



NATIONAL INSTITUTE FOR RESEARCH
AND DEVELOPMENT IN TOURISM



IMPACT PROJECT

Innovative Models for Protected Areas: exChange and Transfer

ACTION PLAN

of project partner 5 INCDT

**National Institute for Research and Development in
Tourism**

June 2018

Introduction

Produced by each partner, the action plan is a document that provides details on how lesson learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any). If the same policy instrument is addressed by several partners, only one action plan is required.

The purpose of documenting lessons learned is to share and use knowledge derived from experience to:

- Promote the recurrence of desirable outcomes
- Preclude the recurrence of undesirable outcomes

As a practice, the learning process includes the identification, documentation, validation, and dissemination of best practices. Utilization and incorporation of those processes includes identification of applicable lessons learned, documentation of lessons learned, archiving lessons learned, distribution to appropriate personnel, identification of actions that will be taken as a result of the lesson learned, and follow-up to ensure that appropriate actions were taken.

During the project, each partner will have to identify a lesson after the interregional meetings for exchange of information and experience with the best practices identified by all partners. The action plan will help us on different levels:

- **improving spatial and management tools for Natura 2000 sites**
- increasing competences of different target groups
- **raising awareness about natural assets** (risks and potential)
- **increasing tourism flows in low and medium season**
- involving **young people** in biodiversity preservation.

Part I - General information

Project: **IMPACT - Innovative Models for Protected Areas: exChange and Transfer**

Partner organisation: National Institute of Research and Development in Tourism

Other partner organisations involved (if relevant):

Country: Romania

NUTS2 region: -

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Part II – Policy context

The Action Plan aims to impact:

<input checked="" type="checkbox"/>	Investment for Growth and Jobs programme
<input type="checkbox"/>	European Territorial Cooperation programme
<input type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument addressed:

Large Infrastructure Operational Programme 2014-2020

Proposed self-defined performance indicator (in relation with the policy instrument addressed): Number of Nature 2000 sites with manager / operational custodian with active conservation objective.

Part III – Action Plan and Performance Indicators

	Action Description	Indicator	Objective
A1	Improvement of the perception of the local population towards the protected areas	- meetings organised	Improvement of the biodiversity conservation status of the protected areas in Romania through awareness-raising activities
A2	Awareness of young people about the cooking of edible wild plants	- organized trips in the protected area - workshops organized - brochure with recipes - experience exchange	
A3	Awareness-raising among high school students, with respect to regional biodiversity	- educational materials improved - experience exchange - educational	Improvement of the biodiversity conservation status of the protected areas in Romania through awareness-raising and education activities
A4	Developing visitor infrastructure in protected areas, accessible to a wide variety of visitor categories	- sensory paths	Development the ecotourism and visitor infrastructure of protected areas in order to keep them in a good state of conservation
A5	Developing ICT applications for self-guided tours in protected areas	- mobile applications	
A6	Ecotourism development in protected areas and in surrounding areas	- experience exchange - new trails - souvenir shop - bicycle routes - birds observatory - promotional materials	
A7	Management of tourist flows within protected areas	- hiking trails - bike trails - bike friendly guesthouse - map of the area	Coordination of the tourist flows within protected areas

Details of the actions envisaged

General objective:

Improvement of the biodiversity conservation status of the protected areas in Romania through awareness-raising activities, development of the visiting infrastructure and management of the visitors' flows.

ACTION 1 - Improvement of the perception of the local population towards the protected areas

The background

The lesson learned from the IMPACT project underlying Action 1 consisted in the *"Improvement of the perception of the local population towards the Natural Parks through the Sustainable Development Plans"*, a good practice provided by the project leader, the Regional Ministry of Environment and Spatial Planning of Andalusia, Spain.

[\(http://www.europarc.org/case-studies/improvement-perception-local-population-towards-natural-parks-sustainable-development-plans/\)](http://www.europarc.org/case-studies/improvement-perception-local-population-towards-natural-parks-sustainable-development-plans/)

Ever since the declaration of the first protected areas in the Andalusia region, the local population has been reluctant about this issue, basing their reserve on the assumption that there will be a restriction of human activities. In addition, investments in protected areas have been made especially for the benefit of tourists (creation of hiking paths, observation points, and so on) and less for that of the local population. The locals have witnessed the application of these conservation policies without being asked for their opinion on the matter.



