

PROJECT SUMMARY

Project title: INTEGRATED URBAN DEVELOPMENT FOR THE REHABILITATION AND MODERNIZATION OF BORSEC, BAILE HERCULANE AND SULINA AND FORMULATION OF A TOURISM LAW FOR ROMANIA

Country: ROMANIA

Region: EUROPE

Current status: Ongoing Concluded

Duration (est.)/dates: December 2011 - December 2012

Category: Tech. Cooperation MDG-F

Partner entities: Government of Romania – Ministry of Regional Development and Tourism, UNDP

Main project objectives:

With a view to provide technical assistance to the Government of Romania in the design and implementation of projects that respond to the objectives of the National Strategic Plan, UNWTO, in collaboration with the United Nations Development Programme (UNDP), implemented a project for the rehabilitation and modernization of three cities in Romania which have varying tourism resources which cater to different source markets. The objective of this project was to strengthen the decentralization process as regards to tourism development, engaging local communities in a participatory manner to be part of the tourism development process, and, to formulate tourism development strategies and pilot projects to develop tourism as a means to stimulate economic growth in these cities. As project activities progressed, it was noted that there were issues which could only be addressed through the formulation of a Tourism Law for Romania. The Government of Romania was already engaging in this exercise and, as a result, UNWTO and UNDP extended the activities of the project in order to provide further technical assistance to the Government in the drafting of a tourism law and aligning it with international and EU best practices.

Project focus (Choose all applicable):

- Policy Planning & Economic Development**
 - Tourism Policy/Master Plans & Strategic Development Plans
 - Legislation & Regulation
 - Physical Planning/Infrastructure/Resort Development
 - Institutional Strengthening & Public-Private Partnerships
 - Economic Impact/Value Chain Analysis & Local Development
- Human Resource Development**
 - Manpower Planning
 - Capacity Building Programmes/Hospitality Skills & Tourism Business Development
- Statistics**
 - Statistical Strengthening
 - Development of Tourism Satellite Account (TSA)
- Quality Standards**
 - Hotel Classification
 - Destination Quality Performance
- Product Development, Marketing and Promotion**
 - Marketing & Promotion Planning
 - Product Development & Diversification

Main project outputs/deliverables:

A tourism development strategy for each city including integrated urban development plans aimed at revamping the economies of each city through tourism. Each plan outlined specific actions, roles and responsibilities for central, regional and local public bodies and for non-public entities. The plans were wide-ranging, including buildings and infrastructure regeneration and development, management, community and social structures to provide for tourism development and tourism product diversification with benefits accruing to the wider population and, particularly, the younger population. A draft Tourism Law which provides a sound legal framework to support the sustainable development and promotion of the tourism industry while guaranteeing and safeguarding both the rights and responsibilities of the tourism service providers as well as the rights of the tourist.