



European Union
European Regional
Development Fund

Rasinari Municipality, Romania

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Partners: PP6 + PP7

Rasinari Municipality (PP6)

- Local public authority
- Mountain village with more than 5.500 inhabitants
- Responsible for rural development of the area
- Important pillar for sustainable development in the area



Regional Development Agency Center (PP7)

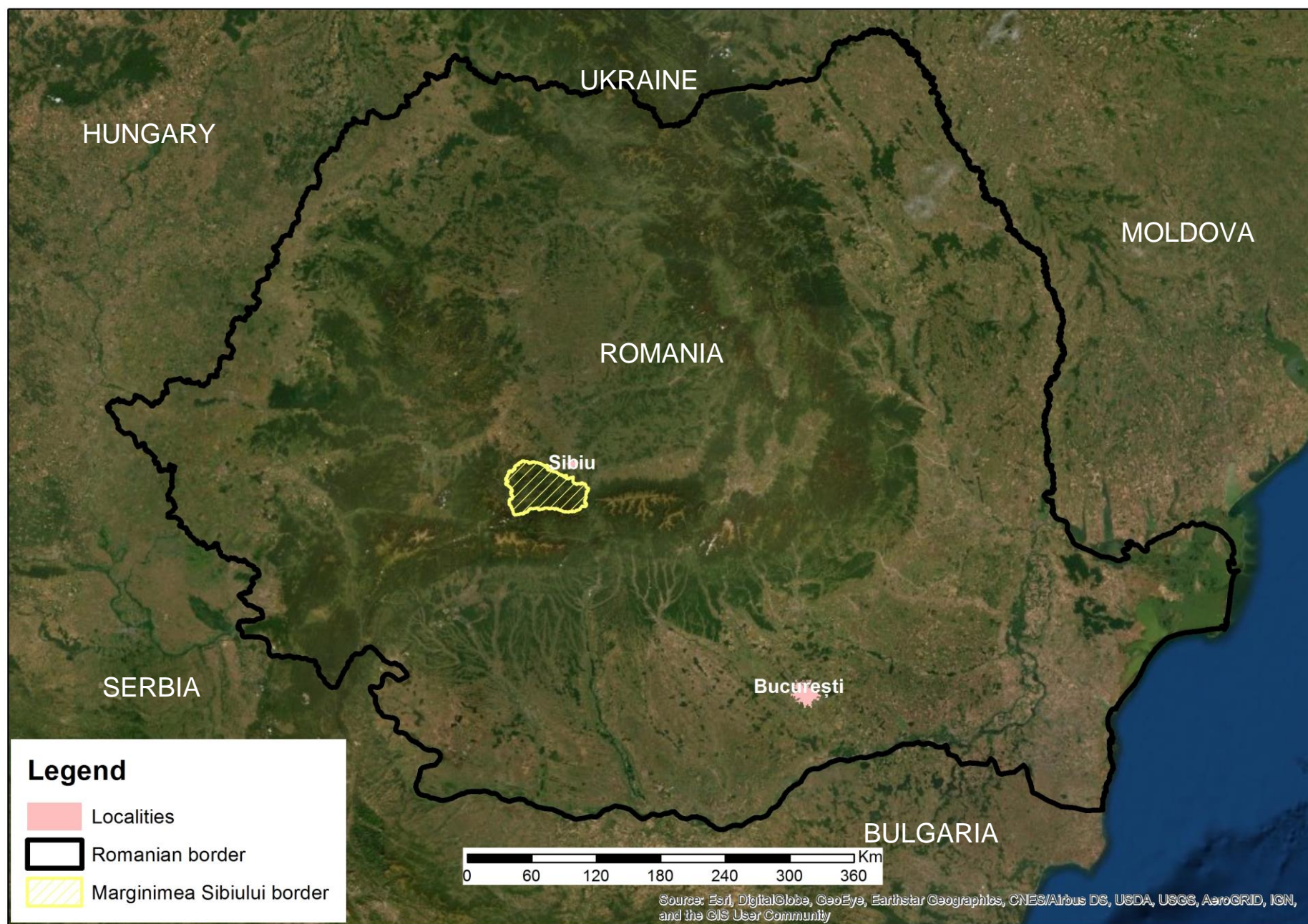
- Public body and the sole legal entity responsible for implementing the regional development policies in the central part of Romania
- Established in 1998
- Covers the territory of 6 counties in Romania
- Responsible for main strategic development in the area
- Recently developed the Regional Development Plan 2021/2027 where tourism is a key sector

