

“Invented needs. Dozens of non-functional local tourist information centres”

Failed Practice – Natural and cultural heritage

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- This presentation is about the lack of strategy and lack of coherence in the activities and priorities that the Local Public administration are implementing.
- The tourist information centers appeared from the single reason that there were money available from the European Union, even in the areas with no tourism potential.

Detailed information on the practice:

- *Funded by the National Rural Development Plan which aimed to bring Romanian villages to a European standard, the plan provided, among other things, the building of pensions and agro-pensions to create thousands of jobs and attract tourists to rural areas. The elected mayoralities were to build tourist information centers in areas with tourist potential, thus approving over 300 projects in Romanian villages and over 20 in Mehedinti County.*
- *The problem was that many of these villages were not in tourist areas, there were no heritage objectives or any point of interest for a potential tourist, therefore, **there was no real need**, however the projects were submitted because there was money available. (Approximately 200,000 euro per project).*

- *After the end of the monitoring sustainability period, over 80% of these centers became non-functional, in some cases changing their functionalities, or simply being closed!*
- *Currently, in Mehedinti County are certified by the Ministry of Tourism and still functioning only 3 tourist information centers, in the cities - Drobeta Turnu Severin, Baia de Arama and Orsova – but none of them in the rural areas.*
- *At the country level, over 300 such information centers have been created, worth more than 45 million euros.*

Resources needed:

- Financial allocation
- EU funding consultancy

Timescale:

2007-2013

Evidence of success/ failure:

There were only a few short-term potential benefits to the territory:

- *The Local public administration would have had a new construction built, or an old building rehabilitated.*
- *Some equipment was to be purchased (computers, printers, etc.)*
- *2 new people were to be hired*



Challenges encountered:

- *No touristic objectives in the area to present*
- *Non-functional websites*
- *No materials to promote the area*
- *No tourists in the area*



Potential for learning or transfer:

Hundreds of tourist information centers across the country and around 15 in our territory have been unused since the EU monitoring had ended. Most are in deserted areas, where there is nothing to be visited.

These constructions remained without a proper use, being either closed or changed destination, money spent and people hired without a purpose, wounding up doing a completely different thing, or dismissed.

Further information:

<https://www.digi24.ro/special/campanii-digi24/romania-furata/centre-de-informare-turistica-investitii-inutile-444659>

<https://lugojinfo.ro/administratie/1167-il-deschide-probabil-de-ziua-onomastica-centrul-national-de-informare-turistica-este-nefunctional-din-cauza-lipsei-de-personal>

<https://www.digi24.ro/special/statul-la-stat/statul-la-stat-milioane-de-euro-cheltuite-pe-centre-de-informare-turistica-inutile-in-multe-localitati-nu-calca-picior-de-turist-1445628>

<https://stirileprotv.ro/stiri/actualitate/centru-de-informare-turistica-de-120-000-de-euro-in-Satul-cu-o-manastire-avem-c-i-peisaje.html>

<https://www.bitpress.ro/dezvaluiri/centrele-de-informare-turistica-sau-cum-sa-ingropi-banii-europei-in-cladiri-care-zac-nefolosite-1253461>



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