The main necessity addressed was to change the perception of the local population, to create a positive image of the protected areas, considering that these areas generate an opportunity for social welfare and are a source of benefits and not an obstacle in the face of economic development. Moreover, to this end, it was necessary to establish an economic development plan different from the rather traditional one, focusing on sustainable economic growth, respecting the environment, and at the same time being centred on improving the quality of life of the locals.

People have been actively involved in the development of Sustainable Development Plans (SDPs), respectively in the planning of investments and future directions of action, and then an intense promotion of the results obtained has been made.

Currently, many of the protected areas of Andalusia are the engines of local economies, being perceived by the locals and by the entrepreneurs as an opportunity for growth. The economy of these areas has turned from non-productive agriculture to other sustainable activities related to protected areas.

Action

Meetings with local communities in Danube Delta Biosphere Reserve

One of the main objective of DDBRA management is to protect the biodiversity and to promote the sustainable development of the local communities in harmony with the nature.

Danube Delta Biosphere Reserve Authority (DDBRA) will organize meetings with local population in its Information and Ecological Education Centers, in order to raise awareness regarding the need to use the natural resources in a sustainable manner.

To reduce the pressure on the natural resources, DDBRA promotes development of ecotourism and other alternative traditional activities, because these generate benefits both to natural heritage (management of protected area, promote sustainable tourism principles) and to local communities (alternative source of income).

Players involved

Danube Delta Biosphere Reserve Authority – DDBRA

Timeframe:

April 2018 - March 2020

Costs

Minimum costs, with own resources

Funding sources

DDBRA budget

ACTION 2 – Awareness of young people about the cooking of edible wild plants

The background

The good practice that underpinned the development of Action 2 was: *CucinAcost0 – Cooking lessons for young cooks apprentices (from high school) on how to cook edible wild plants*, which is a good practice offered by the Italian partner Molise Region.

(<http://www.europarc.org/case-studies/cucinacost0-cooking-lessons-young-cooks-apprentices-high-school-cook-edible-wild-plants/>)

The aim of the project, developed by the Professional Institute for Hotel and Restaurant Services along with the Botanical Garden of Capracotta, was to spread the properties and the use of edible wild plants, characteristic of the Molise Region.

The project was developed in two stages:

- in the first phase, the curator and the responsible person for environmental education of the Botanical Garden went to the Institute for a lesson about native edible wild plants;
- in the second phase, within the Botanical Garden, a local restaurant chef made a demonstration in which he prepared various traditional dishes using edible plants typical from the mountain belt.



This activity was a very good tool for raising awareness regarding the local natural heritage among the youth groups in the area. During the demonstration, students had the opportunity to have a

direct sensory experience, not to be just passive spectators to it. The students involved were particularly enthusiastic about proposing new recipes based on the edible wild plants that were presented during the lesson.

Action

2.1. *The use of wild edible plants in cooking on the Vanatori Neamț Natural Park area*

Two projects are planned in the Vanatori Neamț Natural Park area: "Primăvara în bucate" ("Spring in Dishes") and "Vara în bucate" ("Summer in Dishes").

The "Spring in Dishes" project will have a first activity a trip within the Vânători Neamț Natural Park, which will give students the opportunity to identify on the route the existing prevernal culinary plants. On this occasion, the forest habitats and species of birds and animals encountered will be presented. Later, students will consult their parents, grandparents, and neighbors about the recipes of the dishes that use the prevernal culinary plant species. "Spring in Dishes" will end with a workshop at the Visitor Center of the Park through which students will present their recipes. With the help of a professional chef, students will learn to cook traditional dishes with spring ingredients. The workshop will be integrated into the European Day of the Parks (May 24).

The "Summer in Dishes" project will take place just like the precedent, focusing on the summer culinary plant species. Within the Visitor Center of the Park, with the help of a professional chef, students will learn to cook traditional dishes with summer ingredients.

At the end of the first two events, the recipes accompanied by photos will be brought together in a brochure that will be distributed to schools and guesthouses within the Park area.

2.2. *Cooking with edible spontaneous plants in the Rodna Mountains National Park*

2.2.a. *Cooking workshops with edible spontaneous plants*

Rodna Mountains National Park Administration will run a series of cooking workshops with edible spontaneous plants, 7-10 days long with local chefs. There is a project entitled "The water trail – at the Iza Spring" financed by MOL Romania (Green Space Program – Protected Areas) and implemented in the period May-September 2018 in which there will be organized a few Junior Ranger camps with workshops for learning to identify and cook with edible plants from the area of Iza Spring (Rodna Mountains National Park).

