



**CHRISTA**  
**Culture & Heritage for Responsible, Innovative &  
Sustainable Tourism Actions**

**P8: Sibiu County Tourism Association (SCTA)**

# **INTERPRETATION FACILITIES**

Steering group meeting  
Thessaloniki, 23-24 May 2016

## Who are we?

- Sibi County Tourism Association (SCTA) is a non-profit organization based on a **public-private partnership**.
- We are **missioned** by Sibi County Council to *develop the tourist infrastructures* and to **promote tourist assets** in order to increase Sibi county's attractiveness and competitiveness as a tourist destination.
- **Our members** are local administrations, tourist stakeholders, museums, universities and development associations.

# Main projects

- The development of the county level **tourism master plan for the period 2010-2020** and its implementation - a tool for effective and sustainable destination management involving private and public stakeholders.
- **Technical assistance** to tourism stakeholders
- The **marketing** of Sibiu county as a tourist destination (e-marketing, printed materials, fairs, study tours).
- The set up and the coordination of a network of 13 **Tourist Information Centres**.
- The development of tourist **signage system, biking and hiking trails**.

## # Strategic projects



### Cultural itineraries

- The cheese route, The Făgăraș gates, The greenway, The route of fortified churches, The salt route, The transhumance route



### ECOTOURISM DESTINATIONS

- Mărginimea Sibiului
- Colinele Transilvaniei



### SIBIU, EUROPEAN REGION OF GASTRONOMY 2019





## Where are we?

SibiU lies in the center of Romania and in the south-east of Transylvania

Surface: 5.432 Km<sup>2</sup>

Population: 423.000

inhabitants

Administrative units: 2 municipalities, 9 towns, 53 communes

Accesibility: International Airport



## Historic towns

# # cultural heritage

## Immaterial heritage





# # Urban cultural landscape









# # Rural cultural landscape





















A large outdoor festival at night. In the foreground, a massive crowd of people fills the square. To the left, a stage is lit up with purple and blue lights, featuring a large screen and various equipment. In the background, a large, ornate building with a central tower and two smaller towers is illuminated with warm yellow lights. The sky is dark with some clouds. The text "# creative tourism" and "> 800 events" is overlaid in white at the top left.

# creative tourism  
> 800 events

Theatre, film, rock, jazz, folklor, fashion,  
gastronomy, local festivals, sports



# gastronomy



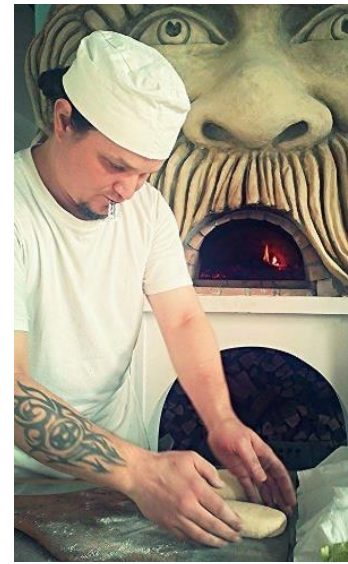


# CANDIDATE 2019



EUROPEAN REGION OF GASTRONOMY

- Local products
- 11 cuisines
- Events
- Local markets
- Tourism products: the Cheese route, Transilvanian Brunch, Bike&brunch



## | Top 1 MĂRGINIMEA SIBIULUI & 2 COLINELE TRANSILVANIEI 2015











# Nature heritage

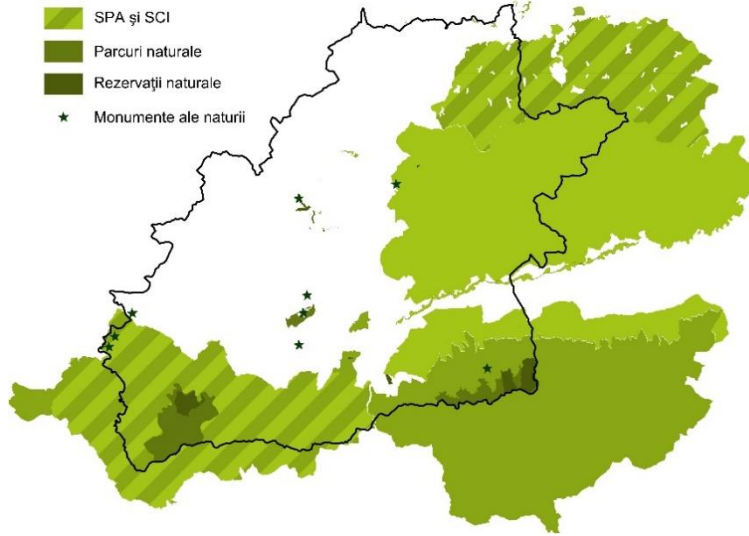






## Ariile protejate din județul Sibiu

-  Arii de Protecție Specială a Avifaunei (SPA)
-  Situri de Importanță Comunitară (SCI)
-  SPA și SCI
-  Parcuri naturale
-  Rezervații naturale
-  Monumente ale naturii



