**EPICAH3 – Joint Report.**

How the Resilience of Cross-border Areas Can Be Increased at the European Level in the Area Under Study (Management and Enhancement of Natural and Cultural Heritage as a Dynamic Element of the Economy Through Tourism)

**Regional Development Fund**

**on behalf the The Development of Tokaj Wine Region Nonprofit Ltd.**

The Peer review report template consists of two parts:

1. GREY – is filled before the peer review as it was of a help to organize it. The background information from the hosting organization was also needed and some preliminary information for the reviewer were provided.
2. BLUE – filled after the peer review as conclusion all the findings.

**Peer review report**

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| **REVIEWER** | |
| **Your name and e-mail** | **Attila Kovacs attila.kovacs@tbft.hu** |
| **Your organization** *(name, address, state, main interests, and geographical scope)* | **The Development of Tokaj Wine Region Nonprofit Ltd.** |
| **Representing which EPICAH project partner** *(number)* | **4** |

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| 1. **GENERAL INFORMATION ON THE GOOD PRACTICE** (to be filled before the peer review) | |
| **EPICAH project partner responsible for the good practice** *(number, name)* | **EIXO Atlantico,**  **LP** |
| **Title** *of the reviewed good practice* | **Saint James Way: COVID Safety Measures and related tourism recovery strategy)** |
| **Location and geographical scope** *of the reviewed good practice* | **Braga, Ponte de Lima, Valenca, Sarria, Santiago de Compostela** |
| **REVIEWEE: Main contact person** *(name and e-mail of the responsible / contact person)* | **Ana Ladeiras,**  **ana.ladeiras@aroundeurope.pt** |
| **REVIEWEE: Main hosting organizations/presenters of the good practices** *(name, address, state, main interest, and geographical scope)* | **Braga & Valenca:**  Stakeholders, Guest participants and experts:   * Mr. António Barroso (Braga Tourism representative) * Mr. Marco Sousa (Porto and North of Portugal Tourism board) * Mr. Nuno Ferreira (Porto and North of Portugal Tourism board) * Mr. Varico Pereira (religious tourism expert) * Mrs. Ana Ladeiras (moderator and rapporteur)   **Sarria & Santiago de Compostela:**  Stakeholders, Guest participants and experts:   * Mr. Claudio Garrido (Mayor of Sarria) * Mr. Xosé Bugallo (Mayor of Santiago de Compostela) * Mr Xoan Vázquez Mao - Secretary General, Eixo Atlántico * Mrs Rita Fidalgo (Eixo Atlántico) * Mrs. Fátima López (Sarria Tourism representative) * Asociacion de peregrinos que lleva la oficina de turismo a la entrada de Sarria * Mrs. Ana Ladeiras (moderator and rapporteur)   **Main interest – Geographical Scope - Issues debated:**   * Saint James Way governance system (and the role of the pilgrims’ office) * Impact of COVID19, safety measures and recover strategy * Impact on the tourism sector and tourist reaction * Communication strategy * Resources needed/involved in the contention of measures and actions taken * Future expectations * Saint James way and “author’s tourism” |
| 1. **NEEDS AND EXPECTATIONS OF THE REVIEWER** (to be filled before the peer review) | |
| **Which problems and challenges of your territory/organization / PI / … you want to address?** *Why did you choose the concrete good practice for the peer review?* | The Development of Tokaj Wine Region Nonprofit Ltd. (TBFT) is trying to boost the Saint Elisabeth cross border pilgrim road between Kosice (SK) and Sárospatak (HU) |
| **What main kind of answers/information/findings would you like to gain from the peer review?** | **Main kind of answers/information/findings TBFT liked to gain from the peer review are:**   * 1. More information on the organisations – stakeholders involvement in the Saint James Way project   2. What is the governance system of the project   3. Details on the problem addressed and the context related to COVID (statistics etc)   4. Details of the measures to overcome the problems and how they were connected with the policy instrument   5. What were the resources needed for them (human and budget and policy tools)   6. What was the results of these measures   7. How did the beneficiaries and the main stakeholders reacted, did they cooperated to better implement them and if they followed those measures   8. How did tourists responded   9. Were there specific dissemination activities to support those measures |
| **What method of the specific peer review is the most relevant for you?** *What would you like to do, to whom would you like to talk, which sites would you like to visit?* | **Relevant methods of peer reviews:**   1. Focus groups 2. Round tables discussion with stakeholder involved and 3. On site visits of the proposed agenda by the host and exchanges with the stakeholders   TBFT peer review participants followed the suggested by the host agenda. |

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| 1. **MAIN FINDINGS OF THE PEER REVIEW** | |
| **Peer review general introduction** *(when, where, how, participants, background, and preliminary information gained before the peer review)* | When: **Braga, Sarria, Santiago de Compostela**  Where: **Elevador Hotel**, **City halls in Sarria and Santiago de Compostela**  How (online, on-site, combination):**Onsite**  What kind of information (in which form) did you gain before the peer review? Was it relevant and useful for you?  **Information from the Braga Municipality representatives about their role in the St James Way and their collaboration with the city of Santiago de Compostela.**  **The role of the Church was also discussed during the roundtable.**  **Braga is on the way of Saint James.**  **The information provided were very useful.**  Methods/tools applied for the peer review. Was it relevant and useful for you?  **Focus group – round table discussion**  Participants (organizations presenting the good practices) – reviewees:  3 different local organisations’ representatives were present.  Further relevant information:  **Issues for the debate were:**   * **How and to what extend the different local/regional organisations/stakeholders are involved in the Saint James Way development (including Church)** * **Impact of COVID19, safety measures and recover strategy** * **Communication strategy** * **Characterization of the current situation (with special focus on tourism)** * **Measures taken under POCTEP** * **Future expectations**   **As also in Sarria:**   * **Saint James Way impact on small villages** * **Impact of COVID19, safety measures and recover strategy** * **Impact on the tourism sector and tourist reaction** * **Post-critical COVID period impact and measures taken (special mention to the real time information on the available beds)** * **Stakeholders coordination local policy/strategy**   **And finally in Santiago de Compostela:**   * **Saint James Way governance system (and the role of the pilgrims’ office)** * **Impact of COVID19, safety measures and recover strategy** * **Impact on the tourism sector and tourist reaction** * **Communication strategy** * **Resources needed/involved in the contention of measures and actions taken** * **Future expectations** * **Saint James way and “author’s tourism”** |
| **In general, did the peer review and lessons learned meet your expectations and needs?** *How was it relevant for the post-Covid context? Was it innovative?* | **In general, the peer review and all lessons learnt was very useful experience. The local stakeholders reacted very well to Covid times. The stakeholders were innovative in terms of adaptation in the main restrictions raised.**  Braga municipality invested a big amount from local resources for supporting main information spots infrastructures for visitors.  Their main interest was to support visitors on the importance of the path.  Many people start from Braga the way to St James Church. The Church is also very committed and supportive to Municipality.  Regarding Covid effects, the problem was global, since the borders were closed, as also the transport form one region to another.  During the 2nd phase things were better. The city of Braga, as also those of Sarria and Santiago de Compostela followed all national instructions and directions.  Their main concern was how to promote more the teriitory after the covid crisis.  The 2nd local representative of Braga mentioned also that the role of the Church is more than critical. He worked for ten years in national level culture support, recently working in Braga. He mentioned that the cooperation with all public bodies related with the Way is still working really well, to overcome difficulties and to more promote the Camino.  The 3rd local representative of Braga mentioned that the Camino is not a typical tourism product and needs special care and protection to keep its religious purpose.  There is a public organistion named Xacobeo, that deals with all aspects regarding St James Way, representing all cities of the region and directly connected with the responsible Spanish ministry.  More than 100.000 officially recorded visitors from Braga and Porto followed the Way in 2019.  Galicia Region has an action plan for Camino delayed due to the pandemic. |
| **Which problems and challenges of your organization/territory / PI / …** *were finally really addressed by the peer review?* | Religious tourism is a potential development opportunity for the Tokaj region. In a different way than on Saint James's Road, religious heritage is also decisive here. The area around Tokaj lived was religiously divers until the Second World War. Jews, Catholics, Orthodox, and Reformed lived side by side. The tragedy of the Second World War broke this harmony. Sixty years later, the number of religiously motivated travelers in the region is reviving. The Camino provide a good example how to invest in relegion tourism.  The most inspiring example is how the Camino uses international film techniques. The stories that were connected to the road and filmed provide a great example of how to build an internationally known image of the region.  Municipality of Santiago de Compostela is very well conected with international organisations for this purose.  There are many international workshops available in the city on the road. |
| **Explain in detail the type of improvement you want to achieve with the exchange made?** *Would you transfer at least some part/detail of the good practice?**How could it be used in the case of your organization/territory / PI / …?* | In order to create the international image of Tokaj, the adoption of film techniques can be extremely useful in the future |
| **What are the most problematic issues** *for you to transfer the good practice “at home”?* | Due to historical reasons, the Slovak-Hungarian opposition can still be felt, so the coordination of the service providers on the two sides requires particularly persistent work. Another difficulty is the slow change in the post-communist atheist tradition. |
| **How will you transfer the good practice and improve the policy instrument?** | In the next Interreg application period, TBFT will help to apply for projects related to religious tourism |
| 1. **MAIN RECOMMENDATIONS** | |
| **What do you think could be done differently to improve the reviewed good practices** *(your recommendation for the hosting organizations)?* | The hosting organisation prepared perfectly the peer-review. |