

Action Plan Guidelines

1. To fully abide by the **Action Plan template** provided by the Programme and be results oriented, as a minimum
2. Action Plans to be in **local language** to facilitate discussion and adoption by the policy instrument owner and the regional/local stakeholders, with an **Executive Summary and the proposed Actions in English**
3. Start with a general brief **profile of the policy instrument area** and of the **action area** (if different), including statistics
4. Inclusion of relevant information on **cultural assets** and specific **tourism issues** (optional SWOT analysis, EFQM, ETIS, etc)
5. **Vision Statement** and **Goals** setting, in direct relation to the policy instrument improvements and policy change needs
6. Closely **involve Stakeholders** in planning, design, implementation and monitoring
7. **Actions** to be proposed according to the **4 I's** of CHRISTA Project, or in combination (quality rather than quantity is required by JS)
8. Proposed Actions to be **realistic** and **according to Programme** specifications:
 - New projects, or
 - Improved Governance, or
 - Structural Change
9. Propose Actions to be based explicitly on the exchange of experience process, by **transfer of good practices** between PPs
10. Proposed Actions to be related to the **Policy Learning Guidelines** by external expertise provided by ECTN on the 4 I's
11. Include a specific **Pilot Action** (optional) as appropriate, with full justification, time frame, specifications and proposed budget for request to JS
12. Incorporate **innovative** aspects throughout
13. **Implementation** of selected actions during Phase 2 to be scheduled over 24 months (April 2018 – March 2020) with expected policy changes
14. **Monitoring** process and framework to be defined with relevant indicators for each Action, also respecting the specific indicators specified in the approved Application Form
15. **Conclusions and Recommendations**, with synthesis regarding expected results, measurable targets, **endorsement / signature / approval arrangements**, adoption and follow-up process, for **responsible and sustainable tourism development and promotion, linked to policy change**.