basic priorities of the **"National Sustainable Development Strategy of Romania 2013 – 2020 – 2030"** is the promotion and sustainable development of tourism. This priority is based on measures focusing on the restoration and sustainable use of cultural patrimony as well as on the development of related infrastructure; the development and modernization of specific infrastructure for sustainable use of natural resources and the increase in the quality of tourist services; promotion of tourism potential and creating the infrastructure needed to raise Romania's attractiveness as a tourist destination (Ministry of Environment and Sustainable Development & National Centre for Sustainable, 2008).

Additionally, strategies for the development of special forms of tourism exist. These are the **"Masterplan for the Development of Balneary Tourism, phases I and II"** (Master Plan pentru dezvoltarea turismului balnear faza I și II), the "**Sectorial Strategy in the field of Culture and National Patrimony**" for the period of 2014-2020 and the "**National Strategy for Eco-Tourism Development in Romania**" for the period of 2016-2020.

Regional policies

The Romanian pilot area within the INSiGHTS project is Harghita County. It is situated in the centre of Romania, at the Eastern border of Transylvania and in the central part of the Eastern Carpathians. Therefore, regional policies of Harghita County dealing with sustainable tourism development are mentioned in this section. As the documents are only available in Romanian

or Hungarian language and the project partners didn't provide English summaries of the documents, only the titles of the policies and initiatives are listed below.

The following documents contribute to the sustainable development of tourism of the central region where Harghita County is situated: The "**Development Plan of the Centre Region for the period of 2014-2020"** (Planul de Dezvoltare a Regiunii Centru pentru perioada 2014-2020); The "**Intelligent Specialization Strategy of the Centre Region for the period of 2014-2020**" (Strategia de Specializare Inteligentă a Regiunii Centru pentru perioada 2014-2020), The "**Regional Operational Programme 2014-2020"** (Programul Operațional Regional 2014-2020) with its priority axis 5 for improving the urban environment and conservation, protection and sustainable use of cultural heritage and priority axis 7 for diversifying the local economies through tourism development (HCC Personal Communication, 2017).

Documents on county level that are of importance for the sustainability of tourism are the following: The "**General Development Strategy of Harghita County for the period of 2015-2020"** (Strategia de dezvoltare generală a județului Harghita pentru perioada 2015-2020), "**Together for a stable future! The mid-term economic development programme of Harghita County Council for the period of 2012-2020"** (Építsünk biztos jövőt! Hargita Megye Tanácsa Középtávú Gazdaságfejlesztési Programja 2012-2020), The "**Cultural Strategy of Harghita County for the period of 2013-2020"** (Harghita Megye Kulturális Stratégiája 2013-2020), The "**Agricultural Development Strategy of Harghita County for the period of 2010-2020"** (Strategia de Dezvoltare Rurală a Județului Harghita pe perioada 2010-2020), The "**Tourism Development Strategy of Harghita County"** (Startegia de Dezvoltare a Turismului din Județul Harghita).

Table 8: Policies and Initiatives concerning Sustainable Tourism in Romania and Harghita County	
National policies	Masterplan for National Tourism Development 2007-2026
	National Sustainable Development Strategy of Romania 2013 – 2020 – 2030
	Masterplan for the Development of Balneary Tourism, phases I and II
	Sectorial Strategy in the field of Culture and National Patrimony
	National Strategy for Eco-Tourism Development in Romania
Regional policies	Development Plan of the Centre Region for the period of 2014-2020
	Intelligent Specialization Strategy of the Centre Region for 2014-2020
	Regional Operational Programme 2014-2020
Policies on County level	General development strategy of Harghita county for the period of 2015-2020
	Together for a stable future! The mid-term economic development programme of Harghita County Council for the period of 2012-2020
	The Cultural Strategy of Harghita County for the period of 2013-2020
	The Agricultural Development Strategy of Harghita County for 2010-2020
	The Tourism Development Strategy of Harghita County

