



Consiliul Județean  
Brașov

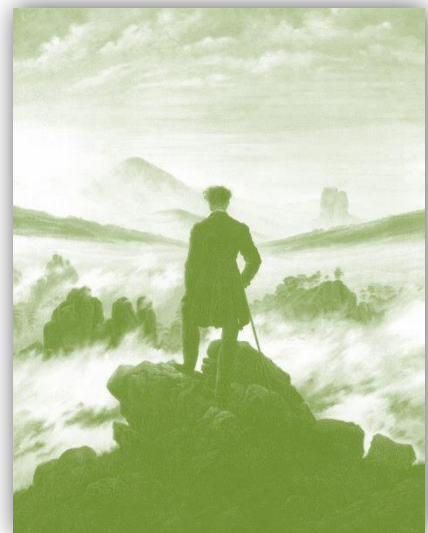
**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Report on Territorial context analysis

Partner n. 7  
**BRASOV COUNTY**



... a trail brought me here

Doc. 6A-TCA-P7

28.12.2018

Mod . 5B-3T-5



Consiliul Judeţean  
Braşov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

## Table of contents

Table of contents.....	2
1. General Description of Braşov County Region and its Demography.....	3
2. Economy and Labour Market.....	7
3. Environment and Climate Change.....	10
4. Infrastructure and Mobility.....	13
5. Tourism and Leisure.....	18
6. Existing policies related to ThreeT project features. Projects.....	29
7. Stakeholders.....	31
8. S.W.O.T. Analysis.....	35

## Annexes 1-2-3-4



## 1. General Description of Braşov County Region and its Demography

Situated in the central part of Romania, in the south-eastern part of Transylvania, within the Carpathian Arch, Braşov County occupies, physically and geographically, most of the Braşov and Fagaras Depressions. Its position in the central part of Romania, at the joining of two major mountain ranges: the Eastern Carpathians and the Southern Carpathians, makes Braşov County border 8 other counties: Arges, Dâmboviţa, Prahova, Buzău, Covasna, Harghita, Sibiu and Mureş. Under the 315/2004 Law on Regional Development in Romania, Braşov County is part of the 7th Regional Development Center, alongside the counties of Sibiu, Mureş, Harghita, Covasna and Alba.

**Braşov city**, documentary attested in 1235, is a favorite tourist destination because it still preserves an outstanding cultural heritage: the Black Church, renowned throughout Europe as the largest Gothic-style building in south-eastern Europe, the Bartholomew Church, one of the oldest buildings in Romanesque style, the Church of St. Nicholas and the First Romanian School in Şchei. Village assemblies with fortified churches in Prejmer and Viscri are part of the UNESCO World Heritage List. Other important cultural and historical landmarks in Braşov County: Bran Castle, Rasnov Fortress, Fagaras Fortress, Rupea Fortress.

**The area of the county** is 5.363 km<sup>2</sup>, 2.2% of the country's surface, and the population density is 201.72 inhabitants / km<sup>2</sup> (550.912 inhabitants) \* 1 January 2018

**The land of the county:** Braşov County is at the junction of three large natural units - the Oriental Carpathians, the Southern Carpathians and the Transylvanian Plateau, resulting in a pronounced complexity and diversity in geological and geomorphological features, reflected in climate, waters, soils, vegetation and fauna. The southern borders of the county follow the curve of the highest mountains in the Carpathians: Bucegi, Ciucas and Fagaras, where are the glaciers Urlea and Podragul. The relief gradually descends to the north through a range of alpine hills to the Barsa Plateau, and eventually, beyond the Olt River, to rise again to the southern edge of the Transylvanian plateau. In total, the mountainous area occupies about 40% of the county's area, and the depression and hill area is about 60%. The maximum level difference (2144m) is recorded in the south-western extremity of the county (2544m in the Moldoveanu peak and 400m in the Olt valley, at the exit from the county).

**The climate of the county** is temperate-continental, more precisely characterized by the transition mark between the temperate climate of the oceanic type and the temperate continental type; more humid and cooler in mountain areas, with relatively low rainfall and slightly lower temperatures in lower areas. The lowest average annual temperature (-2.6 ° C) and the highest average annual rainfall in the country (1.346 mm) are recorded on the top.

**Hydrography:** The water resources of Braşov County include, on the one hand, the groundwater - groundwater and deep-water - on the other hand, the surface waters, represented by the network of rivers that pass through the county territory and the natural and artificial lakes. The whole territory of the county falls within the upper river basin of the Olt River, which crosses the county at a distance of approximately 210 km from the confluence with the Black River to the confluence



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

with the river Ucea. The most important tributaries of the Olt county are Timiș, Ghimbășel, Bârsa, Homorodu Mare and Șercaia. The surface water list is completed with glacial lakes in Fagaras Mountains (Urlea and Podragu) and artificial lakes. Mineral deposits include coal and lignite in Vulcan, marble in Sinca Veche and limestone in Brasov and Cristian. Mineral waters can be found in Zizin, thermal waters in Codlea and jodo-sodic waters in Perșani, Rotbav and Homorod.

**The mineral resources of Brasov County** are quite few. Mineral deposits include coal and lignite in Vulcan, marble in Sinca Veche and limestone in Brasov and Cristian. Mineral waters exist at Zizin, thermal waters in Codlea, and jodo-sodic waters in Perșani, Rotbav and Homorod.

**The communication routes** from the county make it easy to connect all the regions of the country. Brasov is an important railway junction, with the highest railway density in the Center Development Region (62 km / 1000 km<sup>2</sup>). The county is crossed by international roads E60 and E68 and 848 km of county roads.

**The population** recorded on July 1, 2018 was 634.236 inhabitants, of which 70.72% is located in urban areas and 29.27% in rural areas.

**Ethnic Structure:** (Housing and Population Census 2011) \* Romanian 82.54% \* Hungarians 7.22% \* Germans (and Swabians, Saxons) 0.53% \* Roma 3.37% \* Other nationalities 6.34 %.

**The number of employees** at the end of August 2018 was 189,922 persons in Brasov County. It decreased by 238 (-0.1%) compared to the previous month and by 7,495 (+ 4.1%) compared to the same month of the previous year. In August 2018, Brasov County is in the fourth place in the country, if we ~~go to~~ account for the total number of employees, after Bucharest and Cluj and Timis counties.

**Tourism** is a substantial factor in the county's economy. From the perspective of tourist movement in Romania, Brașov County occupies the second place (after the capital Bucharest), as number of accommodation structures and number of offered accommodation places, being the most important and frequented area in the aspect of mountain tourism, diversity of tourist attractions.

**Local economy** includes, in addition to tourism and the machinery industry, the metal-working industry, the chemical industry, construction and transport.



Tab. 1 - Indicators

Num.	Title	Unit of measure	Quantity	Source	To be provided by
1.1	land area by type: mountain a. Forest and other areas covered with forest vegetation b. Hilly c. plain/ arable d. non-agricultural land e. pastures f. meadow g. water-covered (by type: lake, river, ...) **	ha	a. <b>205.293</b>  b. <b>120.528</b> c. <b>115710</b> d. <b>255058</b> e. <b>98548</b> f. <b>64230</b> g. <b>5867 **</b>	1. Brasov Forest Guard  2. The territorial book (directory) of Brașov County  3. Air quality plan in Brasov County	PP
1.2	topographic diversity (geographic form and elevation variation)		<b>Depressions and hills - 60%; Low mountains - 20%; High mountains - 20%.</b>		PP
1.3	Population on 1 January by age group, sex and NUTS 3 region	n.		Eurostat	Lead Partner
1.4	Population: Structure indicators by NUTS 3 region	n.		Eurostat	Lead Partner
1.5	Demographic balance and crude rates at regional level	n.		Eurostat	Lead Partner
1.6	Conventional dwellings by occupancy status, type of building and NUTS 3	n.		Eurostat	Lead Partner
1.7	Population density	n. / sq. km			Lead Partner
1.8	Municipalities	n.	<b>4</b>	National Institute of Statistics (INSSE)	PP
1.9.	Cities	n	<b>6</b>	INSSE	
1.10.	Other municipalities and towns	n	<b>16</b>	INSSE	
1.9	Population in urban areas/total	%	<b>72,88%</b>	January 2018, INSSE	PP
1.10	Rural centers	n.	<b>197 (48 parish, 149 villages)</b>	INSSE	PP
1.11	Population in rural areas/total	%	<b>27,12%</b>	January 2018, INSSE	

\*\* Water courses that spring up and / or cross the county of Brașov belong to:

- the Olt river basin, 94% of the total length of the watercourses;
- the Siret basin, 3% of the length of the watercourses;
- the Mureș basin, 2% of the length of the watercourses;
- the Ialomița catchment area, 1% of the length of the watercourses.



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

The Olt river basin of Brașov county has a total surface of 5048 km<sup>2</sup> and a total length of the watercourses 2011,45 km.

The lakes on the territory of the county are:

- glacial from the Fagaras Mountains (Urlea, Podragul, etc.);
- artificial with different utilities. The absolute altimetric values outline the existence of various shapes that fall under three major relief steps:
  - the height of the high mountains, with a peripheral position, rises to over 1700m (Făgăraș, Pietra Craiului, Leaota, Bucegi, Bârsei and Ciucaș Mountains);
  - level of the lower mountains, developed between 800 and 1700m (the Inversura, Dârstei, Tâmpa, Măgura Codlă and Perșani Mountains);
  - Depression and high hills, situated between 450 and 700 m altitude, include the Depression of Brasov, Făgăraș Depression, Homoroade Depression and Târnava Hills.



## 2. Economy and Labour Market

Braşov County is one of the important commercial centers of Romania, with an ancient tradition from the 13th century and the most important tourist destination of the country - 1.24 million tourists (\* 2017). Between January and April 2018 there were 380,710 tourists (89.5% Romanians and 10.5% foreigners), up 9.6% compared to the similar period of 2017.

Brasov is the county with the highest degree of urbanization at the level of the Center Region, and the second at national level. The concept of "metropolitan area" has evolved over the past eight years, leading to an unprecedented economic development of Brasov County.

At present, the economy of Brasov County is very diverse, with strong accents in the field of industry, to which the commercial ones have been added. In Braşov County, the machine building industry, the metal processing industry, the pharmaceutical, food and wood processing, construction, transportation and services industries are developed. In recent years, new businesses have been set up in areas such as energy, education, culture, transport and logistics.

**The employed population** increased from 239.6 thousand persons in 2009 to 253.2 thousand persons in 2016. This growth has a strong economic substrate due to the revitalization of the industry. In April 2018 there were 188,318 employees, with 3.9% more than the same period of 2017.

**Braşov county has 6 technical and commercial dual education units**, of which 4 in Brasov, 1 in Făgăraş and 1 in Săcele. In the academic year 2017-2018, 1400 pupils are enrolled. Students in these classes will be trained in the field of mechanical engineering, machine operator with numerical control, the most requested field, electromechanical, electrical, tourism and food.

**Brasov is an important university center**, in the academic year 2016-2017 with a number of 21,296 students. Technical specializations at universities: wood and forestry, electrical engineering and computer science, road vehicles, construction, materials engineering, etc.

Permanent concern of the authorities is the development of the research and development sector. Since 2014 it is open in Brasov "**Transilvania University Research and Development Institute**".

An increasing trend is observed in the evolution of the number of employees in all branches of activity, starting from 141,097 employees in 2012, to 188,318 in 2018, with 47,221 more employees.

**The share of employees in the economy** is 57.84% in services, 40% in industry and construction and 2.15% in agriculture. (April 2018, National Institute of Statistics - INSSE). **Number of unemployed** registered in ANOFM: 6217 persons on 31 May 2018, the unemployment rate being 2.4% (national unemployment rate: 2.5%).

According to the latest national financial statements, 29,380 companies were active at the level of Brasov County on 31 May 2018, with a turnover of 42.35 billion lei (9.4 billion euros), with a 5.2% increase over the year previous.



