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Ekonomška šola Murska Sobota, Višja strokovna šola

Sustainable tourism in Romania

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Erasmus+

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ROMANIAN TEAM FROM MIERCUREA CIUC, HARGHITA







WHAT IS SUSTAINABLE TOURISM?

Sustainable tourism is a form of tourism that has a minimal impact on the natural environment, ensuring its preservation and protection and rational exploitation of natural resources, but also taking into account the impact on the cultural and socio-economic environment, by harnessing cultural resources and by contributing to the welfare of local communities. (<https://stec.univ-ovidius.ro/html/anale/ENG/2017-2/Section%20III/14.pdf>)

- sustainable Tourism also refers to sustainable practices in and by the tourism industry.
- negative impacts to a destination
- positive impacts to a destination

SUSTAINABLE TOURISM IN ROMANIA

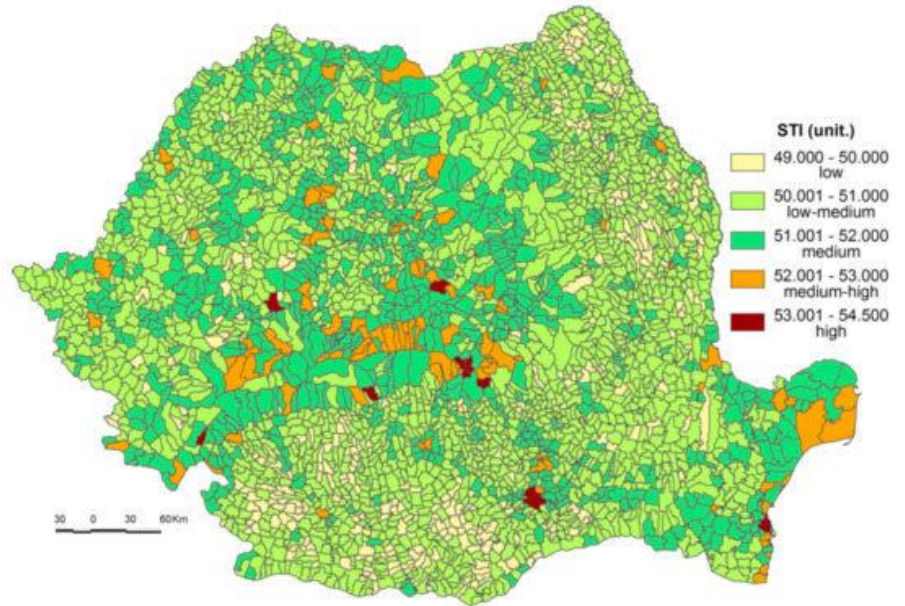
The tourism industry has experienced a rapid evolution in recent decades, therefore it became a form of leisure and entertainment.

Despite the variety and complexity of Romania's natural and anthropic tourism potential, the tourism industry is not very well-developed.

The fact that Romania joined the EU in 2007, was seen by policy makers as an opportunity to develop the Romanian tourism.

However, the low amounts of tourists flows in Romania can be because of the poor packaging of the cultural and natural attractions.

In 2019, Romania registered 13.37 million tourist arrivals (10.14% more than in 2017), out which 2.68 million people were international tourists.

