



Criteria of programmes to be organised within the Gömör-Torna Festival

**Developed within the project "Conservation and Sustainable Use of
Biodiversity through Sound Tourism Development in Biosphere Reserves in
Central and Eastern Europe"**

**in the frame of the activity
" AG 14 Organising the Gömör-Torna Summer Festival"**

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| Geographical Scope: | Multi-country |
| Implementation: | Ecological Tourism in Europe (ETE) Am Michaelshof 8-10, 53177 Bonn / Germany Tel: +49-228-359008, Fax: +49-228-359096 |
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| Activity Title and Code: | B.2. Promotion and marketing on the importance of biodiversity, and specifically of Biosphere Reserves, and the vulnerability towards different economic uses, in particular tourism development, including local populations, local stakeholders, administrations, NGOs as well as tourist AG 14 Organising the Gömör-Torna Summer Festival |
| Implementation: | Aggtelek National Park Directorate Tengerszem o. 1. 3758 Jósvalfő Phone/fax: +36 48 506 000 Attn.: Zsuzsa Tolnay |
| Duration of the activity: | July 2005 – March 2008 (33 months) |

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Brief description of the Gömör-Torna Festival

The Aggtelek National Park Directorate initiated the Aggtelek-Jósvafő Folk and Art Days in 1998. It found partnership with the municipalities, NGO's, congregations, businesses in Aggtelek and Jósvafő. The most popular and internationally the most unique programmes are the cave concerts in the Baradla cave.

Besides The Gömör-Torna Festival has been a prominent programme in the annual series of events since 2001, taking place in the second half of July. Since then 10 or 11-days event has developed into a really cross-border regional programme, including nearly a hundred programmes and activities in almost forty locations. The central aim is the sustainable use and protection of our heritage through the complex and comprehensive interpretation of the natural, cultural assets of the region. Besides the interpretation of the diverse natural assets, it is important to sustain the folk traditions (customs, handicrafts, cuisine, architecture and everyday objects, etc.). Such programmes attract more and more visitors meaning a positive feedback to heritage (natural and cultural) protection, community development, enhancement of local economy and cross-border cooperation.

The festival is a means to achieve the following goals:

- a) To interpret and promote the natural and cultural assets of the Gömör-Torna Karst region (including the Aggtelek National Park and the Slovak Karst National Park) and to enhance proper attitude towards our heritage.
- b) Providing opportunities to sustain and revive folk art, music and dance, the traditional handicrafts, local cuisine, and to market their products and connect them to the tourism market.
- c) To sustain the natural and cultural heritage, and generate income for their protection.
- d) To create a complex tourism product that will enhance the quality services and longer visitations in line with sustainable development principles.
- e) Community development.
- f) To enhance regional identity.
- g) To broaden transfrontier cooperation and communication, and to connect ethnic groups, etc.

1. The goal of this set of criteria:

- a) To set the safe and predictable framework and safeguard the organisation of an annually organised quality tourism product based on local and regional values and resources considering their carrying capacity.
- b) To promote and protect local values which form the base of tourist attractions. The interpretation of the diverse natural, the architectural assets, local knowledge and (folk arts, music and dance, agricultural and handicrafts) activities and products.
- c) To highlight the locations by hosting high quality performances and art programmes.
- d) To develop a framework and system that generate income to enhance eco and other sustainable tourism forms and to heritage conservation.

2. Criteria of involvement:

2.1. Time and period of the participating event or programme

- a) The programme will take place the last two weekends of July and the days in-between (until further changes).

