

**Programme specific objective: Tourism potentials are enhanced and regional values further promoted, equally benefiting women and men**

**Results:**

**2.1 New tourism opportunities utilised and tourism sector capacities increased, equally benefiting women and men AND**

**2.2 Tourism products' and services' quality improved, equally benefiting women and men**

<b>IMPACT INDICATORS</b>	Percentage of target groups establishing new business initiatives in tourism and hospitality (to be disaggregated by gender)*
	Increase in the number of visitors to the cross-border area*
	Number of direct beneficiaries involved (to be disaggregated by type of vulnerable group and gender) **
	people with disabilities
	youth
	long-term unemployed
	ethnic minorities
	other (please specify)
	Number of new jobs resulting from programme activities (to be disaggregated by gender) ***
	Number of businesses still active after two years of their establishment (to be disaggregated by gender of the entrepreneur)
	Number of new services/products/offers available in the market one year after project ends
	Percentage of returning visitors
	Percentage of increase in the amount of financial income from tourism attractions
	Percentage of increase in the number of hotel bookings (disaggregated by national and international tourists) <i>Calculated based on the indicator:</i> Number of hotel bookings (to be disaggregated by national and international tourists)
	Percentage of increase in the length of hotel bookings (disaggregated by national and international tourists) <i>Calculated based on the indicator:</i> Length of hotel bookings (in days) (to be disaggregated by national and international tourists)

Number of new profiles officially introduced in schools for hotels and catering
Average length of tourist stay increased (overnights)
Percentage of increase in the number of registered SMEs with a tourism related function (tourist guide, hotel, restaurant, bar, taxi driver)
Percentage of increase in the number of hotels and restaurants with internationally recognised certificates
Percentage of increase in the number of clients in outdoors active tourism services and products
Percentage of tourism operators active in the area that adopt tourism offers generated by the CBC initiatives
Number of new jobs created by the businesses which received assistance from the scheme (including self-employment initiatives) (to be disaggregated by type of vulnerable group and gender)
Number of students and unemployed who have finished a VET course in tourism services and products finding a job within one year after graduation (to be disaggregated by gender)
Percentage of students and unemployed who have finished a VET course finding job within one year after graduation (to be disaggregated by gender)
Number of unemployed who went through an internship hired by the host tourism enterprises (to be disaggregated by gender)
Percentage of unemployed who went through an internship hired by the host tourism enterprises (to be disaggregated by gender)
Number of tourism enterprises accepting a continuing internship programme
Percentage of increase of family income in the project area through the delivery of improved tourism services
Number of new creative enterprises run by young people or women
Percentage of population in the programme area having direct or indirect benefits as a result of the operation undertaken
Number of visitors to the cross-border area
Number of and proceeds from visitors/users of joint rural and natural protected areas
Percentage of increase of income of businesses addressed by the project
Number of clients in outdoors active tourism services and products
Increased amount of financial income from tourism attractions (in EUR, yearly)

**OUTCOME INDICATORS**

Number of students from the eligible areas participating in supported VET programmes related to tourism (to be disaggregated by gender)\*

Number of organisations/institutions with increased capacities/competences (to be disaggregated by type of organisation) \*\*\*

local government units

national government units (ministries, agencies, offices)

non-governmental organisations (NGOs, CSOs, associations)

enterprises, particularly tourist providers

private

publicly owned

regional Development Agencies

educational institutions

cultural institutions

public utility companies

other type (please specify)

Number of new businesses established as a result of the action (to be disaggregated by gender of the entrepreneur) \*\*\*

Number of users of digital platforms

Number of plans implemented

Number of new services commercialised

Level of satisfaction of users/clients with new services

Level of satisfaction of trainees with new training courses

Increased level of competences among the trainees

Number of new offers commercialised

Number of new ideas commercialised

Number of training curricula/courses recognised/certified

Number of new products commercialised

Number of new sites commercialised

Number of historical, cultural and natural sites and buildings newly open to public visits

	Percentage of tourism offers generated by the CBC initiatives adopted by tourist operators active in the area
	Number of qualified tourism workers available in the labour market (to be disaggregated by gender)
	Number of new destinations integrated in the tourism offer
	Number of new or improved tourism trails or routes
	Length of new or improved tourism trails or routes
	Number of tourists using new/improved products/services/offers/ideas
	Number of hotels with increased standards
	Percentage of increase in the number of students deciding to go for tourism-related careers after finishing high school
	Number of people belonging to specific groups using new niche offers developed (to be disaggregated by gender and type of vulnerable group)
	Number of newly included subjects (providers of tourism services) in systems for gathering statistical data related to tourism
	Number of training curricula matching the needs of the labour market demand in the tourism sector implemented in (vocational) education institutions
	Number of students and unemployed who have finished a VET course in tourism services and products (to be disaggregated by gender)
	Number of unemployed who went through an internship in host tourism enterprises (to be disaggregated by gender)
	Number of digital platforms operational
	Number of registered interventions by the mountain and water services
	Percentage of young people and women participating in new creative industries
	Number of guides certified (to be disaggregated by gender)
<b>OUTPUT INDICATORS</b>	Number of new joint tourism offers/products and/or services introduced in the programme area (to be disaggregated)*
	Number of organisations directly involved in the implementation of this type of projects (to be disaggregated by type of organisation) ***
	Number of organisations participating in cross-border networks/partnerships formed (to be disaggregated by type of organisation)***
	Number of inter-sectoral (local authorities-CSOs-private sector-public agencies-research and educational institutions) partnerships implementing this type of projects