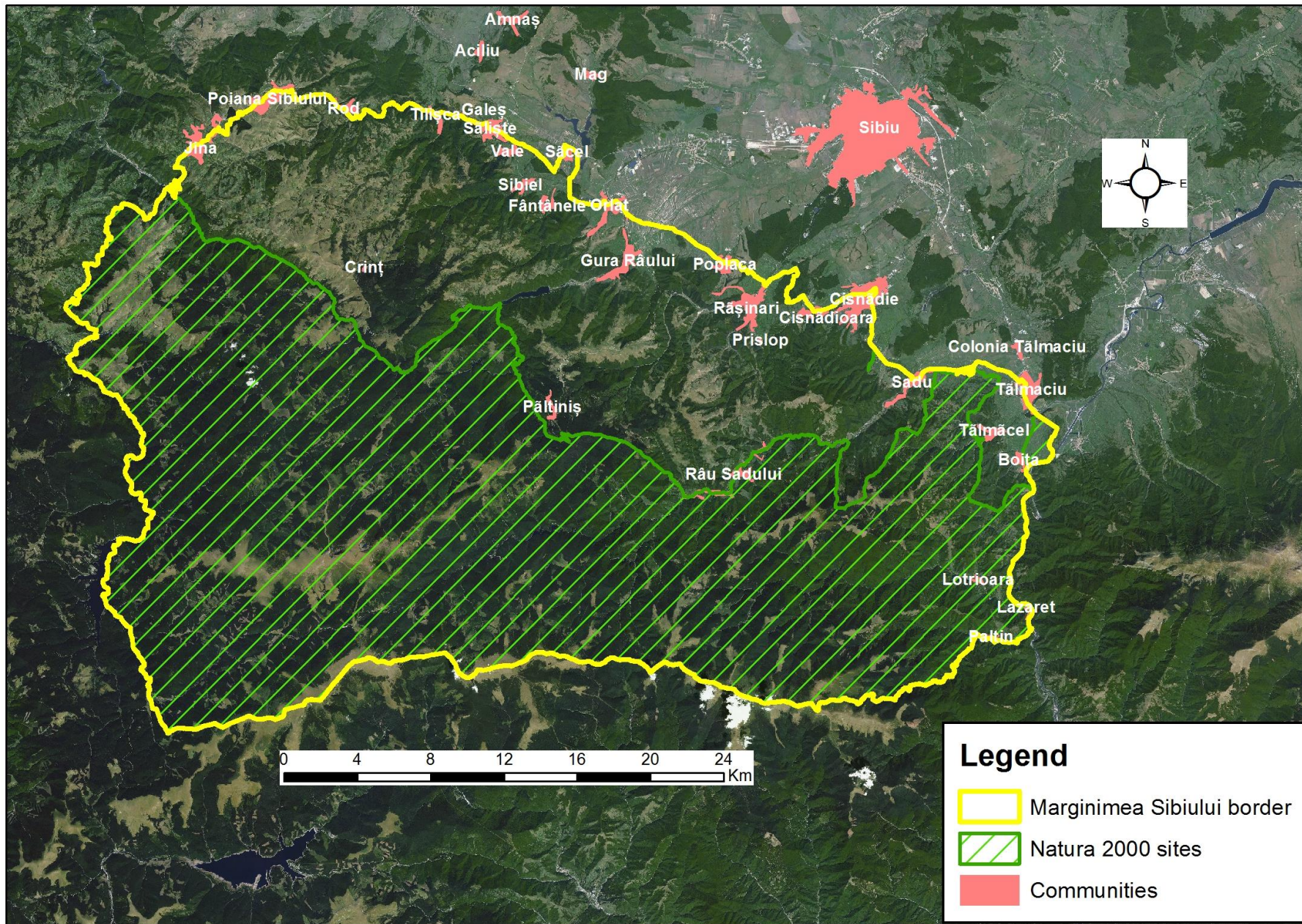
Policy instrument addressed by PP6 + PP7

