



Strategies for a competitive and sustainable tourism sector

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“Via Transilvanica- *heritage beyond tourism, involving private and public sectors*”

Description

- Via Transilvanica is a **1,400 km trail** that reveals 2,000 years in the history of Transylvania, crossing the country from Putna to Drobeta Turnu-Severin.
- It can be done in stages, or entirely, by **foot**, by **bike** or even by **horseback riding**, depending on what works best for each traveler. This is the road that fills the generation gaps and encourages multiculturalism because it is dedicated to all kinds of people, no matter their age or experience.
- Via Transilvanica offers an **opportunity to slow down** and connect with the environment, to admire the surroundings, to explore the diversity of the 600 communities on the trail, to enjoy the natural and cultural heritage preserved.
- The roughly 1,400-kilometer trail was initiated by **Tășuleasa Social NGO** with the support of many private companies & investors for the funds needed, and with full cooperation of the local public authorities, County councils and Administration of the protected areas that the trail meets. This practice represents a successful **cooperative initiative** between the private and public sector in Romania





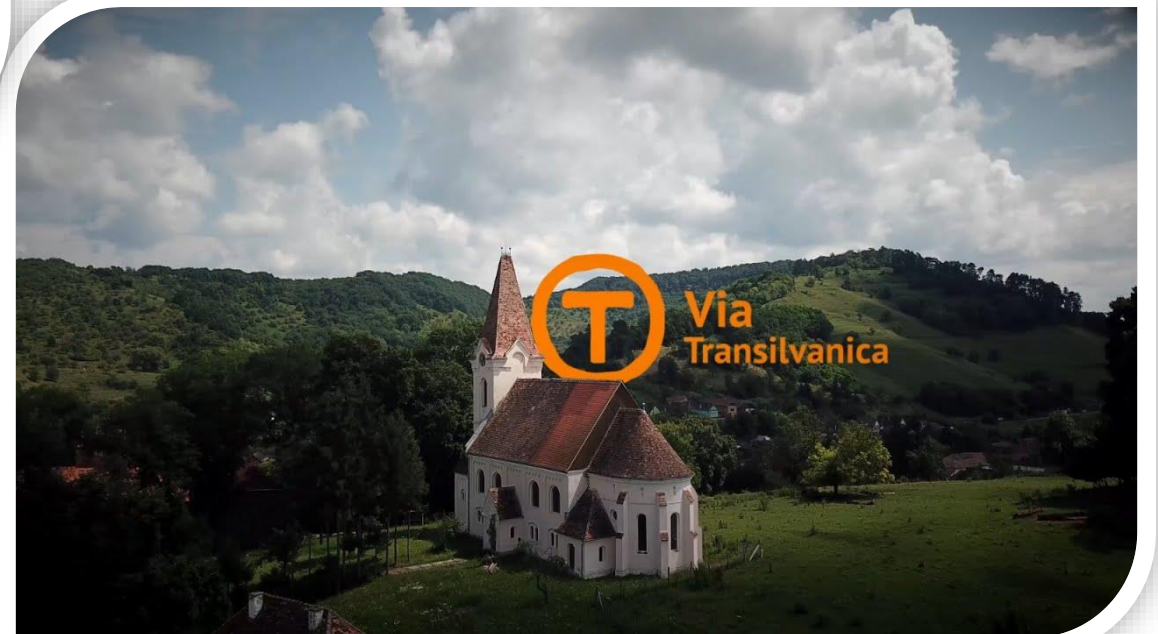
- **Results**

- The collaboration with local authorities and also the help of willing people who participated most of the times, voluntarily to the project, played an important part in the project. The actions involved **marking** the trail, installing the **killometer stones**, **documentation** of the road, etc.
- As of today, **1000 km of the trail have been completed**.
- The local, agro-turistical lodgings are showing more and more interest in the project, which was also aiming to convince local people to preserve their natural habitat, by protecting the flora and fauna while earning a living. (e.g. intention of arranging a **camping** in the Ciresu Municipality till the end of 2021).
- **Long-distance trails** are the best way to showcase each historic tier, each cultural tier, the cuisine, the natural and rural environment.
- Regarding valorization, **experts** from Tasuleasa Social have divided the trail into several segments, all described in detail in a guide that can be found on Via Transilvanica **website**.
- Our local public communities and Geopark Administration are in charge with the maintenance of the trail – replacing the signs if missing, renewing the indicators, giving all necessary information to the travelers, even hosting them.



- Timing: 2018-ongoing
- Total estimated amount: 1.000,000 Euros
- Responsible organization: **Tasuleasa Social NGO**

- Other resources needed:
 - Private sponsors, companies, NGOs
 - Local public authorities support (legal, in-kind contribution)
 - Volunteers.



Thank you for your attention!!

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