2.2. Genre and type of the participating event or programme:

- a) A major programme can be theatrical performance, dance session, exhibition or market with an opening, whereas spare time activity or programme can be market, exhibition, camp, cave tours and surface hikes, presentation on local values, competitions featuring local values in some ways. As a spare time activity events can be included that partly overlap with the festival period, but in other characteristics it lives up to the festival standards.
- b) Individual or complex programme.
- c) Can be classified in one of the below genres:
 - Music performance (classical, folk, jazz, blues, dixieland, world music, choir)
 - Dance performance (folk dance, ballroom dance, ballet)
 - Other performances (drama, children's play, recital, street performances, puppet shows)
 - Film and slide shows (on individual judgement)
 - Exhibition (natural history, folk art, fine and applied art, local history, photography)
 - Market (building on local/regional traditions, and with the involvement of craftsmen and small farmers live in the Gömör-Torna Karst region)
 - Cave tours, guided hikes with the interpretation of other natural and/or cultural assets)
 - Camp and presentation (natural history, history, folk art, music, fine and applied art, photography)
 - Programmes presenting local/regional cooking and other tradition
 - Competition based on local/regional values and traditions.

2.3. Environmental and sustainability:

- a) The site of the event: as built venue reflects local traditions or targets a single or set of natural objects.
- b) The programme considers all rules on visitation or any utilization.
- c) The environmental, natural, human and infrastructural carrying capacity of the programme site and its affected area is fully considered. No activity during the festival can cause any damage to the natural and cultural assets, and all negative effects should be minimised, preferably avoided.

2.4. Level of preparation at the time of the 1st preparatory meeting of the due festival:

- a) The financial sources (at least self contribution) is secured.
- b) The details of the programmes are well pre-planned (where, when, who/what).
- c) All necessary permits and documents of cooperation (performers, participants, partners) are provided. (In case of performers and participants at least a letter of intent, whereas in case of partners and volunteers a statement from the responsible programme host are necessary)

2.5. Personal and communication requirements:

- h) The responsible programme host appoint a responsible focal point. (If there are more than one responsible programme host in a settlement, cooperation and a common agreement is expected.)
- i) The responsible programme host and the focal point communicates and cooperates with the coordination committee of the festival during the preparation, organisation and the evaluation phases, keeping the agreed deadlines.

3. The advantages of joining:

- a) Opportunity to join in a well established programme.
- b) Opportunity for regional networking and transfrontier cooperation.

- c, Gives information and technical assistance.
- d, Prepares and updates the cooperation agreement for the coming festival annually.
- e, If there is a possibility, it prepares and hands in applications for funds to safeguard the budget of the festival.
- f, It coordinates the inner and outer communication, if necessary with meetings.

4. Duties and responsibilities of the forum of the programme hosts:

- a, Decides about the date and duration of the festival.
- b., Revises and accepts the set of criteria.
- c., Decides about the joining of new programme hosts.
- d., It finalises and accepts the programme of the festival.
- e., Evaluates the former festival and gives recommendations to the coordinating committee.

5. Duties and responsibilities of the focal point of the programme host:

- a) Has a full responsibility and authorisation on the programmes represented by him/her.
- b) Communicates with the coordination committee and provide information, materials to the agreed deadline.
- c) Focal points:

1. Aggtelek National Park Directorate: Tolnay Zsuzsa
2. Municipality of Aggtelek: Éles Miklós
3. Friends of Aggtelek Association: Pecze Imréné
4. Municipality of Jósvalfő: Garan Béla
5. Foundation for Jósvalfő: Berecz Béla
6. Reformed Church Congregation of Jósvalfő: Mező Arnold
7. Reformed Church Congregation of Tornakápolna: Bacsó Zsolt
8. Gömör–Torna Foundation: Sz. Tóth Erika
9. Municipality of Trizs: Mácsi Istvánné
10. Trizs: Demeter Gyula
11. Municipality of Hidvégardó: Drótos Tiborné
12. Galyaság Village Association: Pásztorné Hegedűs Lilla
13. Public Company for Environmental and Regional Development in B-A-Z County:
Vrastyák Mónika
14. Gömör Youth Association: Kmotrik Péter
15. Gömör Craftsmen Association: Nagy György
16. Slovak Karst Bicycle Club: Tömöl Zsuzsa

(The forum of the programme hosts voted and unanimously accepted this set of criteria on 21st September 2007.)

21st September 2007, Gömörszőlős