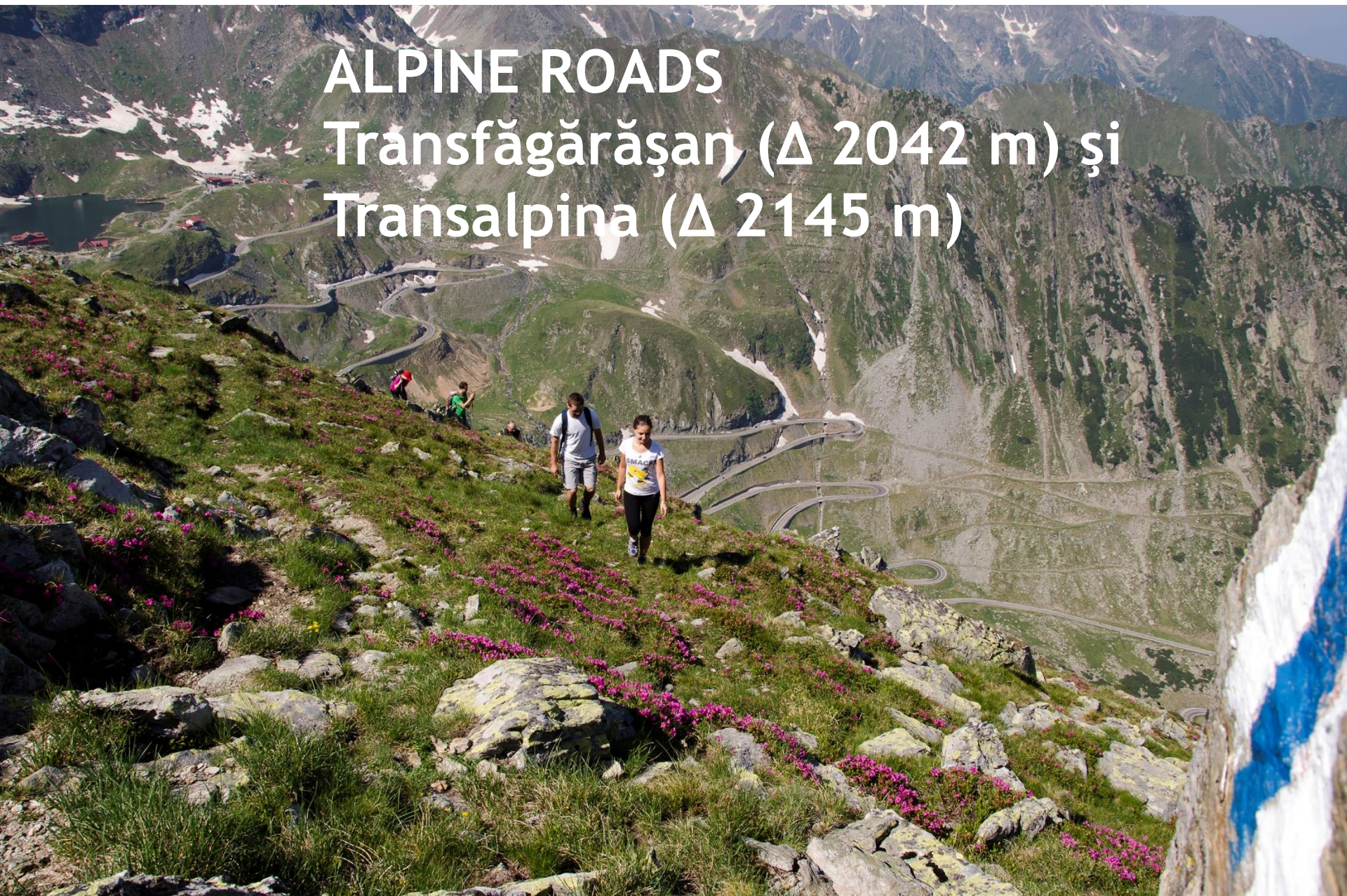
- 30 % of the territory is covered by the Carpathian mountains
- 47 % of the surface are protected areas
- Diverse flora and fauna- 5500 species of plants and wild animals
- 13 mountain peaks over 2000 m
- Salted lakes in the spa resorts Ocna Sibiului and Bazna





# ALPINE ROADS

Transfăgărășan ( $\Delta$  2042 m) și  
Transalpina ( $\Delta$  2145 m)





