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| **Programme specific objective: 2 Tourism, cultural and natural heritage is valorised as a way to promote the economic development of the area** | |
| **Result: 2.1 The quality of tourism services and products is improved to become more competitive** | |
| IMPACT INDICATORS | Increase in the number of tourists visiting to the cross-border area \* |
| Contribution of tourism to regional GDP for each side of the programme increased by 20% \* |
| 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 target groups of self-employment initiatives establishing new business initiatives in tourism and hospitality (to be disaggregated by gender) |
| 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)  *Calculated based on the indicator:*  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)  *Calculated based on the indicator:*  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 |
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| 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 new businesses established as a result of the action (to be disaggregated by gender of the entrepreneur) \* |
| 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 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 |
| Number of students from the eligible areas participating in supported VET programmes related to tourism (to be disaggregated by gender) |
| 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) |
| OUTPUT INDICATORS | Number of new joint tourism products developed \* |
| 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 new services developed/introduced in the programme area |
| 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 joint tourism offers developed/introduced in the programme area |
| 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.