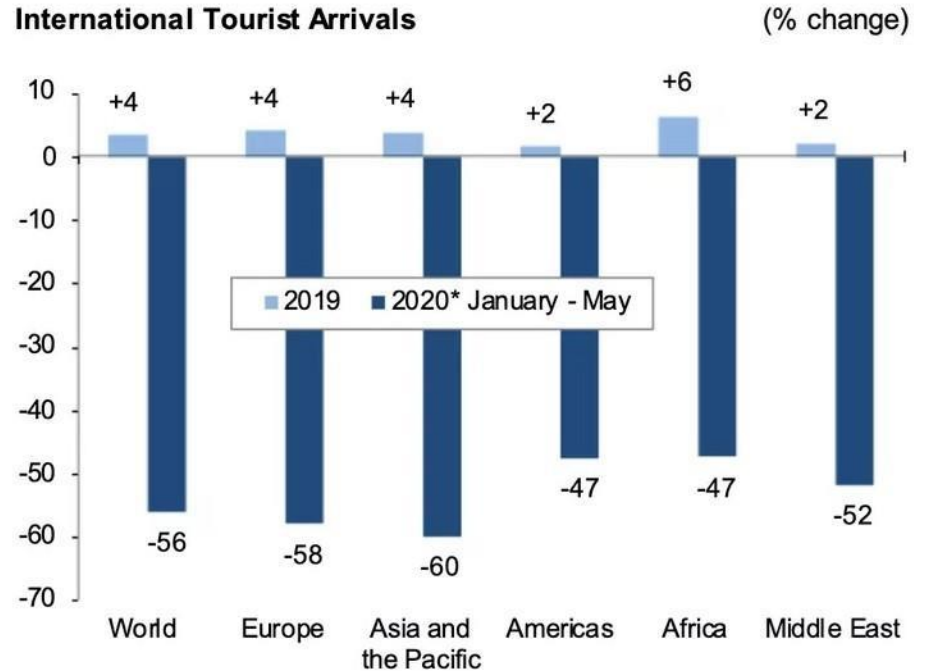


Sustainability Tourism
Index, 2019

<https://www.mdpi.com/2071-1050/13/5/2649>

IMPACT OF THE COVID-19

Since the beginning of 2020, has generated a 72% fall in international tourist arrivals.



Source: World Tourism Organization (UNWTO) © * Provisional data

https://sc.upt.ro/attachments/article/586/01_05_com_Palea_Otiman_SS_02.pdf?fbclid=IwAR1bOBHQP5mv8vfnWq_uq2D96ch2869_-uGotA0-lA9UBaNwoXl5t0fXsJM

The usual small number of tourists in Romania could be because of:

- The fact that Romania doesn't have a clear image.
- And the fact that a lot of people think that Romania still lives in the Middle Ages

Tourists who do visit Romania, are very surprised because they simply don't expect the country to be this beautiful and to have a variety and quality of attractions.

HOW CAN WE DEVELOP SUSTAINABLE TOURISM IN ROMANIA

- following good practice examples from other countries
- virtual tours of important touristic destinations
- contract with a tourism Marketing and PR company which will provide coverage in countries like Germany, Austria, France, etc.
- promo materials applicable internationally, with clear branding, and making it available in every Information Center and given freely to tourists
- creating giveaways, discounts, organizing promotional events, participate in tourism fairs

- ensuring that tourism is the key to develop economy as it will open new opportunities as new jobs will be created
- addressing Romanian people that Romania has a lot of tourism potential and encouraging them to take part in developing it

EXAMPLES OF SUSTAINABLE TOURISM IN ROMANIA:

Natural attractions and wildlife

Cultural

Spiritual

Gastro/culinary tourism

Health tourism

USEFUL LINKS

<https://true-romania.tours/wildlife-tour-in-romania/>

<https://asociatiaaer.ro/en/>

<https://www.eco-romania.ro/en/about-aer/>

https://www.visittransilvania.ro/category/sustainable-tourism-romania?fbclid=IwAR1MTG3nwCRcHvvMm8R0vjfNYpAH6bXHtYq96NIFoh_Q7JL28l0KvRH_yf3k

<https://visitharghita.com/>

<https://visitmures.com/>

<https://www.visitcovasna.com/>

WORKS USED

<https://www.mdpi.com/2071-1050/15/13/10157?fbclid=IwAR1Ts12dzyJFStShx-Ia5lquTvgJEXBNdgdQxwS--QabMrxRvPpE04XEINE>

<https://whc.unesco.org/en/list/902/>

https://www.rrri.ro/en_gb/ecotourism_in_romania-2594023?fbclid=IwAR3kbDjpylWlFIzdbioGiNY00ZASrIE9U8YUs3nRh4c0fFFfLIjuKxyK6Ig

https://www.researchgate.net/profile/Mirela-Mazilu/publication/228466592_Key_Elements_of_a_Model_for_Sustainable_Tourism/links/0912f506f025858c48000000/Key-Elements-of-a-Model-for-Sustainable-Tourism.pdf

https://sc.upt.ro/attachments/article/586/01_05_com_Palea_Otiman_SS_02.pdf?fbclid=IwAR1b0BHQP5mv8vfNWq_uq2D96ch2869_-uGotA0-lA9UBaNwoXl5tOfXsJM

https://www.researchgate.net/profile/Mirela-Mazilu/publication/228466592_Key_Elements_of_a_Model_for_Sustainable_Tourism/links/0912f506f025858c48000000/Key-Elements-of-a-Model-for-Sustainable-Tourism.pdf

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<https://www.mdpi.com/2071-1050/13/5/2649>

<https://www.gstcouncil.org/what-is-sustainable-tourism/>

<https://stec.univ-ovidius.ro/html/anale/ENG/2017-2/Section%20III/14.pdf>

THANK YOU FOR YOUR ATTENTION!



ONLY IN ROMANIA