2.2.b. *Exchange of experience*

The Rodna Mountains National Park will prepare with the Italian partner a project proposal under ERASMUS+ Program for organizing a youth mobility for 30-40 youngsters (16-25 years) from both countries in order to share experience regarding edible plants from nature, harvesting and cooking methods, local and traditional recipes, competition of cooking during minimum 7 days in Italy. The project proposal will be developed by both partners and must be submitted at Italian Agency for ERASMUS+ at one of four deadlines during each year (February, April, September, October).

Players involved

2.1. Vânători Neamț Natural Park Administration, Ecosilvex Fundatia, 4 schools from park area, Tinutul Zimbrului Association

2.2. Rodna Mountains National Park Administration

Timeframe

2.1. May – August 2018

- 2.2.a. May-September 2018
2.2.b. January - December 2019

Costs

- 2.1. 20,000 euro
2.2.a. 10,000 euro
2.2.b. 10,000 euro

Funding sources

- 2.1. MOL Romania (Green Space Program – Protected Areas)
2.2.a. MOL Romania (Green Space Program – Protected Areas)
2.2.b. ERASMUS+ Program

ACTION 3 – Awareness-raising among high school students, with respect to regional biodiversity

The background

The good practice that underpinned the development of Action 3 was: *Awareness-raising among high school students, 15 to 18 years old, with respect to regional biodiversity*, which is a good practice offered by the French partner Espaces Naturels Régionaux – ENRx.

[\(http://www.europarc.org/case-studies/awareness-raising-among-high-school-students-15-18-years-old-respect-regional-biodiversity/\)](http://www.europarc.org/case-studies/awareness-raising-among-high-school-students-15-18-years-old-respect-regional-biodiversity/)

Given the limited young people's knowledge of nature and the lack of existing biodiversity programmes in the high schools of the region, ENRx has developed the educational program "Biodiver-lycees" (in English, "Biodiver- high schools"). This approach helps high school students to learn about nature and act in favour of the protection of the environment.

This educational program proposes the study of regional ecosystems in terms of history, geography, and biology and examines the ecological, economic, and social aspects of these environments. The programme is divided in workshops and each workshop is composed of a set of students and professors. The workshops seek to mobilize and involve high school students in the territory where they live.



ENRx has set up structures specialized in Environmental Education and Sustainable Development for teaching high school students in the region. To this end, ENRx uses its own original methodology. A significant part of the teaching tools are designed by ENRx and consist in packages of thematic cards (forests, wetlands, urban nature), catalogues of nature trips and technical information and documentation provided via a dedicated website for project partners.

Each project has 4 stages:

- 1 – classroom and field work about regional biodiversity;

2 – knowledge acquisition;

3 – participation in one or more action;

4 – student action in a local project (nature-work sites, ponds creation, hedges plantation, invasive species removal).

During the project and at the end of the project, teachers and students exchange information with other classes, the press, and so on, in order to inform them of their project.

Action

3.1. Educational programs for young people in the Hateg Country Dinosaurs Geopark

Hateg Country Dinosaurs Geopark – UNESCO Global Geopark is very active in local education. In 2014 it established an educational network (EduGeopark), which comprises the county inspectorate, the schools, the museums, universities and other NGOs.

The Geopark will use the best practice offered by Espaces Naturels Régionaux – ENRx in it's already in use activities. Thus, the presentations, fieldtrips and materials will be greatly improved by using the best practice in at least two directions: technique and focus on biodiversity.

A strong connexion was established between the youth from Lycee des Nerviens and the Volunteers for the Geopark, who communicate on social media and collaborate on the educational project "The Journey of Andi Andezit". Several proposals for future joint projects, meetings and mobilities have been discussed for the near future.

3.2. Exchange of experience on biodiversity conservation in the Rodna Mountains National Park

The Rodna Mountains National Park Administration will organize an exchange of experience between young people from France and Romania on the topic of biodiversity conservation.

The aim of this activity would be that, on the one hand, young people from the Rodna Mountains National Park to learn about the educational program used by ENRx in the Hauts-de-France region and on the other hand young people from France to learn about the participative management system used in Romania by the Rodna Mountains National Park Administration. The project proposal under ERASMUS+ Program will be developed by both partners and submitted during 2018.