# # hike & bike

- > 600 km trekking and hiking trails
- > 500 km biking trails

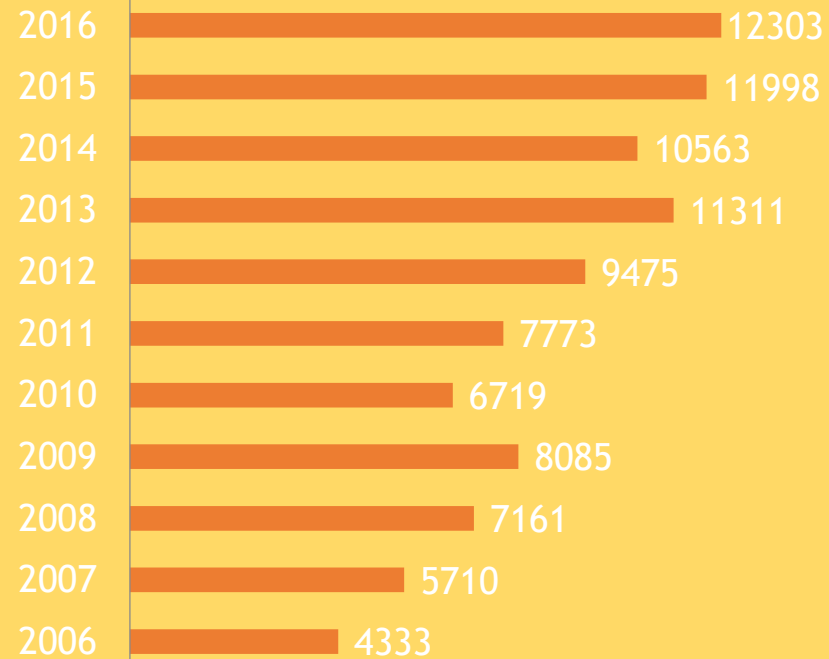




# # Hospitality capacity

175 restaurants

12303 beds





# Challenges:

- The continuous loss of the authentic architectural style;
- A lack of thoughtful and sustainable exploitation of the cultural assets;
- The depopulation of the villages and the degradation of the unique historic Saxon heritage;
- The lack of heritage appropriation by the new communities;
- Few connections between the local communities, their immaterial heritage and tourism;



- Lack of skills in rural heritage management and marketing;
- Lack of knowledge about new tourism segments and markets;
- Few interactive tools at the cultural sites;
- Lack of an integrated information management system.





ROP 2014-2020  
Priority 5.1

Policy  
instrument

5.1

The conservation,  
the protection, the  
promotion and the  
sustainable  
development of the  
natural and cultural  
heritage

Provide a cooperation platform,  
partnership models, business and  
marketing plans for sustainable nature  
and cultural heritage governance

Provide guidelines on how to involve and  
develop strong communities/ use the local  
building materials and techniques

Provide guidelines on how to recognize  
and communicate the heritage to  
different target markets, tourist profiles,  
tourist stakeholders

Provide guidelines on how to increase the  
quality of the visitor experience by  
implementing creative communication  
tools, interpretation skills and facilities,  
events facilities, new technologies.

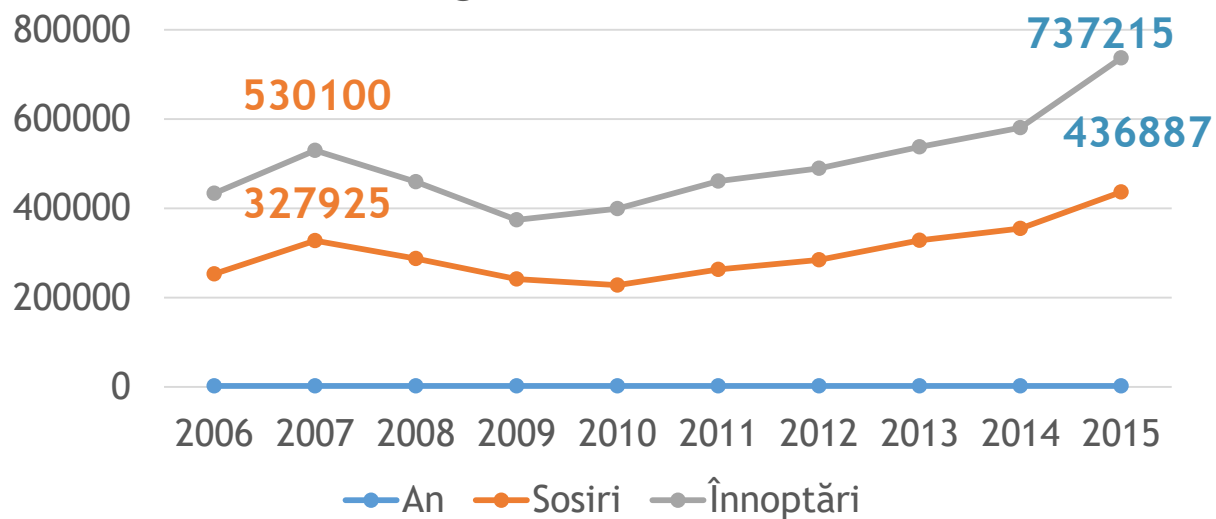
Integrate the new cultural attractions in  
the tourism offer as highlights

Implement a quality monitoring system

**ACTION  
PLAN**

**% Increased visitor  
performance in the  
cultural sites**

## Arrivals and nights evolution



Compared to  
2014, în 2015

+ **23%** arrivals

+ **27%** nights



Waiting forward to  
seeing you soon in  
Transylvania!

[www.sibiu-turism.ro](http://www.sibiu-turism.ro)

[simina.manea@sibiu-turism.ro](mailto:simina.manea@sibiu-turism.ro)