Statistically, in the year 2016, the businesses of the county companies climbed by over 5%. The industry's biggest contribution was 44%, followed by commerce/ trade 33%, services 15%, construction 5% and agriculture 3%.

Regarding the **productivity of the main fields**, the trade leads with 500,329 lei per employee, followed by agriculture - by 294,530 lei, industry - by 290,176 lei, construction - by 179,412 lei and services - by 139,653 lei.

**The value of the exports** of Braşov County, expressed in euro, increased in January-February 2018 by 11.3% compared to the similar period of 2017, reaching 565.738 thousand euros.

At national level, Braşov County is ranked 5th in the volume of exports (5.2% of national value) and 8th place in the volume of imports (4% of the national value) \* Jan-Feb 2018, INSSE. Braşov exported mainly products of the groups "electrical machinery and equipment" (37%) and "means of transport" (29.4%). We export mainly to Germany (39.3% of the total volume), the value of the Community export accounting for 87% of the total value. Top of the main partner countries of the county of Braşov: Germany (39.3%), Italy (7.4%), France (6.4%), Spain (6.3%), Poland (5.6%).

**Top of the main trading partners of the Braşov County on import:** Germany (40.8%), Italy (8.8%), France (8.6%), China (4.6%) and Hungary (3.9%).

**Braşov County has as priority projects in the near future** the following investments:

- \* Achieving the investment objective "Braşov-Ghimbav International Airport"
- \* Construction of Braşov Regional Hospital
- \* Feldioara Freight Intermodal Terminal
- \* Road infrastructure projects funded by European funds
- \* Achieving the integrated management system of waste.

*Table 2 - Indicators*

Num.	Title	Unit of measure	Quantity	Source	To be provided by
2.1	Gross domestic product (GDP) at current market prices by NUTS 3 regions	National currency		Eurostat	Lead Partner
2.2	Gross value added at basic prices by NUTS 3 regions	National currency		Eurostat	Lead Partner
2.3	Employment (thousand persons) by NUTS 3 regions	n.		Eurostat	Lead Partner
2.4	Dispersion of regional employment rates of age group 15-64 by NUTS 3 regions	n. or %		Eurostat	Lead Partner
2.5	Dispersion of regional unemployment rates by NUTS 3 regions	n. or %		Eurostat	Lead Partner
2.6	Business demography and high growth enterprise by NACE Rev. 2 and NUTS 3 regions	n.		Eurostat	Lead Partner





Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

2.7	Business demography by size class and NUTS 3 regions	n.		Eurostat	Lead Partner
2.8	Employer business demography by NACE Rev. 2 and NUTS 3 regions	n.		Eurostat	Lead Partner
2.9	Employer business demography by size class and NUTS 3 regions	n.		Eurostat	Lead Partner
2.10	Employer business demography by size class and NUTS 3 regions	n.		Eurostat	Lead Partner



### 3. Environment and Climate Change

According to the division into biogeographical regions, Brașov County is interfering with two areas, alpine and continental.

Recent climatic characteristics, plus the alternation of wet and dry periods, did not unbalance the natural evolution of habitats and no major habitat degradation was reported.

Aquatic habitats (freshwater and flowing water) - Their status is generally good due to the decrease of river network pollution. There were no serious accidental pollution leading to the destruction of specific flora and fauna.

The terrestrial habitat consists of meadows and forests. The forests were at an altitude of 200 m to 1,700 m, occupying an area of 165,000 ha.

Underground habitats (caves): Brașov County has a multitude of caves but **only 4** of them are declared **protected areas** (Bats Cave, Comana Cave, Bârlogul Ursului Cave, Valea Cetății Cave).

In the County of Brașov there are species from the wild relic sponge flora; the wild flora on the red list of protected plants; protected wildlife. 589 plant species have been inventoried and cataloged, of which 21 species are of community interest.

The production and consumption of electricity in Romania, by type of producer, is unitary at national level (the energy system is an integrated one - the National Energy System - NPS, without a breakdown by regions / counties.) At the end of this section are presented the weights for the production energy.

There are three energy producers registered in the county (according to ANRE data) producing cogeneration and / or green energy.

Climate change data at county level is not available (no local / county research is conducted). At the country level, a generally applicable information is available following a research by the National Meteorological Administration, namely "*Climate change - from physical bases to risks and adaptation*". (see Annex „1)

Temperature and precipitation, wind and air humidity are not evenly distributed. They are differentiated under the influence of local geographical features, mountain heights with their own characteristics (high altitude, over 1000 m in most points, local even over 2000-2200 m, high massiveness, reduced fragmentation, accentuated declivity, etc.). The position of the main relief steps in the county of Brașov introduces the largest local changes of the climatic elements, influencing the specific conditions of dispersion of the air pollutants.



Source: MAINTAIN PLAN OF AIR QUALITY IN BRAȘOV COUNTY

Table 3 – Indicators

Num.	Title	Unit of measure	Quantity	Source	To be provided by
3.1	Land and marine protected areas (by category)	sq. km	It does not exist		PP
3.2	Wildlife (biodiversity)		43 types of habitats *	Sustainable Development Strategy of Brasov County	PP
3.3	Flora (biodiversity)		82 plant species	Sustainable Development Strategy of Brasov County	PP
3.4	Maximum, minimum and mean temperature (by month)	C.	Data provided by NMA **	National Meteorological Administration - South Transylvania Regional Meteorological Center	PP
3.5	Variation of exceptional climatic adverse events against previous year	% (or n.)	They were not registered		PP
3.6	Incidence of renewable energy on total energy production	%	<a href="http://version1.sistemulenergetic.ro/">http://version1.sistemulenergetic.ro/</a> ***	National Regulatory Agency for Energy	PP
3.7	<i>Wetlands</i>	ha	456 ha - Dumbravita and Rotbav - the Carpathian Delta 258 ha - Eutrophic marshes from Prejmer (botanical reserve)	<a href="http://enciclopediaromaniei.ro">http://enciclopediaromaniei.ro</a>	

**\* 230 species of birds (of which 196 are protected under current legislation)**

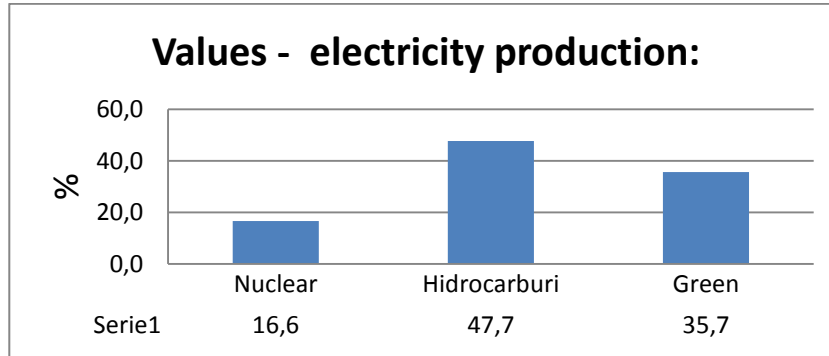
- 49 mammals species (27 included in GEO 57/2007 and 16 in the Habitats Directive),
- 22 species of amphibians and reptiles (20 included in GEO 57/2007 and 14 in the Habitats Directive),
- 6 species of fish (6 in GEO 57/2007 and 5 in the Habitats Directive),
- 381 species of invertebrates (31 in GEO 57/2007 and 15 in the Habitats Directive).

**\*\* The minimum, maximum and average air temperatures recorded monthly** in 2017 at the meteorological stations Brasov, Fagaras, Fundata, Predeal, Brasov and the minimum, maximum and average air temperatures recorded monthly at the weather stations that operated until 2004 at Poiana Brasov and Postavarul until 2008., Brasov County (see Annex 2).

**\*\*\* The data source for electricity production and consumption in Romania**, by producer type, is unitary at national level (the energy system being an integrated one - the National Energy System - SEN), without a breakdown by regions / counties



[www.sistemulenergetic.ro/](http://www.sistemulenergetic.ro/)





## 4. Infrastructure and Mobility

### *Transport infrastructure*

The public roads network of the county has a length of 1,662 km (including motorways and European roads). Density of public roads is 31km/100km<sup>2</sup>.

Railways: 353 km out of which 84 electrified. Line density is 35.8km/1.000km<sup>2</sup>.

The distribution of roads on the territory of the county is determined by the relief forms, the maximum density encountered in the low areas and the minimum in the mountain area.

### *Green mobility*

Public transport of passengers (Brasov, electric vehicles): according to the latest statistical data available in the region, the share of public transport is low (trams - 0, trolleybuses - 33). Of the total number of journeys reported, only a weight of 11.4% is provided by electric means (the rest up to 100% of the total number of trips is provided by buses / diesel).

Electric cars and loading infrastructure: the situation of electric cars matriculation in the county is insignificant (<0.1%); the public recharging stations being limited (10, located in Brasov City).

### *Human-powered mobility*

- This type of mobility is valuable by the already existing routes, those mentioned by the stakeholders as well as those that appear in the list of mountain trails authorized by the Ministry of Tourism.
- The bicycle path infrastructure in the county is extremely limited, although the mayors of the localities, NGOs and residents have expressed their desire to improve it (eg. Brasov has a small network of bicycle tracks but with the intention of developing it)

### *Regional specificities in infrastructure and mobility*

#### **Accessibility by public transport**

- The public transport for Brasov City is provided by the company subordinated to the Brasov Local Council, providing this service for residents and tourists. Starting with 2019, the operator operating in Brasov intends to expand its activity at the level of Brasov metropolitan area.
- At the level of the county, the transport authority granted transport licenses for 79 routes, served by 11 operators (with buses and minibuses, covering the territory of the county)
- Public transport by rail is provided by the national operator "CFR" - National Railway Company and / or private operators
- In addition, there are trails crossing Brasov County and ensuring the national / interregional connection for the road transport of persons.
- Taxi transport service (especially in Brasov city)
- Car rental services (rent a car, local and national companies)



- Airport: air transport services are provided by regional / national infrastructure (Bucharest, Sibiu, Targu Mures, Cluj)
- A Hop-on Hop-off Bus is available in Brasov city with 7 stop-stations (<https://brasovtourism.app/ro/places/brasov-city-bus-hop-on-hop-off-bpctvtb-m85vlq>)
- An urban passenger transport line no. 20: ensures the connectivity of tourists going to Poiana Brasov (tour / return). In season or event (eg. sports / cultural events in Poiana Brasov), the transport operator supplements / adapts the number of vehicles in correlation with the demand of transport service / the flow of tourists.
- Also on the same transport line there is a ski / snowboard equipment for skiing during the winter (ski season), and in summer some buses have space allocated for the transport of bicycles (city bikes, mountain bikes)
- Airport transfer services provided by specialized transport companies and / or accommodation units (hotel)
- The existence of train wagons adapted to the transport of bicycles

#### ***Regional and local soft mobility offers***

Electric cars registered in the county are below 0.1%, the public recharging stations being limited (10, located in Brasov City: 3 built by the public sector, 7 economic dealers).

#### ***Inter-modality***

The main intermodal transport node in the region is provided by Brasov Railway Station (but also by the rest of the railway stations in the county) which facilitates the transfer from rail to road transport (public transport of passengers)

#### ***Pricing and ticketing***

Urban, in Brasov City, local public transport: 2,5 lei / trip (duration 50 min - validity for several routes). Taxi: 1,9-2,5 lei / km (as per company fare, the rates are differentiated day / night)

- County (road): ensured by the licensed operators; tariffs depend on the distance

- Railway transport provided by the national operator: variable, depending on distance and comfort (eg 1 train ticket Bucharest - Brasov, 2nd class, costs about 50 lei / person).

- Inter county (road): ensured by licensed operators at national level, tariffs differ depending on the distance.

#### ***Cooperation and coordination in Transport and Tourism***

Romania ratified the Carpathian Convention by Law no. 389/2006 on the ratification of the Framework Convention on the Protection and Sustainable Development of the Carpathians, adopted in Kiev on 22 May 2003. The overall objective of the Convention is to cooperate on the conservation and sustainable development of the Carpathians in order to improve the quality of life of local populations and the preservation of natural and cultural values.

