

Decentralized Cooperation Belgium - Romania

4th Forum October 25-27, 2013 Leuven

Fostering local governance between Romania and Flanders, Wallonia, Brussels

Workshop tourism and heritage: Tourism in Romania is, like in Belgium, a source of socio-economical development. It even can be an important source of income for as well individuals, communities as regions.

But tourism organized in a improvident way, where demand and supply are not matched, where impact on nature and heritage are not taken into account, where new investments are not made based on the interests of consumers, can cause a lot of damage to the patrimony and creates a lot of disappointed investors.

A well thought tourism policy will guarantee a socio economical development in the long term, will be of an added value and will create new extra jobs. Finally this policy will also show respect for natural sources and environment.

Touristic attractions in Romania and in several regions in Belgium suffer from a lack of visibility and promotion.

Only central services can provide marketing and promotion of the touristic attractions. This includes the organizing of databases on all sectors of tourism, easily accessible for domestic public and public from abroad. Certification and giving quality labels is also important in the strategy of promotion.

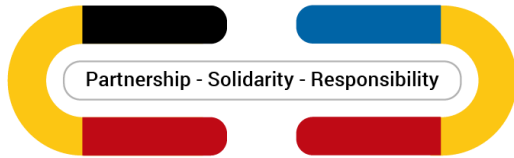
Local authorities have a key role in the organization of a tourism policy as well in the development and promotion of touristic products meeting the demands of the customers, taking into account the available local resources.

But let's not forget the development and the maintenance of a touristic offer, which it might be, requires the support of the local population given its involvement in the project. Surely when the touristic offer is based on the local natural, architectural or cultural heritage.

1. Presentation of good practices:

- a. Supporting and promotional networks for rural tourism in Romania, for exemple 'Retea Turistica' (promotion of home stay) organized by OVR and "Cele mai frumoase sate din Romania" (valorisation of culture and folklore) . For this is been asked for EU-financing in order to be recognized in the international network of "Most beautiful villages in the world... "
- b. Involvement of the total population of the village because of the impact on the inhabitants of this village: for example: the village of Viscri in Transilvania.
- c. Database 'Pivot' of the touristic services of the Walloon region for sharing and exchange of information between all touristic actors in the region.
- d. Theme stays in Wallonia ("open woods" and "kitchen boy and duffle bag") are new in the touristic offer for rural development organized by 'Gîtes de Wallonie'. Families and





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tourists who are preferring a 'short stay' are very interested and so this 'theme stays' are catering to a new need.

Panel:

- Mr. X of the Commission of tourism of the Walloon region
- Mrs Carolina Fernoland, vice-president of the "Mihai Eminescu Trust", initiator of the touristic development of Viscri
- Mr. Nicolae Marghiol, president of the organisation "Cele mai frumoase sate din Romania"
- Mr. Ion Stefanut of 'Rețea Turistica de la vallée de l'Ariès'
- Mrs Stéphanie Villiance, responsible for European projects in the Federation of 'Gîtes ruraux' in Wallonia
- Moderator: Mr X , department manager, Ministry of Tourism, Bucharest
 - **Peter Andriessen**

Possible outcomes / Follow up:

- Support in the organisation of the regional databases. Project with support of EU-funds?
- Support to local initiatives
- Development of instruments to promote rural tourism in Romania in the 3 regions in Belgium, as well as tourism from Romania to Belgium