Number of information/promotion events organised (to be disaggregated by type of event)
conferences
exhibitions
fairs
other information/promotion events (please specify)
Number of participants in information/promotion events (to be disaggregated by type of event and gender)
Number of promotion materials produced and distributed/published/broadcasted (to be disaggregated by type of promotional material)
Number of people reached by information/promotion campaigns
Number of capacity building events organised (to be disaggregated by type of event)
trainings
workshops
seminars
other capacity building events (please specify)
Number of participants in capacity building events organised (to be disaggregated by type of event and gender)
Number of training curricula developed
Number of studies developed (e.g. baseline, (pre)feasibility, research studies, etc.)
Number of digital platforms (information systems) developed
Number of websites operational
Number of sets of equipment purchased and made available to target groups
Number of cross-border networks/partnerships formed
Number of cross-border cooperation agreements signed
Number of plans developed (e.g. strategic, investments, business plans, etc.)
Number of businesses exchanging expertise across the border
Number of facilities enhanced
Number of manuals, guidelines, handbooks developed

Number of study visits organised
Number of participants in study visits (to be disaggregated by gender)
Number of new/improved sites developed
Number of new/improved ideas developed
Number of tourism providers benefiting from trainings and mentorship
Number of organisations providing specific services (e.g. mountain rescuing, guiding services) included in capacity building activities
Number of participants in training and capacity building schemes related to the management and provision of tourism services and products (to be disaggregated by gender)
Number of participants in training and capacity building schemes interested in creating a tourism business or developing a tourism product (to be disaggregated by gender)
Number of trainees in hospitality industry (to be disaggregated by gender)
Number of tourism employees who participated in capacity building events for business opportunities in the tourism sector (to be disaggregated by gender and type of vulnerable group)
Number of unemployed who participated in capacity building events for (self-) employment in the tourism sector (to be disaggregated by gender)
Number of participants of capacity building events for the development of complementary services valorising natural and cultural potentials (to be disaggregated by gender)
Number of touristic maps and integrated touristic offers introduced for the areas with tourism potential on both sides of the border
Number of organisations participating in fairs (to be disaggregated by type of organisation)
Number of people with increased capacity (to be disaggregated by gender)
Number of territorial management plans for tourism development created
Number of areas for promotion and sales of handicraft products established
Number of fairs visited
Number of participants in visibility and communication events organised in the programme area to promote the new tourism products and services developed (to be disaggregated by gender)
Number of kms of new or rehabilitated biking or hiking trails (to be disaggregated)

	Increase in the number of mountain lodges
	Number of professional and comprehensive hospitality programmes prepared
	Number of secondary professional schools for hotels and catering included in programmes aiming to introducing new professional profiles of professionals in tourism
	Number of innovative niche offers focusing on specific target groups (persons with disabilities, youth, elderly) developed (to be disaggregated)
	Number of people receiving mentoring support (to be disaggregated by gender)
	Number of systems developed for collecting and monitoring of tourist statistics developed
	Number of hotels included in activities aiming to assurance of standards of international quality
	Number of beneficiaries targeted by self-employment initiatives in tourism (to be disaggregated by gender)
	Number of people participating to training and capacity building for sustainable tourist product development (to be disaggregated by gender)
	Number of small scale investments in tourist infrastructure
	Number of participants in fairs visited (to be disaggregated by gender)
	Number of tourism offers generated by the CBC initiatives adopted by tourist operators active in the area
	Number of buildings reconstructed and readapted
	Number of mentoring programmes implemented
	Number of mentoring sessions organised
	Number of standard operational procedures (SOP) are available and used by all relevant parties
	Number of domestic and foreign tourists made aware about the newly developed rescue services
	Number of CBC Coordination groups for risk management in tourism formed
	Number of organisations participating in B2B events (to be disaggregated by type of the organisation)
	Number of organisations participating in networking events (to be disaggregated by type of organisation)
	Number of tourism assets mapped in project target area

	Number of itineraries developed
	Number of entities that are linked by the itineraries developed
	Number of tourism operators that offer new itineraries
	Number of people engaged in tourism guide activities (to be disaggregated by gender)
	Number of municipalities in the CBC region that have updated local strategies and action plans
	Number of papers developed and implemented
	Number of GPS mapping of Action's region implemented
	Number of Geo-referenced locations of the service providers and their offers mapped
	Number of tourist friendly maps with marked sites and services produced
	Number of non-commercial (unpaid) reports published on project activities and results (press and electronic clipping)
	Number of databases created
	Number of tourism operators active in the area
	Number of tourism operators active in the area that adopt tourism offers generated by CBC initiatives
	Percentage of increase in the number of kms of new or rehabilitated biking or hiking trails (to be disaggregated)
	Number of authentic souvenirs developed
	Number of policy documents created
	Number of tourism sites mapped

\* Indicators contained in the programme document and, therefore, considered as crucial for the achievement of programme objectives. Need to be included in every action for which they are relevant.

\*\* Indicators of a general nature that have to be included since they are relevant for every action.

\*\*\* Core indicators that are considered as very important, although not included in the programme document. Need to be included in every action for which they are relevant.