5.6 Serbia

National policies

The Ministry of Trade, Tourism and Telecommunication is responsible for the formulation and implementation of policies related to tourism in the Republic of Serbia. Further competencies of the ministry regarding tourism are the integral planning of tourism development and complementary activities; the categorization of tourist sites; the implementation of incentive measures and provision of material for encouraging the development of tourism; the promotion of tourism; defining taxes, fees and penalties in tourism; or the development, designation and sustainable use of tourist areas and tourist destinations of importance. Other institutions working on aspects important for the domain of tourism and its sustainable development are the Ministry of Agriculture and Environmental Protection, the National Tourism Organization of Serbia, the Institute for Nature Conservation of Serbia, the Institute for the Protection of Cultural Monument in Kragujevac and the Institute of Sports and Sports Medicine of the Republic of Serbia.

There is neither an explicit policy, strategy nor legislation on sustainable tourism. However, principles and aspects affecting the sustainable development of the tourism sector are integrated into documents dealing with sustainable and tourism development.

The "**Serbian Law on Tourism**" (Закон о туризму) regulates tourism development and tourism planning in Serbia; coordinates the activities of tourism organisations in regard to the promotion of tourism; includes provisions for tourism agencies, catering activities, taxes and penalties in tourism; as well as other issues of importance for the development and improvement of tourism in the Republic of Serbia. The "Serbian Law on Tourism" acknowledges sustainable development of tourism as an important principle. The second principle of the law identifies sustainable development of tourism as a harmonized system of technical, technological, economic and social activities based on economic development, preservation of natural and cultural goods, preservation and development of the local community. The third principle is also dedicated to sustainability as it addresses increasing efficiency and accountability in the area of use, management, protection and improvement of the tourist area (REDASP Personal Communication, 2017).

The concept of sustainable tourism is generally recognized in the **"Tourism Development Strategy of the Republic of Serbia 2006-2015"**. However, it is neither directly mentioned nor are its principles systematically integrated. The strategy identifies the importance of protected areas as well as cultural and natural goods for the development of tourism in Serbia. Natural and cultural heritage and the diversity of customs and the culture of life of the communities

are the main tourist attractions and therefore have to be protected (Orlović-Lovren, Crnčević, & Milijić, 2013).

The **"National Sustainable Development Strategy of Serbia"** (Национална стратегија одрживог развоја) identifies unsustainable practices in different economic sectors, which have to be reduced. According to the statistical data, the revenues of the tourism sector, the amount of visitors and the standard of tourist accommodations are insufficient. Furthermore, negative environmental impacts of tourism are detected. Tourism planning and management will probably reduce these negative impacts. The current negative environmental impacts of tourism activities are caused by weak implementation of planning and construction regulations; a lack of infrastructure for waste water treatment and uncontrolled waste disposal; and inefficient management of protected natural values. The tourism sector has a great interest in preserving and enhancing the quality of the environment, as this is a very important factor for successful tourism development. Therefore, the sustainable development strategy of Serbia formulated objectives for the sustainable development of tourism. These are for example to improve accommodation capacities; develop a quality assurance system and a consumer protection system; develop additional tourism products; create new jobs in tourism; and the protection of the cultural heritage and biodiversity (REDASP Personal Communication, 2017).

The **"Masterplan for Sustainable Development of Rural Tourism in Serbia"** (мастер план одрживог развоја руралног туризма у србији) identifies sustainable tourism as an important aspect for the development of rural areas because it can contribute to the diversification of the rural economy in Serbia. The masterplan is guided by general principles of sustainable development and links rural tourism with the environmental, social and economic sector. It defines aspects on which the future development of rural tourism in Serbia should focus. These are among others the creation of destinations, that reflect the authenticity and soul of the Serbian village throughout territories; the development of a tourism destination based on ecological, social and economic sustainability; the development of an integrated and holistic offer in rural tourism, that combines rural activities with rural accommodation capacities on innovative and economic, socially and environmentally sustainable way; Building of highly competitive positioned rural tourism in Serbia and focusing on the holistic positioning of rural tourism that allows Serbia to become more competitive, especially in relation to Romania, Bulgaria and Hungary (REDASP Personal Communication, 2017).

The Republic of Serbia has committed itself to ensure the sustainable use and protection of natural values by passing the "**National Strategy of Sustainable Use of Natural Resources and Goods"** (НАЦИОНАЛНУ СТРАТЕГИЈУ одрживог коришћења природних ресурса и

добара). Natural resources are of great importance for tourism, as their condition influences the recreational behaviour of the visitors. Therefore, the strategy contains principles of sustainable development; analyses and categorizes the natural resources by types, spatial layout, diversity, volume and quality; contains valuation methods; and identifies the potentials of natural resources and goods (REDASP Personal Communication, 2017).

Regional policies

One of the six development priorities of the "**Sustainable Development Strategy for Šumadija and Pomoravlje 2011-2021"** (Стратегија одрживог развоја Шумадије и Поморавља 2011-2021) is the development of sports and tourism. Three strategic goals and nine specific goals have been formulated under this priority. The third one is dedicated to tourism and pursues the definition of tourist products of the region of Šumadija and Pomoravlje. It tries to increase the accommodation capacities in tourism by 50%, the number of tourist infrastructure facilities by 40 %, and the tourism turnover by 60 % until 2021. Within the development priority of rural development, one strategic goal is to intensify the development of rural tourism and improve the supply of services, while preserving old crafts and cultural historical heritage of rural areas. Measures for achieving this goal are the definition of a common tourist offer in the region, the organization of two promotional campaigns; the increase of accommodation capacities tourism by 50 %; the establishment of 120 new shops in the field of traditional crafts with two trainings per year. Another priority of the sustainable development strategy for Šumadija and Pomoravlje is the cultural development of the region. Objectives like the increase of visitor numbers of cultural events and the promotion of cultural historic heritage through protection and awareness raising campaigns will also contribute to the development of tourism in the region (REDASP Personal Communication, 2017).

Table 9: Policies and Initiatives concerning Sustainable Tourism in Serbia, Sumadija and Pomoravlje	
National policies	Serbian Law on Tourism
	Tourism Development Strategy of the Republic of Serbia 2006-2015
	National Sustainable Development Strategy of Serbia
	Masterplan for Sustainable Development of Rural Tourism in Serbia
	National Strategy of Sustainable Use of Natural Resources and Goods
Regional policies	Sustainable Development Strategy for Šumadija and Pomoravlje 2011-2021

5.7 Slovakia

National level

The relevant administrative authority for tourism in the Slovak Republic is the Ministry of Transport, Construction and Regional Development (MoT). Responsibilities of the tourism section within this ministry include the preparation of legislative regulations; the formulation of the tourism strategy; the implementation of the "Tourism Support Act"; the processing of statistical data related to tourism; and the administration of the register of regional tourism organizations. The tourism section of the MoT is divided into three departments: The tourism strategy and policy department; the destination management department; and the international cooperation and destination brand management department. At regional level eight DMOs have been established. These are self-governing DMOs, which are financially supported by the Slovakian government. They are responsible for the development of tourism as well as creation and promotion of competitive tourist products (European Commission, 2016b).

The "**Tourism Support Act"** (No. 91/2010 Coll.) provides the specific legislation on tourism and regulates the governmental support for tourism. This law determines the tourism organizational structure at national, regional and local level and defines the principles of providing of financial subsidies for tourism organizations. The majority of governmental subsidies are given to destinations with the highest developed infrastructure which supports regional disparities (Gajdošíková, Gajdošík, Kučerová, & Magátová, 2016).

The national policy regarding the development of tourism is among others expressed in the "**Manifesto of the Government of the Slovak Republic 2016-2020"**. After the government of the Slovak Republic is formed, it has to submit a manifesto to the National Council. This document includes the government's political goals and intentions for the upcoming legislative period. The goals formulated by the government for the current legislative period are to increase the competitiveness of the tourism sector; to create new jobs in tourism; to adopt more flexible forms of employment given the seasonal nature of tourism; to increase the number of tourists as well as their lengths of stay; to contribute to reduce regional economic and social disparities; to develop of new tourism products; to support the development of spa industry; to increase more sustainable forms like cycling, rail and bus; and to focus on the protection, restoration and promotion of cultural heritage in order to encourage the development of tourism and creative industry (Government of the Slovak Republic, n.d.).

The principles of sustainable tourism are partly included in the "**National Tourism Development Strategy of the Slovak Republic"**. One objective of the strategy that

contributes to the development of sustainability in tourism is the better use of natural, cultural and historical potential of the Slovak Republic by promoting destinations and places with an already existing steady demand for slow and eco-friendly tourism.

According to the cross-sectional character of tourism, documents and strategies of other thematic fields can be relevant for the sustainable tourism development. In Slovakia, the "**Strategy for the Development of Culture in the Slovak Republic for 2014-2020"** and the **"Operational Programme of Environment"** are likely to contribute to the sustainable development of Slovakian tourism.

Regional policies

The Pons Danubii Region is a Slovak-Hungarian cross-border region. On the Slovak site the districts Okres Komárno located in Nitra county and on the Hungarian site Komáromi járás, Tatai járás, Kisbéri járás and Oroszlányi járás located in Komárom-Esztergom are part of the region. The following section deals with policies related to sustainable tourism in sub-parts of the Pons Danubii region.

Policies in Nitra County (Slovak Republic)

The **Economic and Social Development Programme of the Slovakian self-governing region Nitra 2012-2018** (Program hospodárskeho a sociálneho rozvoja Nitrianskeho samosprávneho kraja 2012-2018) is a medium-term programme focusing on economic and social areas. It is in line with the objectives and priorities of the national strategy, and it is also based on economic and social development programmes of the municipalities in its territory. The document contains: the analysis of economic, social, environmental and cultural development of the region; the roles and primary needs of the development of technical and social infrastructure of environment, education, culture and other areas; proposal for ensuring financial and administrative needs. The Programme addresses the support and development of tourism in the region in Priority Axis 1 "Economy" (PDEGTC Personal Communication, 2017).

These days, tourism represents a specific sector that is one of the cornerstones of territorial development concepts at all spatial levels. The Nitra self-governing region is currently the least used part of Slovakia in tourism. Its performance is far behind its potential options. The area is ideally situated and conveniently accessible thanks to a good road network and its closeness to two major airports in Bratislava and Vienna. The primary potential is exceptional in many factors, which creates a good starting position for a stronger promotion in the tourism market within the Slovak Republic. Tourism can contribute to the regional development and improvement of the living standards of the local population. Therefore, the **Strategic and Marketing Plan for Tourism Development of the Nitra self-governing**

region 2014-2020 was compiled to maximize the primary potential of the territory in the short and medium term, and to create conditions for product lines of selected forms of tourism. Especially Priority Area 3 „Use of cultural and historical potential for tourism, development of urban tourism" focuses on sustainability in tourism.

The **"Strategy for the Rural Development of the Nitra self-governing Region for 1016 – 2022: Green infrastructure – the phenomenon of our time"** seeks to strengthen the capacities to adapt to new challenges and conditions. The strategy combines sustainability with green infrastructure. The results focus on fulfilling long-term goals in an applicable manner and assisted through euro-funds. The document includes updated development programs for the country and individual villages in particular.

Policies in Komárom-Esztergom County (Hungary)

The „**Territorial Development Strategy and Operational Programme of Komárom-Esztergom County 2014-2030"** (Komárom-Esztergom Megye Területfejlesztési Stratégiai és Operatív Programja, 2014-2020) adresses development directions of Komárom-Esztergom County for the 2014-2020 period. It has 6 priority axises, of which the 2nd and the 5th are about tourism and landscapes. Both axises list aims, planned actions, projects and indicators to be achieved. The 2nd priority axis has 3 action packages: the Danube region, the region of Által-ér river, and the rural area. The aim of the "Danube region" is to conserve and maintain the archaeological and built heritages and to build in the Eurovelo 6 route. As a part of "Által-ér river" action package complex tourism developments will be achieved including thematic destination development of Esterházy heritage, networking and promotion of the region. As a part of "rural area" natural heritage-based project developments are planned. The 5th priority axis (Safe environment and healing landscapes) focuses on construct flood protection systems, elimination of landfills and recycling in order to reduce the effects of climate change (PDEGTC Personal Communication, 2017).

The „**Green Tourism Development Programme of Komárom-Esztergom County"** (Komárom-Esztergom Megye Zöldturizmus Fejlesztési Programja) is a very detailed situation analysis on the most critical areas and expected contradictions in Komárom-Esztergom County and Central TransDanubia Region. It summarizes the background of the current infrastructure and programme offers for the development of the green tourism industry in the county, and analyses the interviews with county-level actors of green tourism. It shows the long-term goals, possible directions of green tourism development and the most important organizational and operational proposals. In the chapter on the medium-term programme proposals, 47 project proposals with financial analysis (on micro regions and tourism areas) of the main tourist areas of green tourism (nature watching, culture, cycling, sport, water,

fishing, gastronomy, hunting, village) and feasibility studies are summarised (PDEGTC Personal Communication, 2017).

Moreover, there are some local level strategies dealing with aspects contributing to sustainable development of tourism. These are the „**Integrated Territorial Development Strategy of Tata"** (Tata Város Integrált Településfejlesztési Stratégiája), the "**Integrated Territorial Development Strategy of Komárom"** (Komárom Város Integrált Településfejlesztési Stratégiája), the "**Environment Protection Programme of Komárom 2015-2020"** (Komárom Város Környezetvédelmi Programja 2015-2020), the "**Integrated Territorial Development Strategy of Kisbér"** (Kisbér Város Integrált Településfejlesztési Stratégiája), the "**Integrated Territorial Development Strategy of Oroszlány"** (Oroszlány Város Integrált Településfejlesztési Stratégiája) and the "**Local Development Strategy of LEADER group for 2014-2020 period"** (LEADER Akciócsoport 2014-2020-as programidőszakra vonatkozó Helyi Fejlesztési Stratégiája).

Table 10: Policies and Initiatives concerning Sustainable Tourism in Slovakia and the Pons Danubii Region	
National policies	Tourism Support Act
	Manifesto of the Government of the Slovak Republic 2016-2020
	National Tourism Development Strategy of the Slovak Republic
	Strategy for the Development of Culture in the Slovak Republic for 2014-2020
	Operational Programme of Environment
Regional policies	Economic and Social Development Programme of the Slovakian self-governing region Nitra 2012-2018
	Strategic and Marketing Plan for Tourism Development of the Nitra self-governing region 2014-2020
	Territorial Development Strategy and Operational Programme of Komárom-Esztergom County 2014-2030
	Strategy for the Rural Development of the Nitra self-governing Region for 1016 – 2022: Green infrastructure – the phenomenon of our time
	Green Tourism Development Programme of Komárom-Esztergom County
Local policies	Integrated territorial development strategy of Tata
	Integrated territorial development strategy of Komárom
	Environment protection programme of Komárom 2015-2020
	Integrated territorial development strategy of Kisbér
	Integrated territorial development strategy of Oroszlány
	Local development strategy of LEADER group for 2014-2020 period

5.8 Slovenia

National policies

The Ministry of Economic Development and Technology is the main governmental body responsible for formulating and implementing the national tourism policy as part of the overall Slovenian economic policy. Given the cross-sectoral nature of tourism, it is regulated by a number of national laws. Tourism development at regional level is undertaken by 12 regional development agencies. Regional tourism development has to be managed according to national legislation and the national development objectives of Slovenian tourism. The concept of sustainable development of tourism is implemented in the national tourism strategy and mentioned in further documents (OECD, 2016, 265).

The "**Slovenian Tourism Development Strategy 2012-2016 - Partnership for the Sustainable Development of Slovenian Tourism"** defines three main areas of tourism development. These are the increase of competitiveness of Slovenian tourism; the development of a favourable business environment; and to achieve efficient and innovative marketing and promotion of Slovenia as an attractive tourism destination. The main goal of the national tourism strategy is to achieve synergy among these three development areas. Emphasis is placed on the sustainable concept of tourism development in all areas and levels. The objectives of this strategy are accompanied by the basic orientation towards sustainable development, the concern for economic, socio-cultural and natural environment, management of the environmental impacts and quality of the environment and transition to a low-carbon society (Vučković, M.T.; Božičnik, A.; Milinkovič, I.; Klančnik, R.; Pavlovčič Kapitanovič, T.; Novarlič, K.; Kovač Kostantinovič, L.; Puklavec, M.; Hočevar, 2012). Currently, Slovenia is working on a tourism strategy for the period of 2017 to 2021. The document has not been completed yet.

Aside from this, the Slovenian government is currently working on the **"Slovenian Development Strategy 2030".** A draft version of the document already exists. The strategy will be the overall development framework for Slovenia. The strategy's central objective is to increase quality of life of everyone. To accomplish this goal, five strategic orientations have been defined: An inclusive, robust, safe and responsible society; learning for and throughout life; a highly productive economy that creates added value for all; a conserved and healthy natural environment; and a high level of collaboration, training and management efficiency. Furthermore, the strategy identifies 12 development objectives: a healthy and active life; knowledge and skills for quality of life and work; a dignified life for all; culture and language as the basic determinants of national identity; economic stability; a competitive and socially responsible enterprise and research sector; an inclusive labour market and high-quality jobs; a circular, low-carbon economy; the sustainable and efficient management of natural

resources; a trustworthy legal system; a safe and globally responsible Slovenia; and efficiently managed and high-quality public services. These objectives illustrate the sustainable character of the strategy (Republic of Slovenia, 2017).

Several sectoral and horizontal strategies contributing to the sustainable development of tourism have been implemented or are currently under preparation. Among them, the "**Framework Programme for a Transition to a Green Economy**" includes government actions in many areas like the sustainable management of resources (water, waste, physical space, protected natural areas, forests, wood, opportunity for greater social inclusion); greening of the economy with a smart specialisation strategy; the promotion of green jobs; green financial reform and the reform of green public procurement, sustainable urban development and sustainable transport policy, green farming practices. To support implementation of the framework programme, the government has established the Partnership for Slovenia's green economy with interested parties from the economy, non-governmental organizations and local communities (ESDN, 2017).

National initiatives

The **"Green Scheme of Slovenian Tourism"** (GSST) is a structured national programme for the development and promotion of sustainable tourism coordinated by the National Tourist Board. It is a label and certification programme for destinations and providers. It was developed to enhance the implementation of green tourism in Slovenia. It is based on European and global criteria concerning sustainable tourism. This green actions are promoted through the trademark "Slovenia Green" (Slovenian Tourist Board, 2018).

Regional policies

The Slovenian pilot area within the INSiGHTS project comprised the municipalities Litija and Šmartno pri Litiji which are part of the Local Action Group (LAG) Heart of Slovenia. This is why regional political framework related to sustainable tourism of this area are also mentioned in this chapter.

The Development Centre of the Heart of Slovenia (DCHS) elaborated the **"Strategy for the Development and Marketing of Tourism in the Region Heart of Slovenia for the period 2011 to 2018"** (Strategija razvoja in trženja turizma Srca Slovenije kot turistične destinacije, 2011-2018). It contains sub-visions, goals and priorities which are crucial for mutual tourism development of the Heart of Slovenia: interconnection, development of a collective (green) offer, sustainable tourism development, and marketing under a collective trademark.

The two municipalities Litija and Šmartno pri Litiji additionally have independent tourism strategies, but they don't explicitly mention sustainable forms of tourism (DC Heart of Slovenia Personal Communication, 2017).

Table 11: Policies and Initiatives concerning Sustainable Tourism in Slovenia and Heart of Slovenia	
National policies	Strategy for Sustainable Growth of Slovenian Tourism for 2017 to 2021
	Slovenian Development Strategy 2030
	Framework Programme for a Transition to a Green Economy
Regional policies	Strategy for the development and marketing of tourism in the region Heart of Slovenia for the period 2011
National initiatives	Green Scheme of Slovenian Tourism" (GSST)

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For documents specific to national and regional levels, please also refer to Tables 4 – 11 as some of these documents are not available in English.