3.3. Ecological education activities in Danube Delta Biosphere Reserve

DDBRA will organize ecological education activities in its Information and Ecological Education Centres. Within these activities, DDBRA will present the regional biodiversity using materials adapted after the didactic instruments created by the French partner - Espaces Naturels Régionaux – ENRx.

In addition, field activities with pupils from high schools (recognising the species of community interests, removal the invasive species, etc.) will be organized on the territory of the Danube Delta Biosphere Reserve.

3.4. Forestry education manual for students from the Vânători Neamț Natural Park area

The Vânători Neamț Natural Park Administration will develop and implement a forestry education manual for pupils in the gymnasium cycle, coming from 10 schools in Neamț county. The ENRx experience will be used both in creation of the educational material (manual) and in its use. In this respect, class lessons will be combined with activities involving field trips, thematic routes, etc.

Players involved

- 3.1. Hațeg Country Dinosaurs Geopark
- 3.2. Rodna Mountains National Park Administration
- 3.3. Danube Delta Biosphere Reserve Authority – DDBRA
- 3.4. Vânători Neamț Natural Park Administration

Timeframe

- 3.1. September 2018 – June 2019
- 3.2. January - December 2019
- 3.3. during the educational year 2018- 2020
- 3.4. April - November 2018

Costs

- 3.1. The usual educational costs of the Geopark
- 3.2. 10,000 euro
- 3.3. Minimum costs, with own resources
- 3.4. 10,000 euro

Funding sources

- 3.1. University of Bucharest
- 3.2. ERASMUS+ Programme
- 3.3. DDBRA budget
- 3.4. RNP Romsilva, Forestry Direction Neamț

ACTION 4 – Developing visitor infrastructure in protected areas, accessible to a wide variety of visitor categories

The background

The good practice under the IMPACT project that underpinned the development of Action 4 was: “*Percorso dei sensi*” – *Path for disable people with aromatic plants to touch and smell* – *Botanical Garden of Capracotta, Italy*, which is a good practice offered by the Italian partner Molise Region.

(<http://www.europarc.org/case-studies/percorso-dei-sensi-path-disable-people-aromatic-plants-touch-smell-botanical-garden-capracotta-italy/>)

The creation of the thematic path for people



with sensory and motor disorders called “Percorso dei sensi” stemmed from the necessity of creating an educational tool and offering people with special needs the possibility of visiting the Botanical Garden in Capracotta, Molise Region, Italy. The project was developed through a partnership between the University of Molise, the Municipality of Capracotta, the Province of Isernia and the Molise Region, and it was funded by the Ministry of Education, University and Research in Italy.

Along the path were fixed visual-tactile panels with QR codes and NFC tags related to the Botanical Garden and the main species of trees of mountain belt of central-southern Apennines. In addition, along the path, four wooden planters for aromatic herbs were fixed in order to be touched and smelled by visitors, allowing them to appreciate the olfactory and morphological differences among the four species and the different scents. Nearby every wooden planter there’s a tactile panel describing the properties and the use of these species. “Percorso dei Sensi” is a path appreciated by all visitors, not only by those with sensory and motor disorders, and it is often being promoted as a good example of a Plan for Removal of Architectural Barriers.

Action

4.1. Realisation of a sensory path in the Rodna Mountains National Park

The Rodna Mountains National Park Administration will create a thematic path at the park’s headquarters in Rodna Mountains. This path will be accessible to people with motor and sensory disabilities. The trail will be focused on nature interpretation for blind people, physical disabilities and will include informative panels with Braille system, audio panels, wooden paths, aromatic garden with local aromatic plants suspended in the air. The project is in the preparing process under LEADER Program (“Moisei - Valea Izei” GAL Association) in a partnership with Moisei and Sacel villages from Northern part of the Rodna Mountains (Maramureş County) and will be submitted during this year (2018). The trail will offer information about flora and fauna of Rodna Mountains, local traditions, traditional knowledge regarding the usage of plants, mushrooms, wild fruits, local legends, local tourism objectives.

4.2. Realisation of a sensory path in the Hațeg Country Dinosaurus Geopark

Hațeg Country Dinosaurus Geopark – UNESCO Global Geopark will implement this action in two ways.

First, the Geopark already has two sensory trails in two of its interpretation points – the Fragrant Time Garden and the Sensory Orchard. The best practice helps the Geopark to improve those installations.