PI	WHY?
<p>Axis 7 from POR The diversification of local economies through the development of sustainable tourism Investment priority 7.1 Supporting a favourable increase in employment through the development of endogenous potential as part of a territorial strategy for specific areas and increasing accessibility and development of specific natural and cultural resources</p> <p>Subject to change?</p>	<p>The PI does not address destinations with a high natural and cultural value, destinations "out of the beaten track" such as mountain areas, EDEN Destinations (European Destinations of Excellence in Tourism), Eco Destinations or Natura 2000 areas.</p>

Area covered by the project – **Marginimea Sibiului (MS)**

- Unique ethnographic region in Romania, with rich cultural and natural capital
- Situated in Southern Transylvania, at the foot of Cindrel Mountains
- 18 villages that gather more than 40.000 inhabitants, with a rich history in sheep breeding
- MS spreads over aprox. 140.000 ha
- Big variety of local products: sheep cheese, sheep and porc meat products, bakery etc
- In 2015, MS won the EDEN award – European Destination of Excellence in Tourism and Local Gastronomy





More about MS:

- High density of natural habitats
- The largest surface of spruce (*Picea abies*) forest in Romania
- Optimal conditions for large carnivores (brown bear, wolfs, lynx).
- More that 55% of the surface included in Natura 2000 area.



Habitat 4070 of bushes with *Pinus mugo* and
Rhododendron Myrtifolium



ECO-TOURISM- state of art



ECO-TOURISM - state of art

Together with the SWG we have identified strong and weakpoints, opportunities and threats

Strong points for ecotourism:

- 55% of the surface is part of Natura 2000 network
- aims to be part of the national network of ecotourism destinations in RO together with 11 other regions in RO
- Part of European Destinations of Excellence in Tourism.



Weak points for ecotourism:

- Insufficiently developed hiking / cycling routes
- Lack of a common visual identity for MS (logo, brand)
- Lack of connection between producers / visitors / pensions.

Cultural Tourism

Rural tourisms

These topics are beeing addressed at regional level by the **Regional Development Plan 2021/2027** where tourism is a key sector.

With regards to Marginimea Sibiului, rural tourism and cultural tourism can easily merge with ecotourism.



Adventure tourism

This topic is being addressed at regional level by the **Regional Development Plan 2021/2027** where tourism is a key sector.

Adventure tourism is also part of the landscape, but not necessary a strong point due to sports with motorbikes.



Expectations from RAMSAT

- Increase knowledge with regards to sustainable alternative tourism from different parts of Europe
- Share experiences with regards to ecotourims
- Learn about best practices from other regions in Europe
- Creat a network of people that share the same interest in sustainable tourism.



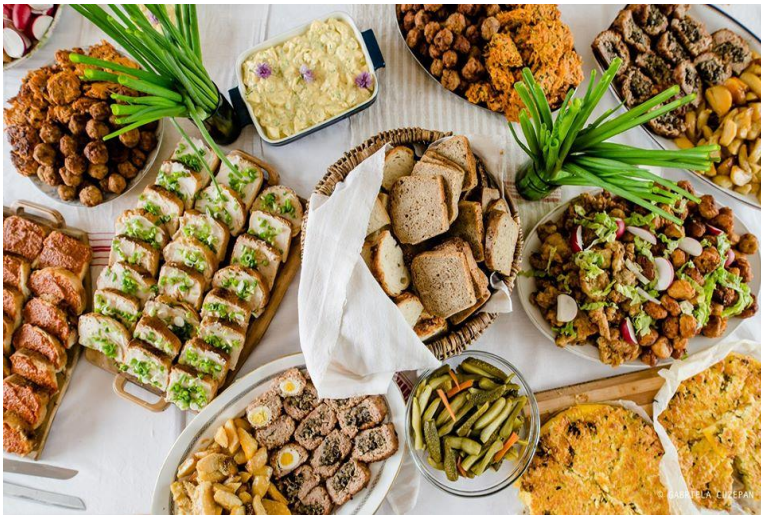
Potential/Ingredients for sustainable development of tourism in MS

- SWG on sustainable tourism of MS is in place and people meet on a regular basis
- An initial SWOT report on Ecotourism was elaborated, thus strong points and weak points were mapped. More, opportunities and threats were identified.
- A range of good practices were identified during the analysis.



Good practices

- Local gastronomy events: Brunches, festivals, culinary demonstrations combined with walking/biking activities.
- Sport activities: Mountain Marathon etc.



Thank you!

Questions welcome



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