Accession to the Convention has created a general framework for cooperation in various areas such as biodiversity conservation, land-use planning, water resource management, agriculture and forestry, transport, tourism, industry and energy. The Convention contains framework provisions to



be developed and implemented through additional Protocols covering each of the above-mentioned areas.

The seven Carpathian countries have signed, as a follow-up document, the Sustainable Tourism Protocol and the Strategy for Sustainable Development of the Carpathians to ensure the balanced and efficient tourism development of this exceptional ecosystem. The Protocol pays particular attention to cross-border cooperation in order to facilitate the development of sustainable tourism as well as the implementation of coordinated or joint management plans for areas of touristic interest and transboundary or near-border nature protection areas.

The major objectives of the Sustainable Tourism Strategy are: to increase effectively the integration level between tourism and other relevant sectors (socio-cultural and ecological, economic), to increase public participation, awareness and preservation of interest in tourism in the Carpathians. To foster implementation of these provisions Brasov County Council in partnership with Ministry of Tourism of Romania became member of the Carpathian Sustainable Tourism Platform ([www.cstp.center](http://www.cstp.center)) together with Poland and Ukraine. This gives Brasov an international exposure for partnerships and access to a certain level of expertise and knowhow reflected in databases such as <http://www.ceeweb.org/stcdb/>.

#### **Information/Marketing and Awareness Raising Activities**

- Brasov Tourism App - Mobile Application to promote the tourism activities and the existing infrastructure in the Brasov County, available on iOS & Android and on the website <https://brasovtourism.app/en>
- Cooperation between APDT (<http://www.brasovtourism.eu/>), ADDJB (<http://www.addjb.ro/>) and AMB (<https://www.metropolabrasov.ro/>) in the field of tourism development (on specific projects and strategic objectives)
- Participation in tourism promotion activities and in activities with stakeholders (eg tourism fairs, promotional activities, promotional materials, joint projects with local / international funding)

Table 4 - Indicators

Num.	Title	Unit of measure	Quantity	Source	To be provided by
4.1	Transport infrastructure (by type and length)	km	<b>1.662 km of roads (26% national roads, 51% county roads, 23% communal roads), 353 km of railways, of which 184 km are electrified *</b>	OpenStreet Map	Lead Partner
4.2	Modal split of passenger transport	%	<b>No data</b>		PP
4.3	Existing trails (type, length, conditions, ...) [each partner to insert]	km	**		PP
4.4	Transport-related accidents	n. (per	<b>911 traffic accidents - 232</b>	County	PP



	(by mode of transport, other characteristics)	year)	were involved public transport means, in 85 were involved cyclists, and in 141 were involved pedestrians. In 2018, until November 12, there were 779 accidents traffic, out of which, 212 public transport means involved, in 98 were involved with bicyclists, 95 were involved with pedestrians.	Police Inspectorate of Brasov - Road Police	
4.5	Percentage of population riding a bike	%	No data		PP
4.5	Accidents Mountain Rescue		***		

\* **Transport infrastructure:** Kilometers of roads (26% of national roads, 51% of county roads, 23% of communal roads), 353 km of railways, of which 184 km electrified

The territory of the county is served by the following railway tracks:

- Bus 200: Brasov - Făgăraș - Curtici (unelectrified railway);
- Highway 300: Bucharest - Predeal - Brașov - Bihor's Episcopate (double electrified railway).
- The Bucharest - Brașov - Sighișoara section is part of the 4th section of the Pan - European transport corridor to be rehabilitated in the near future.
- Bus 400: Brașov - Sfântu Gheorghe - Deda - Sighetu Marmăției (simple electrified railway).
- 13 stations and 16 CFR buses

\*\* **Table with existing thematic trails:**

Description / Developer
1. Thematic Route Butterflies and Flowers (Sub Tâmpa) / Brasov Metropolitan Agency
2. Thematic path protected area Tâmpa Mountain "Natura through the eyes of the soul", an interactive path includes information made accessible for the blind / Sustainable Development Association Alutus in partnership with the Faculty of Food and Tourism
3. Postăvaru thematic path / Ecotourism Association Romania
4. The eco-touring trail network in Poarta Carpaților (Carpathian Gate) /Centrul de Ecologie Montana (Mountain Ecology Center)
5. Cycling trails in the area of Tarnavelor, Colinele Transilvaniei (Transylvania Hill) / Mioritics Association
6. Initiative of the Cultural Route of the Fortified Churches in 2010; works poorly / Mioritics Association
7. Bike routes in National Park Piatra Craiului Mountain / Regia Piatra Craiului National Park
8. Thematic routes from National Park Piatra Craiului Mountain, Natural Park Bucegi Mountain





**Approved mountain hiking trails / Ministry of Tourism, 12.10.2018**

(<http://turism.gov.ro/web/autorizare-turism/>)

Location	Total
Bucegi Mountains	23
Ciucaș Mountains	6
Făgăraș Mountains	23
Leaota Mountains	1
Piatra Craiului Mountains	20
Piatra Mare Mountains	18
Postăvarul Mountains	35
Perșani Mountains	1
<b>Total</b>	<b>127</b>

\*\*\* **Table - Statistic interventions Mountain Rescue Team - Brasov County (year 2017) / data source: Public Service Rescue**

Organisation	Description
<b>Salvamont Brasov City</b>	<ul style="list-style-type: none"> <li>Coverage area: Postavarul Mountain / Poiana Brasov</li> <li>Total interventions: 635 cases, out of which: 524 Romanian citizens, 111 - foreign citizens</li> </ul>
<b>Salvamont Victoria City</b>	<ul style="list-style-type: none"> <li>Coverage area: Mountains Piatra Craiului, Postavarul, Bucegi, Fagaras, Clabucet, Piatra Mare</li> <li>Total interventions: 49 cases, out of which: 45 Romanian citizens, 4 foreign citizens</li> </ul>
<b>Salvamont County and Sacele City</b>	<ul style="list-style-type: none"> <li>Coverage: Piatra Mare Mountain and Ciucas Mountain</li> <li>Total interventions: 46 cases, of which: 40 Romanian citizens, 6 - foreign citizens</li> </ul>
<b>Notes:</b>	
<ul style="list-style-type: none"> <li>The most frequent interventions were generated by the lack of adequate equipment and / or poor preparation of the trip (eg. orientation, maps, lack of experience for the mountain activity concerned)</li> </ul>	



## 5. Tourism and Leisure

### *Accommodation, natural and cultural assets, other attractions*

TABLE - Types of accommodation units (irrespective of the classification of comfort) and total accommodation capacity \*

Type	Accommodation capacity – TOTAL (n.):
Apartments for rent	550
Bungalows	116
Tourist lodge	1275
Rooms for rent	2557
Camping	8
Hotel	12453
Hotel Apartments	136
Motel	641
Tourist and agro touristic B&B	13140
Holiday Village	340
Camping	12
Villa	1904

\* A detailed table can be found in Annex 3. *The source also provides data on 58057 Eating Units*  
Source: National Institute of Statistics, 2018

### **Cultural assets**

The cultural landscape of Brasov fascinates through the medieval fortresses and its fortified churches, through the authenticity of the agro-pastoral landscapes and its ecotourism potential, its multiculturalism, the wilderness and the richness of nature.

Transylvanian medieval architecture prevails in most of Brasov County, from the imposing Black Church in the ancient city of Brasov - which welcomes you with a rich collection of Turkish carpets and the largest bell in Romania, to the well-preserved fortified churches - where the harmonic sounds of the organs are more enchanting today - for the Barcensis amateur audience, for the fortified church ensembles engraved under the UNESCO World Heritage (Prejmer and Viscri), the castles and castles that guard and dominate the depressions of Brasov wooded ridges (Bran Castle, Râșnov Citadel, Rupea Fortress, Cetățuia Brașov, Feldioara Fortress) or staying impressive in the center of a burg (Făgăraș Citadel).

**The Black Church** is the representative monument of Brasov, which houses an important and valuable collection of 119 oriental rugs of great beauty and artistic value, plus the renowned organ with 4,000 tubes installed in 1839.



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

**The church of St. Nicholas** in Brașov dates back to 1292, being mentioned by the Papal Bula of 1399. It was built from 1495 onwards, with the contribution of the voivodes of the mountains (Vlad Călugărul, Neagoe Basarab, Mihai Viteazul , Petru Cercel, Aron Vodă or Gheorghe Ștefan). The church's plastic includes Gothic, Renaissance and Baroque elements, being in fact a synthesis of these styles under Byzantine cast.

**The Museum of the First Romanian School** is located in the old school building of the St. Nicholas Church in Șcheii Brașov and preserves the history of the Romanian print, old books of great value and paintings, old manuscripts, the first (historical) edition, the works printed by Diaconu Coresi.

**The Făgăraș Fortress**, situated in the center of one of the largest areas in Transylvania, which in 1632 consisted of 62 villages, was from the second half of the 16th century and especially in the 17th century nobles and princely residence.

**The Feldioara Fortress** was raised by the Teutons (1211 – 1225) and became the most important Teutonic fortress in Transylvania. In 1457 it was turned into a peasant fortress. It was restored in its entirety between 2013 and 2017 and regained its former grandeur.

**The Prejmer Fortress Church** is considered to be the most fortified peasant fortress in Transylvania (15th-18th centuries), being the best preserved and strongest medieval church in Eastern Europe. The ensemble of the Fortified Evangelical Church has been declared a UNESCO World Heritage Site.

**Rupea Fortress** is one of the oldest archaeological remains on the Romanian territory, the first signs of human settlements dating from 5,500-3,500 BC. Raised on Cohalm Hill, the fortification was built and expanded in the 14th-17th centuries, being an important commercial and craft center with 12 guilds. At present, the fortress is completely restored, the walls, the inner courtyard and towers being restored.

**The Fortified Evangelical Church of Viscri** was built in the 13th century on the basis of an ancient 12th-century basilica, being included in the UNESCO World Heritage. In recent years, the fame of this monument and the village of Viscri has crossed the country's borders thanks to Prince Charles of the United Kingdom.

**Bran Castle** is the most famous architectural and historical monument in Romania and attracts the largest number of visitors at national level. From the rock on which it is built, it dominates all its surrounding settlements with its height. The castle served both military functions as a defensive bastion against Ottoman invasions and the functions of a customs point. Through its authentic medieval atmosphere and mysterious air, the Bran Castle is associated with the famous legend of the Dracula vampire.



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

**Dozens of Saxon fortified churches** in the county of Brasov. From the 13th-14th centuries, other fortified churches in Barsa Land can also be admired today in Ghimbav, Codlea, Râșnov, Hălchiu, Harman, Sânpetru, Cristian, Feldioara, Vulcan, Bod, Crizbav or Rotbav. Numerous fortified churches are also preserved in the Rupea and Făgăraș areas, in the localities: Bunesti, Cincu, Cobor, Drăușeni, Homorod, Rupea, Roadeș, Bărcuț, Beia, Cătă, Cincșor, Criț, Dacia, Felmer, Fișer, Jimbor, Măieruș, Mercheașa, Meșendorf, Rodbav, Seliștat, Shoarș, Toarcla, Ungra, Hălmeag, Șercaia, Ionești, Ormeniș, Ticușul Vechi.

**Brâncoveanu Monastery from Sâmbata de Sus** is an important attraction for Orthodox Christians and tourists alike. The history of the monastery began in the 17th century, important founder being Constantin Brâncoveanu, the prince of Wallachia. The beauty of the edifice is doubled by the charm of nature.

**The cave monastery of Șinca Veche** is an old cult place located in the elbow formed by the Făgăraș and Perșani Mountains, under the Plesu hill, 45 km from Brasov and 22 km from Făgăraș. It is also called the "Temple of the Ursites" or "The Monastery dug in stone", being consecrated as a space of silence, mystery and legend, for the fulfillment of the good wishes and even the manifestation of some paranormal phenomena, according to some.

### ***Natural assets***

In the heart of Romania, the nature of Brasov is of a special beauty and diversity, a combination of valleys, depressions and hills, harmoniously interwoven with picturesque villages. Surrounding not less than seven mountain massifs, unique volcanic zones, one of the most impressive virgin forests, labyrinth caves, a mini-delta in the middle of the Carpathians, the highest tree in Europe, secular trees (the oldest oak-village Mecheasha), meadows rich in flowers and a unique flower in the world - Garofita Pietrei Craiului.

**The Bucegi Natural Park**, spread over a total area of 32,500 hectares, includes the Bucegi Mountains, the Gaura Valley and the Mălăiești Valley, where the black goat, the lynx, the mountain roe, and the rare flora species are protected. On the Bucegi Plateau there are the natural monuments Babele and Sfinxul, and the Caraiman Cross, Urlatorea Cascade, Ialomita Cave, Gura Diham and Mălăiești Horn are other famous tourist attractions.

**The Pietra Craiului National Park**, a fauna and flora reservation, has a total area of 14,800 hectares. Garofita Pietrei Craiului, a unique species of the world, is the emblematic flower of this park, alongside the Rhododendron, the edelweiss, the yellow poppy and the gentian. At the foot of the mountain you can admire the spectacular Abyss of Zărnești and the Plaiul Foi area, the main access point to the ridge.

**The Ciucas Mountains**, a huge recreation park with the beauty and variety of the landscape and the atmosphere of quietness and purity of the environment, offer conditions favorable to mountain



tourism. The limestone cliffs and conglomerates take strange forms here: "Tigaile Ciucasului", "Babele la Sfat", "Mana Dracului", "Sfinxul Bratocei".

**The Făgăraș Mountains** border the county to the south and in them is the highest mountain peak in Romania, Moldoveanu peak 2,544 meters. The total area covered by the Fagaras Mountains is over 2,400 km<sup>2</sup>. The density of peaks, steepness, peaks and heights attracted the massif and the name of the Alps of Transylvania, an expression attributed to the French scientist Emmanuel de Martonne. The valleys that descend to the north (Transylvania) mostly follow a direction almost perpendicular to the ridge line, and their waters are forced - due to the very sloping slope - to descend into the leaps, forming numerous cascades. Among the most picturesque valleys are the valleys of Moașe, Șerbotei, Bălei, Brezcioarei, Ucei Mari and Ucișoarei, Sâmbetei.

The Fagaras Mountains are crossed by the second of the highest roads in Romania, Transfăgărășanul.

The natural reserves of the Fagaras massif are small compared to the richness of endemic plants and splendid landscaped landscapes.

\* Alpine plain and Balea Lake. With an area of 120.45 ha, the reserve includes a territory guarded to the south by the hills Buteanu (2,508 m), Capra (2,450 m) and Paltinu Mare (2,480 m), on the western flank of Muchia Buteanu, and on the eastern by Muchia Bâlea. The reserve includes in the glacier circle Balea, the glacial lake of the same name, the largest glacier lake in the Fagaras Mountains.

\* Arpășel reservation. With an area of 736 hectares, the Arpășel Reserve is situated on the northern slope of the Fagaras Mountains, comprising the alpine, subalpine and upper mountain range, from 2,500 m to 1,000 m altitude.

\* Limestones from Turnu Rosu. Located near Turnu Roșu, it has a limestone strip overlaid on crystalline shale. These rich limestone deposits include fossil deposits, scientifically interesting.

**The basalt columns of Racos**, from the beautiful gorge of Olt dug in the Perșani Mountains, have the status of a protected area of geological interest. They impress by their height that reaches 15 meters. A fragment of the extinct volcano can be seen nearby, offering a picture of another world, through the brown, red, black and yellow tones of the soil.

**Dumbrăvița Complex**, called the "Carpathian Delta", is a wet area of international importance. It is the most important place for concentration of water birds in Brașov County and one of the most representative of Transylvania, especially during the migration period

**The "Liberty" Bear Sanctuary** in Zărnești is the largest animal welfare project in Europe: 95 bears from around the world are housed in this shelter.

**The "Valea Zimbrilor" Reservation** in Vama Buzăului currently counts 37 bison. Along with the bison, deer, goats and goats live in the same area. The reservation spans an area of 12 hectares of pastureland.



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

**Cave Reserves:** Citadel Valley Cave (Râșnov), Bats Cave (Moieciu), Bârlogul Ursului Cave (Apăța), Comana Cave, Gang Cave (Șinca Nouă).

**The virgin forests of Sinca - UNESCO natural heritage**

**Ecotourism Destinations under Certification:** Zărnești, Transylvanian Hills, Bran - Moieciu - Fundata, Piatra Craiului, Vama Buzăului

**Tourist resorts of national and local interest:** Poiana Brasov, Predeal - Pârâul Rece, Bran, Râșnov, Vama Buzăului

### Ecotourism

- In the Zarnesti area - this type of tourism is developed in the advanced stage, favored by both the exceptional natural environment (Piatra Craiului National Park) and the organization and promotion of this type of tourism by the Administration of the Piatra Craiului National Park.
- Vama Buzăului Zone, entering the Ciucas Massif, where the Educational Center for Ecology and Ecotourism currently operates.
- Bunești - Viscri area, an area of good practice for ecotourism, but also with a great potential for development in this direction.
- Făgăraș area, favored by the natural environment, where an incipient ecotourism tourism is practiced.
- Poarta Carpatilor (Carpathians Gate)
- **European Destinations of Excellence - EDEN, on the territory of Brasov County**
  - Făgăraș Country, theme: Tourism and local intangible heritage, 2008, second place. The Făgăraș Country presents a number of features, such as: landscape, accessibility, complexity, the presence of protected areas, historical and cultural monuments. The Făgăraș Country Estate is located in the center of the country, representing an asset for the tourist activity in the region.
  - Dragus, theme: Rural tourism, 2012, 2nd place. The cultural events, the history, the traditions preserved with holiness, as well as the beautiful landscapes were the basis of the Draguș cultural village, situated at the foot of the Fagaras Mountains.
  - The hills of Transylvania (parts of Brașov, Mureș and Sibiu counties), theme: Local tourism and gastronomy, 2015, 2nd place. Green meadows, with mosaics of agricultural crops, meadows and forests, Saxon villages and fortified churches, are part of a true story book. "The Hills of Transylvania" are a vibrant and vibrant space with a calendar of cultural, historical, gastronomic and sporting events, sometimes presented in a harmonious, richer combination each passing year. On average, during spring / summer, even 5 events per week are organized in different villages in the region. Famous Transylvanian Brunch and Bike & Brunch gastronomic events, bicycle competitions such as Transylvania Bike Trails, as well as other traditional events organized by the neighborhoods of the villages.



- Scheii Brașovului and Brașovechi, theme: Cultural tourism (tangible), year 2017, place V. The Scheii Brasov is a district of Brasov, a former Romanian district of old Brasov. This more rural area of the city is made up of small houses built along narrow streets with gardens on the mountainside. The urban ensemble with this name is a historical monument.
- The hills of Transylvania, Cultural (tangible) tourism, 2017, 4th place.

*Existing trails (historical background, status and conditions, future perspectives and needs)*

- **127 approved mountain trails.** Attached there is a list of this analysis.
- **22 approved ski slopes** - 26,355 m, cable transport (cabin, gondola, chair lift, ski lift), night-time equipment, snow guns, recreation / entertainment.

**1) Bike routes:**

- Predeal, climb to Pârâul Rece, Râșnov , towards Râșnov Citadel, Cristian, Brașov.
- Zărnești - Poiana Mărului - Zarnesti
- Zărnești - Valea Bârsei - Chalet Plaiul Foi - Zarnesti
- Zărnești - Gura Râului Chalet - Zărnești Peninsula - towards Cabana Curmătura
- Zărnești - Predeluș - Bran - Predeluș - Zarnesti
- Predeal - Poiana Secuilor - Râșnoavei Gorges - Pârâul Rece - Predeal
- Criș - Meșendorf - Criș (marked trail)
- Rupea Station - Homorod - Rupea - Dacia - Viscri - Bunești - Criș
- Brasov - Săcele - Lake Tarlung
- Predeal - Zarnesti - Rasnov - Poiana Brasov - Brasov
- Rupea - Racos - Augustin - Maierus - Arini - Bod - Brașov
- Brasov - Sânpetru - Bod - Feldioara - Brașov
- Predeal - Prejmer - Harman - Sanpetru - Brasov
- Predeal - Cabana Trei Brazi - Cabana Poiana Secuilor - (to) Cabana Susai
- Brașov - Râșnov - Bran - Codlea - Brașov
- Cycling route on Tampa – Iepure

**2) Postavaru thematic path (details here: <https://www.asociatiaaer.ro/poteci-tematice/>)**

- Made by AER in partnership with SKV in 2011;
- Trilingual panels (Romanian, English and German);
- The panels are located at the cable cars, Postăvaru Chalet, Postăvaru Peak and the point of view towards Bucegi behind the Kanzel Cable Car;
- Presents the beginnings of the tourism development in the Postavaru Massif, the types of natural protected areas in the massif and describe the wide panoramas seen from the top.

**3) Easy walks from Moeciu - Fundata (Carpathian Gate)**

- This type of infrastructure is an excellent example of diversifying the area's offer and offering opportunities for leisure time in nature;





- In the long term, with good signage and with the support of the authorities, this kind of light infrastructure can stimulate the local economy by scattering the visitors across the destination area and increasing travel receipts by prolonging the average length of stay and extending the tourist season.
  - For more information: Center for Mountain Ecology, <https://cem.ro/>
- 4) The network of bicycle trails in the Transylvanian Hills (the area of the Saxon villages in Brașov, Sibiu and Mureș counties), <http://site.colinele-transilvaniei.ro/>**
- Extended network of bicycle trails connecting the Saxon villages and their tourist attractions;
  - After more than 5 years of sustained efforts for the construction and arrangement of these routes, the Transylvanian Colony area is now known to amateur bicycle riders and generates additional revenue for local businesses and local communities.
  - In the maximum development phase the network will reach over 500 km of arranged routes.

*The network of hiking and biking trails developed by the Mioritics Association and its partners in the Transylvanian Hills (about 600 km).*

- 5) Ecotouristic Walking Trail Network in the Carpathian Gate** in Sirnea, Fundata, Fundatica and Moieicu de Sus (see the Carpathian Gate Ecotourism Strategy, T1-T9 Routes, page 34 - page 42) <https://static.cem.ro/2015/10/Strategia-PC-9.pdf> or: <https://cem.ro> ⇒ Downloads ⇒ “Strategia de Ecoturism - Poarta Carpaților”
- 6) 11 cycling routes in National Park Piatra Craiului** ([http://www.pcrai.ro/lang-ro/8/Vizitarea/trasee\\_de\\_bicicleta-71.html](http://www.pcrai.ro/lang-ro/8/Vizitarea/trasee_de_bicicleta-71.html))
- 7) 2 tourist itineraries for knowing the Saxon citadel in the Brasov-Rupea area**, 105 km (<http://www.traseeromania.ro/bisericile-fortificate-din-zona-brasov/>)

*🌀 Regional specificities in tourism and leisure*

**Relaxation tourism:** hiking, equestrian, ecotourism, gastronomic, cycling

**Mountain tourism:** climbing, mountain hiking

**Cultural tourism**

**Active tourism:** winter sports, paragliding, parachuting, rafting, mountain biking

**Business tourism**

**Spa and medical tourism:** Băile Perșani - <http://www.bailepersani.ro/>

**Family Travel** (Adventure Parks, Relaxation and Playgrounds, SPA)

**Adventure Travel:** wild-watching, bird-watching

*🌀 Tourist information and facilitation services (e.g. tourist cards and facilitations)*

**Tourist Information Centers**





## Consiliul Județean Brașov



CIT Brasov: [citbv@brasovcity.ro](mailto:citbv@brasovcity.ro)

CNIPT Poiana Brasov: [www.poianabrasovinfoturist.ro](http://www.poianabrasovinfoturist.ro)

CIT Bran: [www.visitbran.ro](http://www.visitbran.ro)

CNIPT Fagaras: [www.turism-fagars.ro](http://www.turism-fagars.ro)

CNIPT Rasnov: [www.rasnov-tursim.ro](http://www.rasnov-tursim.ro)

CNIPT Zarnesti: [www.visitzarnesti.ro](http://www.visitzarnesti.ro)

CNIPT Predeal: [www.predeal.ro](http://www.predeal.ro)

CNIPT Ghimbav: [www.ghimbav-info.ro](http://www.ghimbav-info.ro)

**Campings:** Brașov (Dârste), Râșnov (Glăjărie) and Bran.

### **Other tourist services:**

- ✓ Rafting on the Olt River
- ✓ Paragliding in Poiana Brașov
- ✓ Bungee jumping at Rasnov
- ✓ Climbing at Zarnesti, Rasnov
- ✓ Trampoline at Rasnov
- ✓ Tubing, bubble football, carting etc. in Poiana Brasov - <http://www.seasonhill.ro/>
- ✓ Zoo Brașov - <https://www.facebook.com/ZooBrasov/>
- ✓ Parc Aventura Brașov - <http://www.parc-aventura.ro/ro/>
- ✓ Dino Parc Râșnov - <http://www.dinoparc.ro/>
- ✓ Canyon 7 Stairs - <https://www.facebook.com/7scari/>
- ✓ Liberty Bear Sanctuary, Zarnesti - <https://www.ampbears.ro/en>
- ✓ SuperLand, Brașov - playground, <http://superland.ro/>

**Thermal baths, aqua parks:** Acvatic Paradise Brasov, Blue Mountain Laguna Fagaras, Victoria Beach, Perșani Baths, Codlea Beach

### **Horse riding:**

- ✓ Râșnov Equestrian Center - <https://echitatiecristina.ro/>
- ✓ Poiana Brașov Equestrian Center - <http://centrudeechitatie.ro/>
- ✓ Diana Equestrian Center, Râșnov - <http://www.pecailarasnov.ro/>
- ✓ Equestrian Center The Land of the Horse - <https://taramulcailorechitatiecismasu.wordpress.com/1-acasa/>
- ✓ The Equestrian Center and the Herghelia Stupini
- ✓ Equestrian Center Horse Spirit - <https://echitatiespiritulcailor.wordpress.com/>
- ✓ Pănicel Tourist Complex, Râșnov - <http://www.panicel.ro/>
- ✓ Haghelia Sâmbăta de Jos - <http://www.hergheliidestat.ro/herghelia-samb-ta-de-jos.html>



**The main cultural events in Brasov County are:**

- 1) Festivalul Cerbul de Aur - <http://cerbuldeaur.ro/>
- 2) Ziua de călări a Junilor din Scheii Brașovului - <https://www.facebook.com/comoarascheienilor/>
- 3) Oktoberfest Brașov - <http://www.oktoberfestromania.ro/oktoberfest-brasov>
- 4) Festivalul de Film și Istorie Râșnov - <http://www.ffir.ro/>
- 5) Festivalul Săptămâna Haferland - <http://www.haferland.ro/>
- 6) C'art Fest International Art Festival Cristian - <http://cartfest.ro/>
- 7) Sărbătoarea Buzduganului la Drăguș
- 8) Amural Festival Vizual - <http://amural.ro/>
- 9) Festivalul Musica Barcensis - <https://www.forumarte.ro/musica-barcensis-2018/>
- 10) Dracula Film Festival, Brașov – <http://draculafilm.ro/>
- 11) Brașov Jazz & Blues Festival, Brașov – <http://brasovjazz.ro/>
- 12) Rockstadt Extreme Fest, Râșnov - <https://www.rockstadtextremefest.ro/index.php/en/>
- 13) Halloween la Castelul Bran
- 14) EcoMarathon, Moieciu de Sus - <https://www.ecomarathon.ro/?lang=ro>

*Table 5 - Indicators*

Num.	Title	Unit of measure	Quantity	Source	To be provided by
5.1	Number of establishments, bedrooms and bed-places by NUTS 3 regions	n.		Eurostat	Lead Partner
5.2	Nights spent in tourist accommodation	n.	Hotels: 1533026 (1206194 – Romanian, 326832 – foreign); Hostels: 57201 (41963 – Romanian, 15238 – foreign); Hotel apart: 2943 (2416 -Romanian, 527 – foreign); Motels: 41247 (37145 – Romanian, 4102 – foreign); Villas: 132399 (120463 – Romanian, 11936 – foreign); Cottage: 48031 (46690 – Romanian, 1341 – foreign); Tourist guesthouses: 350202	INSSE, 2017 (National Institute of Statistics)	PP



			(305120 – Romanian, 45082 – foreign); Agro-touristic pensions: 351539 (329947 – Romanian, 21592 – foreign); The rest of the tourists up to 100% in other forms of accommodation		
5.3	Endowment of cultural and natural heritage of tourist interest ( <i>pls list and specify by category</i> )	n.	✓ Attached list of historical heritage monuments. ✓ Attached list of protected areas ( <i>see Annex 4</i> )	Ministry of Culture  Ministry of the Environment	PP
5.4	Area of regenerated open spaces and regenerated public buildings	sq. m.	In large municipalities and main communes there have been rehabilitations of public spaces and public buildings through direct investments of public authorities (some investments are in progress). There is no statistic to date, in this regard.		PP
5.5	Tourist visits (year) and other information of tourist value	n.	* **	INSSE	PP
5.6	Duration of the period favorable to green mobility	n. of months / year	All 12 months of the year are favorable to various types of green mobility: - 8 months of the year (April-November) - cycling, mountain biking, horseshoes - 4 months (December-March) - horse-riding horses, extreme mountain bike, ski font		PP
5.7	Tourist who go hiking	n/year	We do not have official statistics		PP



5.8	Other activities tourists carry out while staying in the region (by type and %)	%	Mentioned in the description		PP
5.9	Availability of a visitor card (if yes, number of cards issued per year)	n.	No		PP
5.10	<i>pls add...</i>				

\* Arrivals of tourists in tourist accommodation establishments with tourist accommodation functions

Types of tourist accommodation structures			
	2015	2016	2017
	UM: Number of people		
<b>Total</b>	<b>997601</b>	<b>1114395</b>	<b>1260742</b>
<b>Romanian</b>	<b>839344</b>	<b>935674</b>	<b>1059585</b>
<b>Foreigners</b>	<b>158257</b>	<b>178721</b>	<b>201157</b>

© 1998 - 2018 NATIONAL INSTITUTE OF STATISTICS

\*\* Number of tourists participating in tourism activities organized by tourism agencies on tourism activities

Types of tourist activities	Tourism Agency	2017
		Number of people
<b>Incoming activity</b>	Tour operator agencies	<b>105310</b>
	Agency with sales activity	<b>8766</b>
<b>Interior tourism activity</b>	Tour operator agencies	<b>670428</b>
	Agency with sales activity	<b>93791</b>
<b>Outgoing activity</b>	Tour operator agencies	<b>746928</b>
	Agency with sales activity	<b>152791</b>

© 1998 - 2018 NATIONAL INSTITUTE OF STATISTICS



## 6. Existing policies related to ThreeT project features. Projects

### *Existing policies on transport (in particular green and human-powered) transport vis-à-vis the natural and cultural heritage in Brasov County Council*

At Brașov County level, there is no unified public policy on transport policies (in particular green and human-powered), but only individual public and private initiatives, not connected to each other. Regarding the public policy document that the Brasov County Council wants to improve - Brasov County Sustainable Development Strategy, 2020-2030 horizons, TOURISM SECTION - it has not been updated since its deliberative authority approval (2010). However there are other strategic documents which must be considered during the elaboration of the ThreeT project Action Plan.

#### Existing public policy documents:

- 1) **Brasov County Sustainable Development Strategy 2013 – 2020 – 2030**  
[http://addjb.ro/uploads/proiecte/SDJBV/Documente/ADDJB\\_Strategia.pdf](http://addjb.ro/uploads/proiecte/SDJBV/Documente/ADDJB_Strategia.pdf)
- 2) **Brasov County Tourism Strategy**  
[http://www.brasovtourism.eu/upload/files/turism\\_si\\_dezvoltare\\_durabila-o\\_strategie\\_pentru\\_brasov.pdf](http://www.brasovtourism.eu/upload/files/turism_si_dezvoltare_durabila-o_strategie_pentru_brasov.pdf)
- 3) **Urban Mobility Plan Brasov Metropolitan Area**  
(<http://www.brasovcity.ro/documente/public/PMU/Brosura%20SUMP%20RO%20v8.pdf>)
- 4) **County Transport Program** ([https://site.judbrasov.ro/page\\_Autoritatea-Jude-ean-de-Transport-de-Persoane\\_45.html](https://site.judbrasov.ro/page_Autoritatea-Jude-ean-de-Transport-de-Persoane_45.html))
- 5) **Central Region Development Plan 2014 - 2020 ADR Center**  
(<http://www.adrcentru.ro/Lista.aspx?t=ADElaborare%20PDR%202014-2020>)
- 6) **The Ecotourism Strategy - The Carpathian Gate** (<https://cem.ro/downloads/>)
- 7) **The Carpathian Convention's Protocol in Sustainable Tourism and its Strategy for Sustainable Tourism Development of the Carpathians** <http://cstp.center/wp-content/uploads/2016/05/Carpathians-tourism-strategy.pdf>

Through this project our intention is to develop **an action plan** for Brasov Tourism Strategy which will implicitly modify the implementation of the Brasov County Sustainable Development Strategy 2013 – 2020 – 2030 with the purpose to integrate further needs and the current situation. The objective is to have a Sectorial Tourism Strategy with an Action Plan for the Sustainable Development of the County in terms of marking and connecting the existent trails, increase the mobility within the total area of the county (5363 km<sup>2</sup>), accelerate their visibility and focus on developing new trails.

It is satisfactory that the earmarked policy exists and also has a sectorial strategy on tourism but it is challenging to develop the methodology to bring all stakeholders together and develop the plan to implement both of them, updated according to other currently developed strategies.



Table 6 – Indicators

Num.	Title	Unit of measure	Quantity	Source	To be provided by
6.1	Increased visibility of, mobility on and accessibility to the thematic trails within <b>the area of intervention</b>	km2	5363	ThreeT Application Form	PP

*Policy-related development progress*

In terms of projects, there are some recently completed ones in Brasov County or in progress, and some are relevant to ThreeT aims and content:

- 1) **Bike Routes in PN Piatra Craiului** - PN Piatra Craiului Authority ([http://www.pcrai.ro/lang-ro/8/Vizitarea/trasee\\_de\\_bicicleta-71.html](http://www.pcrai.ro/lang-ro/8/Vizitarea/trasee_de_bicicleta-71.html))
- 2) **Bike routes The Hills of Transylvania** - a project by the Association (<https://mioritics.ro/trasee-de-drumetie-si-biciclete/>)
- 3) **Transilvania Bike Trails** bicycle trails, Bunesti-Viscri-Crit area - project by ADEPT Foundation (<https://fundatia-adept.org/en/development-community/transilvania-bike-trails/>)
- 4) **Hiking trails in the Carpathian Gate (Fundata-Moieciu)** - a project carried out by the Foundation for Ecology, Montana and Fundata Mayoralty ([www.cem.ro](http://www.cem.ro))

**Projects in progress:**

- 1) **Via Transilvanica** - the touristic section crossing the county of Brasov ([www.viatransilvanica.com](http://www.viatransilvanica.com)). Ministry of Tourism in Romania has certified the first 100 km of this route, in Bistrita – Nasaud County.
- 2) Project concept ideas, at the stage of feasibility studies: **cycling route Old Town Brasov Municipality - New Loisir District; mountain bike trails in Poiana Brasov** - proposals of Brasov municipality



## 7. Stakeholders

*List of stakeholders & identified key-stakeholders*

	<b>Institution/Organisation</b>	<b>Field of interest</b>	<b>Key-stakeholders</b>	
1	Transilvania University of Brasov – (UNITBv)	<b>academic, education, ecotourism, research</b>	✓	1
2	Romanian Ecotourism Association (AER)	<b>ecotourism</b>	✓	2
3	Association for the Promotion and Development of Tourism (APDT)	<b>tourism</b>	✓	3
4	Administration of the National Park Piatra Craiului Mountain (PNPC)	<b>environment protection, tourism, research</b>	✓	4
5	Association of Mountain Guides in Romania (AGMR)	<b>tourism</b>		
6	Brașov Metropolitan Agency (AMB)	<b>tourism, sustainable development</b>	✓	5
7	Transylvanian Carpathian Association (SKV)	<b>hikes, environment protection, tourism</b>	✓	6
8	Association of Education and Outdoor Culture / Association of Mountain Guides in Romania (AECO)	<b>tourist experiences, nature Brașov, active tourism, ski, snowboard</b>	✓	7
9	Carpathia Conservation Foundation (ACC)	<b>tourist destinations, events, active tourism, accommodation / gastronomy, crafts, environment protection</b>	✓	8
10	Center for Mountain Ecology (CEM)	<b>mountain ecology, ecotourism</b>	✓	9
11	Mioritics Asociation (AM)	<b>ecotourism</b>	✓	10
12	Ceangăilor Bârsa Association (ACB)	<b>education, culture, tourism</b>	✓	11



13	Active Holidays	<b>adventure tourism, tourism agency</b>		
14	Metropolitan Association for Sustainable Development of Public Transport Brasov	<b>public transport</b>		
15	Statistical Division of Brasov County	<b>statistics</b>		
16	VISUM Asociation	<b>urban mobility, education, culture, tourism</b>	✓	12
17	Royal Compass	<b>tourism, tourism</b>		
18	Mezocarpattia Asociation	<b>geoparc, thematic-geology</b>		
19	Tara Fagarasului Asociation	<b>Intercommunity Development Association</b>	✓	13
20	Vama Buzaului Hall/ Tourist Information Center Vama Buzaului			
21	Codlea Municipality Hall	<b>tourism, trails, DMO</b>	✓	14
22	Ornithological Society of Romania – Subsidiary of Brasov	<b>Trails, education, biodiversity</b>	✓	15
23	Rosenau Tourism Association Râsnov	<b>Touris, DMO</b>		
24	Brașovul Pedalează Asociation	<b>biking, mobility</b>	✓	16

*🌀 Strategies for their mobilization and ongoing involvement in project Phase 1 & 2*

Principles and working methods are rooted in the good governance rules mentioned in the SDDJB and have become customary in the current work. Mobilizing the stakeholders is based on generally accepted and acceptable principles, both by the project team and Partner 7 as well as by the rest of the organizations (stakeholders).

The principles underlying the involvement and mobilization of the stakeholders in the project are:

- Transparency / For the sake of transparency, the project team will send all relevant data to the stakeholders and process important information submitted by them in the interest of the ThreeT project.
- Direct communication / In terms of direct communication, this will be done by organizing working meetings with stakeholders – either in community meetings or in working groups. Work meetings, if needed, will also take place online (audio-video communication platforms).





- Consultation on Strategic Decision Making / Prior to making a strategic decision on the project, stakeholders will be able to express their views, make amendments to proposals, and propose solutions and / or decisions that are considered appropriate.

Specifically, at the beginning of the project, all potential stakeholders were invited to a project presentation session, and later those who wanted to be part of the active stakeholders filled out a record in this respect.

Subsequently, following the agreement of these organizations, the stakeholders will be involved in the project following the above principles: transparency, direct communication and consultation in decision making.

#### **Mobilization and engagement of the stakeholders in the project:**

- **Phase 1:** At this stage, the partnership agreement / protocol will be signed with the key stakeholders selected in the project but also their participation in the study visits. The resulting action plan will be designed in close co-operation and with input from stakeholders. In this phase of the project the stakeholders will be involved in data collection for territorial analysis, participating in workshops, identification of best practices (including the selection of good practices to be presented in the study visit), outlining good practice and preparation for the tutoring session. At this stage, the partnership agreement / protocol will be signed with the key stakeholders selected in the project but also their participation in the study visit. The resulting action plan will be designed in close co-operation and stakeholder input.
- **Phase 2:** Stakeholders, together with the Partner 7 team, will be involved in the implementation of the action plan, mechanism for monitoring the implementation of the plan will be developed, and they will be involved in the high level dissemination event with decision-makers.
- **Tools / means:** in agreement with the stakeholders, decisions will be made on the use of tools / means of involvement and / or communication. Possible tools that will be created after consulting the stakeholders:
  - WhatsApp group, e-mail groups, closed / open group on social media platforms
  - a designated person for permanent communication on behalf of the stakeholders
  - Meetings (periodic / if needed – will be established together with the stakeholders)
  - Transmission of points of view, analyses, opinions, data or studies for databases / stakeholder libraries, in the interest of the project
- **Deliverables:** minutes of the meeting, project information and planned activities, update links to the official websites of ThreeT project, etc. (the result of the development of the communication groups described above, the organizing meetings / community meetings, ensuring the double-way circulation of information but also within the communication groups with the stakeholders)

The starting point of the **stakeholder's analysis** was the first meeting with them on the 30th October 2018. Starting from interactions on other tourism projects before the first meeting,



invitations to participate were sent to 23 potential stakeholders (NGOs, SMEs, Public Administration).

After the first meeting, each of the participants received the following set of information:

- a. **Relevant information about the project** (project presentation, activities, the territorial analysis file, the project presentation link)
- b. **The request to fill out a stakeholder file**; on this occasion, by transmitting the letter, they expressed their agreement of entering the project stakeholders ranks.

The stakeholder's records included the following categories of data/ information:

- Section A – General information (legal status, contacts, e-mail, phones, contact person, web) and
- Section B – Project ThreeT specific information; in this section stakeholders provided information on:
  - o Resources of the organization: (human / expertise) and relational resources (partnerships and key persons)
  - o Expectations and interests from the implementation of the project
  - o Organizational self-evaluation in the context of the project
  - o Listing of thematic routes existing or created by the stakeholders; ideas for possible future development
  - o Opinions about the current state of tourism in the County (strengths and weaknesses)
  - o Suggestions for inviting other organizations to be invited as a stakeholder in the project
  - o Availability for getting involved in ThreeT project.

After analyzing the information received from the stakeholders, these data generated several types of deliverables:

- a. Filling in the initial data base (contacts, areas of expertise / interest, contact persons);
- b. Stakeholders evaluation information, including key selection;
- c. Relevant information and data regarding the territorial analysis;
- d. List with other potential stakeholders or organizations to be invited to the debates.

For the realization of the stakeholder identification sheet, the Livorno work files / presentations were consulted. These were the basis for using the working methods / tools (getting relevant information about the stakeholders, mapping everyone in a regional context and in the context of the project) and selecting the stakeholders.

The completed and sent files to the team were analyzed in the structure / database (table) for each item. Subsequently, point analysis together with the results generated by the database (including matrix analyzes) led to the selection of project stakeholders, including key stakeholders.



## 8. S.W.O.T. Analysis





Strengths	Weaknesses
<p><b>Geography / Environment / Biodiversity</b></p> <ul style="list-style-type: none"> <li>• Location in the center of the country includes Brasov County on the map of any tourist route (thematic or not);</li> <li>• Conservation of traditions, customs and crafts specific to the area;</li> <li>• The existence of multiple and diverse protected areas in Brașov County (many of them having unique natural heritage elements in the world);</li> <li>• Extremely beautiful landscapes;</li> <li>• Land diversity (mountain area, hill area and wetland);</li> <li>• A particular potential of the natural framework, with a high biodiversity value;</li> <li>• Flora and fauna (<i>large carnivores, recognized nationally and internationally</i>) of the county are a strong point for practicing wildlife and nature niche tourism.</li> </ul> <p><b>Infrastructure &amp; Economy</b></p> <ul style="list-style-type: none"> <li>• Infrastructure for active sports in all seasons;</li> <li>• Numerous centers for tourist information and accommodation options;</li> <li>• Large number of SME's with tourism profile ;</li> <li>• Marked and promoted network of hiking trails makes hiking one of the major attractions of tourists;</li> <li>• 1 eco-tour - certified tour;</li> <li>• Economic dynamics – attracted by infrastructure development and coming opening of the airport expected during 2020.</li> </ul>	<p><b>Geography / Environment / Biodiversity</b></p> <ul style="list-style-type: none"> <li>• Absence of education programs in the field of ecotourism and nature conservation at the local level as well as environmental/biodiversity education program;</li> <li>• Absence of interest to support wildlife tourism and the lack of a minimum visiting infrastructure in many areas of the county for practicing this type of tourism.</li> </ul> <p><b>Infrastructure &amp; Economy</b></p> <ul style="list-style-type: none"> <li>• Lack of transport infrastructure (airport, highway);</li> <li>• Tourist infrastructure (camping sites, information boards, toilets, facilities for disabled persons, tourist signs, etc.) almost non-existent in certain tourist destinations in the county;</li> <li>• Deficient transport infrastructure, both inside the county and neighboring counties;</li> <li>• Deficient public transport system covering the entire county;</li> <li>• Absence of infrastructure for cycling and lack of bike rental points;</li> <li>• Absence of cross-country ski slopes;</li> <li>• Absence of a sewage system, drinking water, and selective waste evacuation and the poor involvement of local authorities in solving these needs;</li> <li>• Reduced number of local products (food and non-food) certified;</li> <li>• Low development of ecotourism activities (activities are focused on the observation of large carnivores, and some ex-flyfish species, omitting a number of other species that can be used in ecotourism).</li> </ul>



<p><b>Marketing &amp; information</b></p> <ul style="list-style-type: none"> <li>• Expertise in ecotourism and agro tourism;</li> <li>• Database on traditional crafts, artisans, traditions and customs;</li> <li>• National and international recognition of the County;</li> <li>• Brasov Tourism App (iOS, Android and web www.brasovtourism.app);</li> </ul> <p><b>Tourism, Culture and Others</b></p> <ul style="list-style-type: none"> <li>• The variety of cultural, natural and anthropic tourism objectives / resources, as well as the appropriate tourist equipment;</li> <li>• Saxon cultural and architectural heritage;</li> <li>• Myth of Dracula;</li> <li>• Local gastronomic culture, especially in the field of cheese production / Culture of transhumance;</li> <li>• Traditional way of living in local communities, traditionally preserved agricultural practices;</li> <li>• Existence of several cultural and immaterial cultural heritage elements, and natural heritage included in the UNESCO patrimony;</li> <li>• University Center - a permanent inflow of young people;</li> <li>• The coexistence of several ethnicities in the Brașov County;</li> <li>• Top position in the number of visitors, with increasing trend;</li> <li>• Private - Public partnership in the tourism sector (boarding houses, tourism associations, etc.).</li> </ul>	<p><b>Marketing &amp; information</b></p> <ul style="list-style-type: none"> <li>• Absence of information and database of relevant tourism-specific indicators (km of trail, number of tourists, available mountain shelters, cycling trails, etc.);</li> <li>• Absence of research study on tourism;</li> <li>• There is no destination management organization at the county level or at the local level;</li> <li>• Insufficiently promotion of existing tourist destinations and attractions., both internally and internationally;</li> <li>• Low connectivity between different tourist trails / attractions;</li> <li>• Reduced incoming tourism offer;</li> <li>• Low certification for agro and eco-tourism businesses;</li> <li>• No comprehensive overview or vision for active tourism;</li> <li>• Tourist services offered in the high mountain area (accommodation &amp; meals over 1,300m alt.) is very weak;</li> <li>• Absence of marketing and sales courses addressed to small local producers;</li> <li>• The absence of local marketing materials;</li> <li>• Reduced number of tourist local guides;</li> <li>• No promotion of ecotourism in protected areas as planned in the existent strategies.</li> <li>• Low cooperation between tourism service providers and between them and the bodies representing their interests (associations, federations, public authorities, etc.);</li> <li>• Lack of communication between the organizers of tourism activities and travel agencies for the creation of tourist packages to encourage stay for several nights in the county and / or the city of Brasov;</li> <li>• Poor involvement of professional associations regarding re-professionalization and / or education of economic agents in tourism;</li> </ul>
--	---



	<p><b>Tourism, Culture and Others</b></p> <ul style="list-style-type: none"> <li>• The reduced number of more complex tourism programs that attract different categories of visitors;</li> <li>• Few thematic or guided tours;</li> <li>• Lack of a coherent calendar of events in Brasov County;</li> <li>• Concentration of the number of tourists in the metropolitan area;</li> <li>• Lack of skilled workers;</li> <li>• Very low return on attracting available funds (national and European)</li> <li>• Absence of legislation for active and adventure tourism operators;</li> <li>• Insufficiency of specialized tourism agencies to promote eco-tourism products;</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <p><b>Geography / Environment / Biodiversity</b></p> <ul style="list-style-type: none"> <li>• Increasing the visibility of existing routes that make biodiversity worthwhile;</li> <li>• Strengthening existing routes or developing others with a focus on geo-tourism;</li> <li>• Supporting or developing biodiversity and climate change research programs (national / international);</li> <li>• The interest of local authorities for green mobility &amp; sustainable development.</li> </ul> <p><b>Infrastructure &amp; Economy</b></p> <ul style="list-style-type: none"> <li>• Strategic decisions regarding the organization of visitors' accessibility to interesting tourist attractions in Brasov County (no cars, preservation of historical cultural heritage, preservation of natural heritage, etc.)</li> <li>• Use of all funding sources for the rehabilitation and modernization of technical infrastructure, roads;</li> <li>• Special rehabilitation programs and funding for public authorities for infrastructure (streets, roads, pavements, lighting etc.)</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <p><b>Geography / Environment / Biodiversity</b></p> <ul style="list-style-type: none"> <li>• Climate change with negative influences on the natural environment and tourist infrastructure for active tourism (the skiing area in the county);</li> <li>• Expansion of the built space of the localities in the natural heritage areas and the areas with cultural heritage elements, without respecting the local identity - at the expense of tourism;</li> <li>• Increased vehicle traffic, air pollution problems / Environmental pollution, negative impacts on tourism, such as noise and emissions (probably due to increasing traffic of cars and air traffic).</li> </ul> <p><b>Infrastructure &amp; Economy</b></p> <ul style="list-style-type: none"> <li>• Lack of funds for the rehabilitation or extension of the infrastructure;</li> <li>• Delayed restoration of historical monuments, further deterioration of built cultural heritage;</li> <li>• Low road safety;</li> <li>• Increase in disproportion between road transport and rail transport;</li> <li>• Increase of the number of cars;</li> </ul>



<ul style="list-style-type: none"> <li>• Development of infrastructure to facilitate accessibility and connect various points of interest in the county: parking, car sharing, bicycle rental, easy public transport;</li> <li>• Valorization of the function as a nodal point with easy distribution function of Brasov County in regard to transport and supply of goods;</li> <li>• Improving the quality of public transport (buses, prices, links, etc.);</li> <li>• Improving and expanding transport infrastructure, developing intermodal transport;</li> <li>• Improved access to areas that currently have a poor road infrastructure, ensuring fast links between Brasov County and other regions of Romania;</li> <li>• Expansion of air passenger and freight transport, including the construction of Brașov - Ghimbav International Airport;</li> <li>• Expand infrastructure to support business in tourism, diversify the range of services offered;</li> <li>• Improved health system and security infrastructure;</li> <li>• Interest of strategic investors;</li> <li>• Creating viable economic alternatives in rural areas.</li> </ul> <p><b>Marketing &amp; information</b></p> <ul style="list-style-type: none"> <li>• Development of a system for tourism promotion and promotion of thematic routes;</li> <li>• Participation in tourism fairs, destination marketing campaigns, use of new technologies and online communication in promotion;</li> <li>• Professional marketing at national and international level via bloggers;</li> <li>• Increased tourist flow to the region;</li> <li>• Unified and professional promotion of Brasov tourism on international markets;</li> <li>• "Haute Route" Brasov due to visiting cities programs, churches, other cultural and gastronomic activities and events;</li> <li>• Many objectives, some of which are very close to Brasov, from which a network of thematic routes can be set up.</li> </ul>	<ul style="list-style-type: none"> <li>• Massive increases in energy prices (gas, oil, electricity);</li> <li>• Unfavorable legislative conditions for encouraging the use of modern, non-polluting technologies;</li> <li>• Increasing disparities between large urban centers and small and medium-sized towns;</li> <li>• Unfavorable external economic developments with negative impact on the economic future of the Center Region</li> </ul> <p><b>Marketing &amp; information</b></p> <ul style="list-style-type: none"> <li>• Absence of public finances and promotion programs;</li> <li>• The lack of coherence of national authorities for promotion in the field of tourism;</li> </ul> <p><b>Tourism, Culture and Others</b></p> <ul style="list-style-type: none"> <li>• Non-adjustment of the quality-price ratio to the European market;</li> <li>• Further worsening of a price-performance ratio in tourism (especially in services);</li> <li>• Absence of workforce specialized in tourism services;</li> <li>• Lack of financial resources for the development of rescue services and the maintenance of mountain trails;</li> <li>• Preserving cultural traditions (migration of young people);</li> </ul>
--	---



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



- Use of international networks to improve cultural and marketing management;

#### **Tourism, Culture and Others**

- Redeveloping deserted industrial sites to increase architectural attractiveness and introduce them into thematic trails;
- More national and international cultural and sports events;
- Improved cultural offers and development of international cultural projects;
- The existence of a legislative framework that allows public authorities to finance projects, including in the field of tourism;
- Advanced experience in attracting European funds (drafting of projects, submission of applications, implementation);
- Conservation of values and rehabilitation of cultural and mobile cultural heritage objectives;
- Organizing local ecotourism events.





## Annex 1

### Climate Change Analysis

We consider a valid for Brasov County the following statements:

- Increase of the average air temperature: all the scenarios analyzed show the increase in the average annual temperature. It is worth mentioning the seasonality of this increase: the highest in summer and winter, significantly noticed in October and November.
- Changes in precipitation regime: for the warm season months there is a tendency to decrease
- Changes in the average wind speed: there is a slight decrease (-0.5m / s) in the area of the Carpathian Mountains and Transylvania
- Reducing the average thickness of the snow layer: regions already exposed to seasonal snow loss are especially those at low altitude. The presence of the Carpathians modulates the impact of the global warming signal, the southern and western façades of the Carpathian chain being more exposed to the decrease in the amount of snow (this mention affects the Brasov County)

Current and future climate hazards:

- the passage and development of storms such as Mediterranean or convective cyclones are those that can cause episodes with abundant rainfall resulting in floods and landslides, which makes their occurrences as natural hazards. In the category of hazards that can cause major damage or even natural disasters. In this phenomena are included: heavy rainfall / floods, landslides, floods on the watercourses, hail, electric discharge, avalanches, storms, blizzards, droughts, vegetation fires, heat waves, cold waves.
- the analysis so far suggests that the clearest changes caused by the global warming signal are those associated with hazards related to the increase of the air temperature at the surface of the soil

Beyond the forecast, the explanations regarding the changes in the frequency of some types of hazard presented up to now have to be taken into account with skepticism, taking into account the uncertainties surrounding the projections that use climate modeling.

Source: <http://www.meteoromania.ro/anm/images/clima/Schimbariclimatice2014.pdf>

The unequal distribution of the hypsometric scales is reflected in the non-uniform distribution of solar radiation, with direct repercussions in the air temperature distribution. This is distributed directly proportion to the altitude, decreasing by 0.5-0.6°C / 100m. Thus, between the heights of the high mountains and the depressions, there are differences over 10°C of the annual thermal values. Vertical zoning is also imprinted in the distribution of precipitation quantities. From the general presentation of the relief of Brasov County it results that altitude, fragmentation and morphological complexity create obvious differences of the climate regime from one place to another, from one morphological stage to another. For this reason, the main meteorological parameters according to which the climate types are established, reflect the vertical zone very well.

Global solar radiation presents annual values which exceed 110-181 kcal / cm<sup>2</sup>, integrating Brașov County among regions of the country with relatively high annual average values. In the course of the year there are obvious variations from one month to the other and a non-uniform distribution within



## Annex 2

### Minimum, maximum and average air temperatures recorded monthly

	Minimum	Average	High	
	<b>Brasov-Ghimbav 2017</b>	January	-29.0	-8.4
	February	-19.2	-0.8	16.9
	March	-3.7	6.6	24.0
	April	-3.6	8.7	25.7
	May	0.8	14.3	26.0
	June	7.6	19.1	31.6
	July	7.9	19.3	34.6
	August	5.1	20.0	36.9
	September	-2.1	14.8	31.1
	October	-2.8	8.8	23.7
	November	-5.9	4.4	17.9
	December	-11.5	0.2	13.3

Station / year	Month	Air Temperature (gr.C)		
		Minimum	Average	High
<b>Fagaras 2017</b>	January	-29.9	-8.8	5.1
	February	-17.0	0.0	20.1
	March	-4.9	6.7	24.9
	April	-3.0	9.0	6.9
	May	0.9	14.9	26.8
	June	9.6	19.6	33.7
	July	9.0	19.8	33.2
	August	5.04	20.2	36.2
	September	-0.3	14.5	31.1
	October	-2.8	8.3	27.2
	November	-5.0	3.9	14.6
	December	-10.9	0.1	13.2

Station / year	Month	Air Temperature (gr.C)		
		Minimum	Average	High
<b>Fundata 2017</b>	January	-21.8	-8.8	1.2
	February	-15.3	-1.5	9.7
	March	-6.5	2.5	16.6
	April	-7.0	3.7	18.5
	May	-2.2	9.0	18.5
	June	5.1	14.3	23.8
	July	7.0	15.1	25.0
	August	6.3	16.8	27.9
	September	-1.9	11.3	24.3
	October	-6.7	5.8	20.6
	November	-6.5	1.0	10.5
	December	-12.3	-2.0	9.3



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

Station / year	Month	Air Temperature (gr.C)		
		Minimum	Average	High
Predeal 2017	January	-23.1	-8.6	3.4
	February	-15.8	-1.3	11.9
	March	-6.6	2.8	18.8
	April	-5.5	4.6	21.6
	May	-0.5	10.5	20.9
	June	5.8	15.4	29.4
	July	6.6	15.9	30.7
	August	4.1	17.0	31.1
	September	-2.4	11.4	26.4
	October	-4.5	5.6	22.2
	November	-4.6	2.2	13.6
	December	-10.9	-1.4	10.9



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

## Annex 3

### Accommodation capacity by typology

TIPOLOGY	Accommodation capacity
Apartments for rent	550
Bungalow	116
Chalet	1.275
Rooms for rent	2.557
Camping	8
Hotel	12.453
Hotel apartments	136
Motel	641
Guest house (tourism / agrotourism)	13.140
Village holiday	340
Camping site	12
Food units	58.057
Villa	1904
<b>Grand Total</b>	<b>91.189</b>



Tip unitate	Categorie	Capacitate cazare / capacity	TYPE:	Category(*)
Pensiune Turistica și Agroturistica	1 Floare	99	Guest house (tourism / agrotourism)	1flower
Pensiune Turistica și Agroturistica	2 Flori	1075	Guest house (tourism / agrotourism)	2flower
Pensiune Turistica și Agroturistica	3 Flori	5104	Guest house (tourism / agrotourism)	3flower
Pensiune Turistica și Agroturistica	4 Flori	1305	Guest house (tourism / agrotourism)	4flower
Pensiune Turistica și Agroturistica	5 Flori	208	Guest house (tourism / agrotourism)	5flower
Pensiune Turistica și Agroturistica	1 Stea	157	Guest house (tourism / agrotourism)	1*
Pensiune Turistica și Agroturistica	2 Stele	1038	Guest house (tourism / agrotourism)	2**
Pensiune Turistica și Agroturistica	3 Stele	3265	Guest house (tourism / agrotourism)	3***
Pensiune Turistica și Agroturistica	4 Stele	719	Guest house (tourism / agrotourism)	4****
Pensiune Turistica și Agroturistica	5 Stele	36	Guest house (tourism / agrotourism)	5*****
Pensiune Turistica și Agroturistica	3 Margarete	44	Guest house (tourism / agrotourism)	3 daisy flower
Pensiune Turistica și Agroturistica	5 Margarete	90	Guest house (tourism / agrotourism)	5 daisy flower
Apartamente de inchiriat	2 Stele	18	Apartments for rent	2**
Apartamente de inchiriat	3 Stele	532	Apartments for rent	3***
Bungalowuri	1 Stea	30	Bungalow	1*
Bungalowuri	2 Stea	56	Bungalow	2**
Bungalowuri	3 Stea	30	Bungalow	3**
Cabana turistica	1 Stea	212	Chalet	1*
Cabana turistica	2 Stea	274	Chalet	2**
Cabana turistica	3 Stea	789	Chalet	3***
Camere de inchiriat	1 Stea	165	Rooms for rent	1*
Camere de inchiriat	2 Stea	386	Rooms for rent	2**
Camere de inchiriat	3 Stea	2006	Rooms for rent	3***
Camping	1 Stea	8	Camping	1*
Hotel	1 Stea	445	Hotel	1*
Hotel	2 Stea	969	Hotel	2**
Hotel	3 Stea	5637	Hotel	3***
Hotel	4 Stea	5012	Hotel	4****
Hotel	5 Stea	390	Hotel	5*****
Hotel Apartamente	3 Stea	136	Hotel apartments	3***
Motel	2 Stea	427	Motel	2***
Motel	3 Stea	214	Motel	3***
Sat de vacanta	2 Stea	62	Village holiday	2**
Sat de vacanta	3 Stea	278	Village holiday	3***
Vilă	1 Stea	99	Villa	1*
Vilă	2 Stea	211	Villa	2**
Vilă	3 Stea	1210	Villa	3***
Vilă	4 Stea	354	Villa	4****
Vilă	5 Stea	30	Villa	5*****
Spatii de campare	2 Stele	12	Camping site	2**
Unitati de alimentatie	1 Stea	1147	Food units	1*
Unitati de alimentatie	2 Stele	17093	Food units	2**
Unitati de alimentatie	3 Stele	27036	Food units	3***
Unitati de alimentatie	4 Stele	11385	Food units	4****
Unitati de alimentatie	5 Stele	1396	Food units	5*****

(\*) Classification by flowers is specific to agro-rural Guest house (national legislation)



## Annex 4

### ARII PROTEJATE DIN JUDEȚUL BRAȘOV / PROTECTED AREAS BRASOV COUNTY

Denumirea ariei protejate NAME OF PROTECTED AREA	Cod	Localizare LOCATION	Categorie IUCN	Tip TYPE	Suprafață SURFACE (ha)
Bățile piscicole Rotbav	VI.11	Rotbav	IV	avifaunistic	42
Bucegi (Abruptul Bucșoiu, Mălăești, Gaura)	RONPA0251	Bran Râșnov Moieciu	IV	mixt	113
Cheile Dopca	RONPA0260	Apața Hoghiz Racoș	III	geologic și geomorfologic	4
Cheile Zărneștilor	RONPA0254	Moieciu	III	geologic	109,80
Coloanele de bazalt de la Piatra Cioplită	RONPA0257	Comăna	III	geologic	1
Coloanele de bazalt de la Racoș	RONPA0256	Racoș	III	geologic	1,10
Complexul Geologic Racoșul de Jos	RONPA0934	Racoș	IV	geologic	95
Complexul piscicol Dumbrăvița	RORMS0003	Dumbrăvița	IV	avifaunistic	414
Cotul Turzunului	RONPA0271	Hoghiz	IV	botanic și ornitologic	0,20
Dealul Cetății Lempș	RONPA0268	Sânpetru	IV	botanic	275,40
Locul fosilifer Carhaga	RONPA0262	Racoș	III	paleontologic	1,60



Denumirea ariei protejate NAME OF PROTECTED AREA	Cod	Localizare LOCATION	Categorii IUCN	Tip TYPE	Suprafață SURFACE (ha)
Locul fosilifer de la Vama Strunga	RONPA0252	Moieciu	III	paleontologic	10
Locul fosilifer Ormeniș	RONPA0261	Ormeniș	III	paleontologic	2,80
Locul fosilifer Purcăreni	RONPA0263	Purcăreni	III	paleontologic	0,20
Microcanionul în bazalt de la Hoghiz	RONPA0259	Hoghiz	III	geologic	2
Mlaștina Hărman	RONPA0269	Hărman	IV	botanic	2
Muntele Tâmpa	RONPA0272	Brașov	IV	mixt	150
Munții Postăvarul	RONPA0270	Brașov Predeal Râșnov	IV	mixt	1.025,50
Pădurea Bogății	RONPA0274	Apața Hoghiz Măieruș	IV	mixt	6.329
Pădurea și mlaștinile eutrofe de la Prejmer	RONPA0275	Prejmer	IV	botanic	258
Peștera Bârlogul Ursului	RONPA0264	Apața	III	speologic	1
Peștera Comăna	RONPA0863	Comăna	IV	speologic	41,56



Denumirea ariei protejate NAME OF PROTECTED AREA	Cod	Localizare LOCATION	Categorie IUCN	Tip TYPE	Suprafață SURFACE (ha)
Peștera Liliiecilor (Rucăr-Bran)	RONPA0266	Peștera Moieciu	III	speologic	4,78
Peștera Valea Cetății	RONPA0265	Râșnov	III	speologic	1
Piatra Craiului	RONPA0253	Zărnești	IV	mixt	1.459
Poienile cu narcise din Dumbrava Vadului	RONPA0267	Vad	IV	botanic	394,90
Rezervația Holbav	RONPA0862	Holbav	IV	geologic și paleontologic	4,10
Stâncă bazaltică de la Rupea	RONPA0255	Rupea	III	geologic	9
Stejerișul Mare (Colții Corbului Mare)	RONPA0273	Brașov	IV	botanic	16,30
Vulcanii Noroioși de la Băile Homorod	RONPA0258	Homorod	III	geologic	0,10





## 1. Parcuri naționale / National Parks

Cod național	Cod european	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
National code	European code	Name	Surface area	Territorial administrative unit	Year of declaration
M	11173	Piatra Craiului	14.795	Orașul Zărnești, comunele Bran, Moieciu, Fundata (județul Brașov), Rucăr, Dâmbovicioara, Dragoslavele (județul Argeș)	1990

## 2. Monumente ale naturii / Natural monuments

Cod național	Cod european	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
2.244.	14594	Locul fosilifer Ormeniș	2,84	Comuna Ormeniș	1955
2.239.	14595	Coloanele de bazalt de la Racoș	5,23	Comuna Racoș	1962
2.238.	14596	Stânca bazaltică de la Rupea	1,85	Orașul Rupea	1954
2.241.	183587	Vulcanii Noroioși de la Băile Homorod	2,78	Comuna Homorod	1980
2.243.	183645	Cheile Dopca	2063	Comunele Hoghiz, Racoș, Apața	1980
2.240.	183685	Coloanele de bazalt de la Piatra Cioplită	22,74	Comuna Comana	1962
2.242.	183687	Microcanionul în bazalt de la Hoghiz	109	Comuna Hoghiz	1980
2.245.	183689	Locul fosilifer Carhaga	9,33	Comuna Racoș	1962
2.246.	183690	Locul fosilifer Purcăreni	13,63	Comuna Târlungeni	1962
2.247.	183691	Peștera Bârlogul Ursului	18,22	Comunele Racoș, Apața	1980
2.248.	183692	Peștera Valea Cetății	15,63	Comuna Râșnov	1980



### 3. Rezervații naturale / **Natural Reserves**

Cod național	Cod european	Denumire	Suprafață	Unitate administrativ teritorială	Anul declarării
2.252.	11157	Mlaștina Hărman	4,81	Comuna Hărman	1962
2.255.	11775	Muntele Tâmpa	203	Municipiul Brașov	1980
2.257.	11779	Pădurea Bogății	6330	Comunele Hoghiz, Măieruș, Apața	1980
2.250.	14576	Poienile cu narcise din Dumbrava Vadului	396	Comuna Șercaia-Vad,	1964
2.253.	63628	Postăvarul Muntele	1236	Municipiul Brașov, orașul Predeal, comuna Râșnov	1980
2.251.	183836	Dealul Cetății - Lempeș	366	Comunele Sânpetru, Hărman	1962
2.254.	183837	Cotul Turzunului	399	Comunele Hoghiz, Racoș	1980
2.256.	183838	Stejerișul Mare	293	Municipiul Brașov	1980
2.258.	183839	Pădurea și mlaștinile eutrofe de la Prejmer	356	Comunele Prejmer, Hărman	1962
B.1.		Complexul Geologic Racoșul de Jos	95	Comuna Racoșul de Jos	2006
IV.11.		Holbav	4,1	Comuna Holbav	2005
IV.12.		Peștera Comana	42	Comuna Comana	2005
IV.31.		Dealul Ciocaș – Dealul Vițelului*	977	Comuna Ariușd (județul Covasna), Harman-Podul Oltului (județul Brașov)	2005

### 4. Parcuri naturale / **Natural Parks**

Cod național	Cod european	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
--------------	--------------	----------	-----------	-----------------------------------	-----------------



H	20678	Bucegi	32.663	Orașele Comarnic, Sinaia, Bușteni (județul Prahova), comunele Râșnov, Bran, Moieciu (județul Brașov), Moroieni (județul Dâmbovița)	1990
---	-------	--------	--------	--	------

#### 5. Zone umede de importanță internațională (situri Ramsar) / Ramsar Wetlands

Cod național	Cod Ramsar	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
VI.10.	1605	Complexul piscicol Dumbrăvița	414	Dumbrăvița, Halchiu (județul Brașov)	2006

#### 6. Arii de protecție specială avifaunistică / Areas of special avifauna protection

Cod național	Cod european	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
VI.10.		“Complexul Piscicol Dumbrăvița”	414	Dumbrăvița, Halchiu	2005
VI.11.		Rotbav	42	Rotbav	2005

Arii naturale protejate incluse în arii protejate mai mari și încadrate în alte categorii de clasificare / **Natural areas included in larger protected areas and other classifications**

#### 1. Monumente ale naturii / Natural monuments

Cod național	Cod european	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
<b>Parcul Național Piatra Craiului</b>					
2.249.	183693	Peștera Liliiecilor	4,78	Comuna Moieciu	1980
2.237.	183695	Cheile Zărneșilor	118	Comuna Zarnesti	1938
<b>Parcul Natural Bucegi</b>					



Consiliul Județean  
Brașov

**Three T**  
Interreg Europe



European Union  
European Regional  
Development Fund

Cod național	Cod european	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
2.235.	14590	Locul fosilifer de la Vama Strunga*	0,77	Comunele Moeciu, (județul Brașov), Moroieni (județul Dâmbovița)	1980

## 2. Rezervații naturale / **Natural reserves**

Cod național	Cod european	Denumire	Suprafață	Unități administrativ teritoriale	Anul declarării
<b>Parcul Natural Bucegi</b>					
2.234.	9376	Bucegi (Abruptul Bucșoiu, Mălăești, Gaura)	1.717	Comunele Râșnov, Bran	1926