Second, the Geopark will create a similar interpretation trail designed for people with special needs. This action is part of the project to develop the Ecotourism Destination Tara Hategului – Retezat, in which the Geopark is one of the core partners.

Players involved

4.1. Rodna Mountains National Park Administration & “Moisei - Valea Izei” GAL Association

4.2. Hațeg Country Dinosaurus Geopark – UNESCO Global Geopark

Timeframe

4.1. May 2019 – September 2019

4.2. April 2018 - June 2019

Costs

4.1. 4,000 euro

4.2. 2,000 euro

Funding sources

4.1. PNDR Measure 19 - LEADER

4.2. Grant from the Romanian American Foundation and Fundația pentru Parteneriat Miercurea Ciuc

ACTION 5 – Developing ICT applications for self-guided tours in protected areas

The background

The good practice that underpinned the development of Action 5 was: “*Paths and ICT apps for self-guiding tours in Biosphere Reserve “Alto Molise”*”, which is a good practice offered by the Italian partner Molise Region.

[\(http://www.europarc.org/case-studies/paths-ict-apps-self-guiding-tours-biosphere-reserve-alto-molise/\)](http://www.europarc.org/case-studies/paths-ict-apps-self-guiding-tours-biosphere-reserve-alto-molise/)

The need to extend the range of hiking and mountain biking paths, to increase the number of routes of various degrees of difficulty and of self-guided routes based on ICT applications in the MAB Alto Molise Reserve, was identified with the help of surveys administered to the visitors.



With the identification of need, were created the following instruments: pdf guides that can be downloaded from the reserve website as well as mobile apps (IOS and Android) on which can be based self-guided tours within the reserve.

The paths marked and promoted by these applications are placed mainly in the two less visited forest areas within the reserve.

The aim of establishing them was also to provide visitors with a tool used to facilitate their visit to the protected natural area, but also to redistribute the territorial flows in order to reduce the pressure on the areas with a higher intensity of traffic. The application included 10 hiking and mountain bike routes with varying degrees of difficulty and with a total length of 117 km.



The costs for the implementation of the application and of the pdf guide amounted to approximately 20,000 Euros, and the implementation of this project was executed together with the following partners: INTRAMONTES a.p.s. (an Alto Molise youth association dedicated to the protection, improvement, and promotion of the natural and cultural heritage of the area), Molise Explorer (an association of tourist guides), and the small tourist operators in the area.

It was proven that the applications represent a great way to promote the natural and cultural landscapes of the reserve and can complement the sustainable and responsible tourism offer. According to the feedback from the tour operators in the area, visitors appreciate and even use in small groups the available materials and applications. As a matter of fact, the app has been downloaded and used so far by about 1,000 people, and the ratings from users were very good.¹

Action

5.1. Interpretation tools (digital and non-digital) for promotion Danube Sturgeon Route in Danube Delta Biosphere Reserve

DDBRA intend to elaborate modern interpretation tools (digital and non-digital) for promotion Danube Sturgeon Route - design and printing of the Danube Sturgeon Map and elaboration of Sturgeon Route Map (App). These activities will be part of an international project, proposed for financing from EU funds.

The Danube Delta is the only delta in the world declared entirely as a biosphere reserve, acquiring many international recognitions (UNESCO Man and Biosphere, Ramsar Site, UNESCO World Heritage, NATURA 2000). Due to the richness of its landscape and biodiversity, the Danube Delta represents interests from all points of view: scientific, touristic and even economic. It is the duty of the Danube Delta Biosphere Reserve Authority to balance all these interests.

In the same time, the lower Danube is the only region in the EU with still viable populations of sturgeons. Within the EU, the lower Danube and north-western Black Sea area is the only region still holding viable, naturally reproducing populations of sturgeons. The World Sturgeon Conservation Society states the Danube as the only large river system in Europe where protection of existing sturgeon stocks is still possible.

Therefore, DDBRA is interested in raising awareness of both tourist guides and tourists about nature-friendly behaviour in Protected Areas generally and in the Danube Delta in particular

¹ <https://play.google.com/store/apps/details?id=it.nextopenspace.assomab&hl=it>

through deeper knowledge about the area and its nature.

5.2. Implementation of Bison Land 360 mobile application in Vânători Neamț Natural Park area

Vânători Neamț Natural Park is part of the Bison Land Ecotourism Destination, destination accredited by the Ministry of Tourism in 2016.

