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# REGIONAL COOPERATION AS A KEY TO A SUCCESSFUL TOURISM POLICY

Tourism is a growing economic sector. It's an opportunity for new employment, especially in the rural area. There will more potential consumers in an increasing economy. But the consumers become more critical and individualistic. This requires more attention for quality, coherence in touristic topics and collaboration between all the players in this field.

The region of Świętokrzyskie Voivodeship offers many interesting topics for visitors. It is a paradise for devotees of geology and art. You can find the oldest mountains of Europe with caves from the Cambium. The hilling landscape is ideal for bikers and other active tourism. The national Green Velo cycling track crosses the Voivodeship. Kielce is qualified as a geologic museum. Four geologic topic are located around Kielce, among others the national park Kadzielnia and Jurassic Park.

Spiritual places as the Święty Krzyż Abbey and other locations in Kałków-Godów and Rytwiary are well-known. In the different music-halls and theatres the visitors can enjoy the culture. Many events show the history and culture of the region. The variety of restaurants, cafés and pubs offer a wide range of (traditional) food and drinks. Also concerning accommodation the visitor has a big choice, from a camping, B&B till a star hotel.

Access to highways and airports, the train and bus network make it easy to visit Świętokrzyskie Voivodeship and to enjoy an active holiday like:

- Biking
- Hiking
- Horse riding

- Canoe
- Fishing
- Survival
- Of road car driving

Important is to create a coherence between the different topic, resulting in a longer stay in the region of the visitor and his spending of złoty's. Package deals, arrangements concerning accommodation, activities, information have to be created. Especially the presence of the Green Velo in Świętokrzyskie Voivodeship offers possibilities. Cooperation between the different stake holders however is essential.

In the workshop an example of a project proposal in Romania was shown. In Moigrad the Porolissum is a well-known old Roman settlement with nice ruins like an amphitheatre, towers and gates. Idea was to construct a new road to the top of the hill with big parking facilities. Discussions result in another proposal with the goal to preserve the landscape and to make it possible that the local inhabitants of Moigrad will have more profit from the visitors.

An alternative plan was to create a parking at the entrance of the village with an information centre. A visitor can receive information what to do and to see, enjoying at the same time local food and drinks. Transport to the location can be done by horses and carriages where a guide is available to show the attractive topics and inform the visitor. Possibilities for grill or other food can be offered. Transport back to the parking place again by carriage with a final meal in the info centre, made by locals. Result: the visitor has been offered an attractive stay, spend his money local and the local inhabitants will profit of such an approach. Developments and trends in tourism:

- the customer becomes more individualistic;
- more active in the free time;
- more personal experiences;
- nostalgia and authenticity in a modern setting;
- hospitality and quality of the touristic products are important.

So a more “customer made” approach is the trend. Guest likes more and more a package deal, including stay, accommodation, activity, entertainment, environment and information. Links to other topics like care, nature, agriculture, sport, culture are interesting.

Basis is a vision and strategy about tourism. Profile characteristics of the region has to be described. Distinctive capacity is of importance, choices and priorities have to be made. Target group(s) have join the forces.

Tasks of the public sector:

- infrastructure

- (access to) financing
- law and regulation
- promotion, national & regional

Tasks of the private sector:

- Initiatives
- Innovation
- Investments

Public/private combination: to explore a touristic office:

- Innovation
- Initiation
- Information

Condition for a good information facility:

- Skilled staff
- Paper documentation
- IT facilities
- Links to interesting sites

To reach the goal it will be essential that all the players will be partners and collaborate.