Interreg
CENTRAL EUROPE

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Central Mountains

Semi-structured interview track

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1. Interview with Alpine Pearls Members

- What motivated you to join Alpine Pearls?
- Do you think it was a positive step for your municipality? Has being part of the Alpine Pearls network brought benefits?

Guiding Question: Which of the following EGTC areas do you think could bring the greatest added value to your destination?

- *Being part of a common platform for sustainable tourism and soft mobility*
- *Exchange of ideas and good practices between member destinations*
- *Opportunities for training and knowledge enhancement*
- *Support in maintaining motivation to continue on the path to sustainability*
- *Developing joint projects and accessing funding*
- *Support from the EGTC in launching joint projects*
- *Support in accessing European or other funding*
- *Opportunity to develop projects locally, even independently of funding*
- *Using the Alpine Pearls brand for communication and marketing*
- *The value of the Alpine Pearls brand for promoting my destination*
- *The brand's contribution to positioning my destination in the tourism market (please elaborate on expectations)*
- *Promotional activities for accommodation providers affiliated with Alpine Pearls*

- If the previous answer is positive, are the benefits received from being part of the Alpine Pearls network proportionate to the membership fee investment?
- Do you feel actively involved in the network and do you have a local core team? If yes, is the core team active?
- Do you think it would be helpful to distinguish more clearly between institutional activities (e.g., EU projects) and tourism promotion? How do you think these should be managed differently and/or by different bodies?
- What could be improved in communication between the EGTC and local members?

- What projects have been planned in the roadmap that you have already implemented, and which ones would you still like to realize? In what ways has the EGTC supported you in implementing them, or how would you like to receive support?
- What initiatives could be considered as flagship projects of your Pearl? Do you think they could be applied in other places/contexts, with necessary adaptations?
- Has your Pearl faced any challenges in implementing the action plan defined in the Roadmap, and if so, where? Have these been overcome (how)?
- Does your Pearl have a specific direction or theme that guides your “policy”?

2. Factsheet Summary of the Roadmaps

Pearl Information

- Name, Location, Country
- Contacts and/or local representatives

Top Ongoing Priority Actions

Max 3 priorities

1.
2.
3.

Roadmap Progress

- Where we are now (% or brief description)
- Current phase (planning, implementation, monitoring)

Concrete Results Achieved

Challenges Encountered / Obstacles or Changes in Direction

Next Steps (within the next 12 months)