In the next period, based on the experience of the Italian partner, Vânători Neamț Natural Park Administration will be involved in development of a mobile application (Bison Land 360), which will provide the necessary information regarding the stay in the Ecotourism Destination.

The application will include information such as: accommodation offer, restaurants, museums, tourist attractions, maps, tourist routes / bicycle trails, events, useful information, etc. Also, through this application it will be able to collect statistical information on the behavior of tourists.

Players involved

5.1. Danube Delta Biosphere Reserve Authority – DDBRA

5.2. Vânători Neamț Natural Park Administration, Ecoland Local Development Association, Bison Land Association

Timeframe

5.1. 2019 – 2020

5.2. April-May 2018 - Realization of the App; App maintenance over the next 2 years

Costs

5.1. 40,000 Euro

5.2. 40,000 Euro; App maintenance - 1,000 euro/year

Funding sources

5.1. Danube Transnational Programme

5.2. Ecoland Local Development Association' budget. Maintenance of the application for the next 2 years will be supported by the project "Consolidation of Bison Land Ecotourism Destination", funded by the Romanian American Foundation

ACTION 6 – Ecotourism development in protected areas and in surrounding areas

The background

The good practice that underpinned the development of Action 6 was: *Ecotourism in Casacalenda (Campobasso)*, which is a good practice offered by the Italian partner Molise Region.

(<http://www.europarc.org/case-studies/ecotourism-casacalenda-cb/>)

Through this good practice, it was intended to show how creating an official protected area has contributed to the development of ecotourism in a particular destination. Prior to 1993 (the year when WWF LIPU Oasis Reserve of Casacalenda was established), there were no tourist activities going on and there was no significant production and offer of local produce in the area. Among the actions that contributed to the development of ecotourism can be cited the following: setting up an information point at the LIPU Oasis Visitor Centre and establishing agreements with private operators offering local accommodation and goods; the distribution of promotional materials on agri-tourism service providers and on small local producers from the natural reserve; participation in fairs and exhibitions.



Currently, almost 500 people each year (among the reserve visitors) use local tourist facilities and buy products from Casacalenda farms and shops.

Action

6.1. Youth exchange on ecotourism in the Rodna Mountains National Park area

The Rodna Mountains National Park Administration will organize an exchange of experiences with young people from the Molise Region on ecotourism. The aim of this project is to share the experience from the Molise region to the Rodna Mountains National Park, through the ECO clubs from this area. The project proposal will be elaborated together with Italian partner and applied during 2018 under ERASMUS+ Program.

6.2. Ecotourism development in Tara Hategului – Retezat Ecotourism Destination

The Geopark is a core partner of the initiative of creating the Ecotourism Destination Tara Hategului – Retezat. In this project, two of the actions are creating trails and developing the souvenir retailing. The Geopark and the EcoDestination management team will use the best practice in implementing these actions.

6.3. Realization of ecotourism infrastructure in Vanatori Neamt Natural Park

The Vânători Neamț Natural Park together with the surrounding area is part of the Ecotourism Destination Ținutul Zimbrului (Bison Land), recognized as such by the Ministry of Tourism in 2016.

In order to maintain this status and to offer to this segment of tourists various opportunities for leisure, the Vânători Neamț Natural Park Administration will carry out activities meant to achieve ecotourism infrastructure, like: an educational trail, five bicycle routes, a bird observatory, promotional materials (brochures, flyers, etc.).

Players involved

- 6.1. Rodna Mountains National Park Administration
- 6.2. Hațeg Country Dinosaurs Geopark
- 6.3. Vânători Neamț Natural Park Administration

Timeframe

- 6.1. January - December 2019
- 6.2. April 2018 - June 2019
- 6.3. April 2018- June 2019

Costs

- 6.1. 10,000 euro
- 6.2. 1,600 euro
- 6.3. 20,000 euro

Funding sources

- 6.1. ERASMUS+ Program
- 6.2. Grant from the Romanian American Foundation and Fundatia Pentru Parteneriat
- 6.3. Grant from the Romanian American Foundation

ACTION 7 – Management of tourist flows within protected areas

The background

The good practice that underpinned the development of Action 7 was: *Flow of tourists from the Western area to the Eastern area of Sierras de Tejada, Almjara and Alhama Natural Park.*

(<http://www.europarc.org/case-studies/flow-tourists-western-area-eastern-area-sierras-de-tejada-almijara-alhama-natural-park/>)

This good practice, offered by the lead partner (Regional Ministry of Environment and Spatial Planning of Andalusia, Spain) provides a good example of how the redistribution of tourist flows in the Sierras de Tajeda, Almjara and Alhama Natural Park has been achieved.

There was a disproportionate distribution of tourists. Most of them chose the eastern area of the park (that corresponds to Malaga Province) and only a small number arriving in the western part of the park (that corresponds to Granada Province). This is due to the bad public transport system between the two provinces; most tourists prefer the eastern area of the park, an area



known for coastal tourism (Costa del Sol) and for nature tourism. In these conditions, the tourism in Malaga was saturated while in Granada there was an offer that was not demanded.

In order to avoid the accumulation of tourist flows only in a certain area of the park, there was identified the need to facilitate transport between its two sides.

In this case, the solution chosen by the tour operators from Granada was to offer the service of picking tourists from the airport and take them to their lodging. In parallel, an attractive tourist offer was created in Granada to motivate tourists to go there, as well as promoting the area to create the need for tourists to see a less known part of the park.

The results were not delayed, as there was a redistribution of tourist flows between the two provinces.

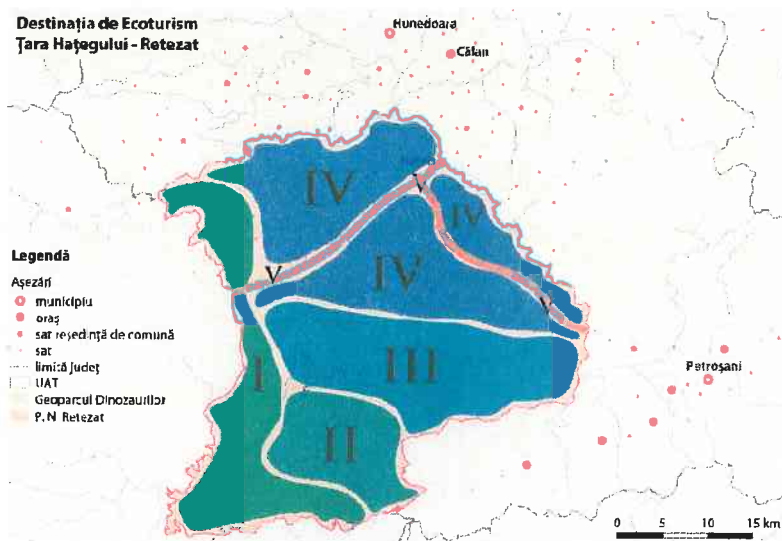
Action

Management of tourist flows within Țara Hațegului – Retezat Ecotourism Destination

Hațeg Country Dinosaurs Geopark will use this best practice in the implementation of the Ecotourism Destination. This structure was created in 2016 on the basis of an NGO – Retezat Tourism Association. The Geopark is a core partner in this project. One of the identified problems was the tourism flow in the most important part of the Retezat Mountains, an area with glacier land features and lakes. The access infrastructure was improved in the last years resulting in a higher number of tourists in this sensible area. Many of the tourists don't have the mountain trekking experience or the necessary basic equipment, this being a risk for nature and for their own safety.

The proposed solution was to create tourism zones inside the EcoDestination, each with a different strategy. Zone III is designed to attract those tourists who want a mountain experience, but who are not ready for the sensible Retezat area. Using the best practice from Andalusia, the Geopark will propose and support some actions inside the EcoDestination.

Thus, on the one hand, it is considered the adaptation of the tourist offer in the contact area, respectively the creation of hiking and bike trails, the creation of bike-friendly guesthouses, the creation of a corner with informative materials inside the guesthouses. On the other hand, actions are envisaged to reorient tourist flows by promoting Zone III to the detriment of Zone II (eg, a new map of the destination where the new routes are presented).



Source: Țara Hațegului – Retezat Ecotourism Destination

Players involved

Hațeg Country Dinosaurs Geopark, Retezat Tourism Association

Timeframe

April 2018 - June 2019

Costs

Difficult to estimate

Funding sources

The EcoTourism destination is financed by the Romanian American Foundation and the Foundation for Partnership and coordinated by the Retezat Tourism Association.

Date: 31.08.2018

Signature:

Stamp of the organisation:

