

## MEMBER STATES' ANNUAL TOURISM REPORTING TEMPLATE

*Article 3 of Council Decision 86/664/EEC<sup>1</sup> of 22 December 1986 establishing a consultation and cooperation procedure in the field of tourism stipulates that:*

*"...each Member State shall send the Commission, once a year, a report on the most significant measures it has taken and, as far as possible, on measures it is considering taking in the provision of services for tourists which could have consequences for travellers from the other Member States. The Commission shall inform the other Member States thereof".*

*The following reporting form aims at facilitating compliance with this Council Decision.*

### SECTION 1 TOURISM ORGANISATION AND GOVERNANCE

This section is aimed at reporting on the following:

- Administrative organisation
- Territorial organisation
- Organisation and links between the national tourism authority and the provinces / regions
- Organisation and links between the national tourism authority and industry associations, stakeholders and customers

**1.1.** Please provide a **short description of the administrative and territorial organisation of public bodies responsible for tourism**, indicating the relationship and cooperation between national, regional and local bodies of the core responsibilities and competences of each department (Max. 3000 characters)

The administrative authority at the central level in the field of tourism is the Ministry of Tourism.

The main fields of activity consist of drawing up and implementing the national tourism strategy, promoting Romania as a tourist destination both domestically and internationally, developing destinations and tourist products, developing the tourist infrastructure, issuing accommodation and tourism licences, controlling the quality of tourism services, evaluating and selecting the applications for EU Regional Operational Programme.

At territorial level there are 14 representatives which collaborate with the local public administrations, private sector and tourism NGOs for implementing the national tourism policy.

ANT has also 11 offices abroad responsible for Romania's promotion, in the following cities: Rome, Austria, Berlin, Paris, Madrid, London, Warsaw, Moscow, New York, Beijing, Tel Aviv.

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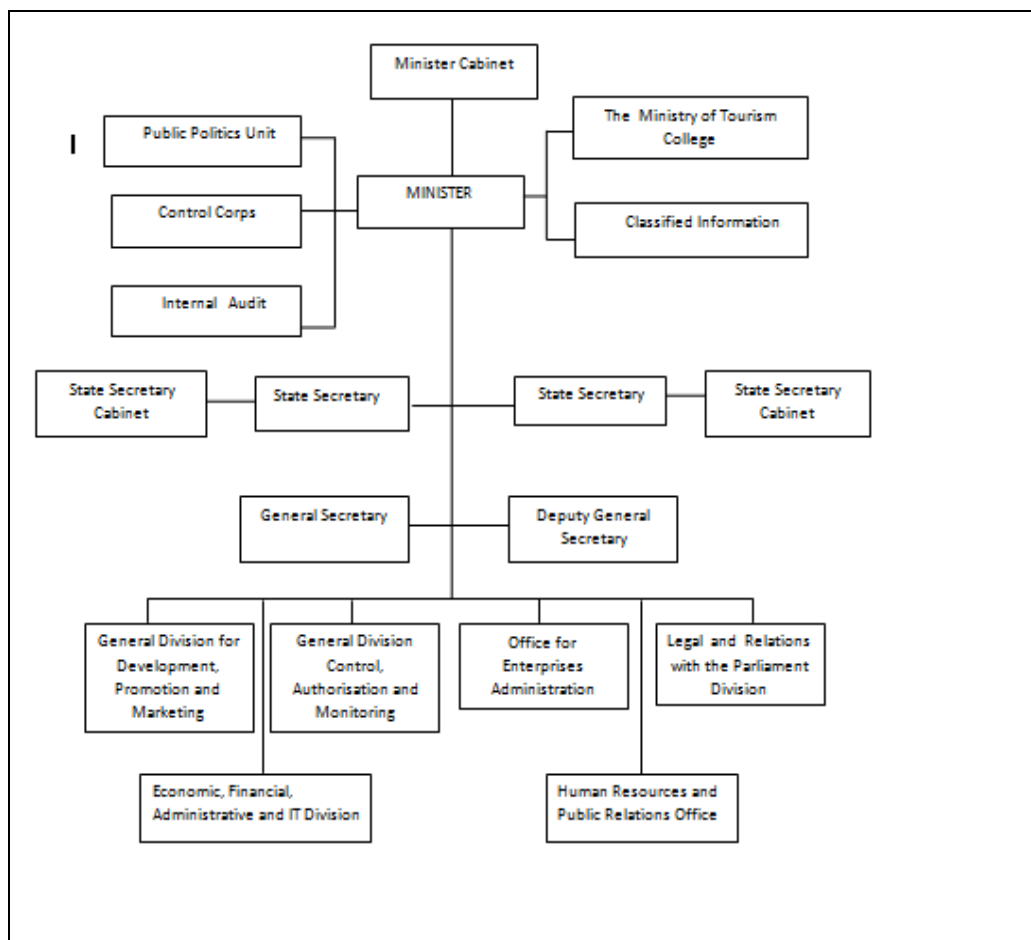
<sup>1</sup> <http://eur-lex.europa.eu/Notice.do?val=123070%3Acs&lang=en&list=123070%3Acs%2C&pos=1&page=1&nbl=1&pgs=10&hwords=>

The local level administrative bodies consist of the county administrations and the city/town administrations. The tourism role of the local administrations is to develop on their own behalf and to assist the ministry in implementing the tourism policy at local level. According to Ordinance No. 58 of 1998, Article 20, the responsibilities of the county administrations in the field of tourism refer to:

- Inventory of main tourist resources;
- Administration of the local registers of tourism patrimony;
- Drafting of the development proposals, which are the basis for the annual program for tourism development;
- Participation in the homologation of tourist tours and ski tracks;
- Contribution to the increase of quality of tourist products;
- Supervision of tourist activity, in order for the operators to have access to tourist resources.

Tourism related departments can be established within the public administration at the local level.

**1.2.** Please provide an **organisation chart** reflecting the above described administrative and territorial organisation.



**1.3. Please list and describe briefly the relationship and main areas of cooperation between national/regional public tourism bodies and the most significant / active private organisations / stakeholders / industry associations /unions / consumer organisations. (Max. 1500 characters)**

The Tourism Consultative Committee is the body under which the representatives of the public and private sector and the tourism NGOs reunite in order to discuss aspects regarding the tourism policy.

In the field of human resources there is the Committee for Tourism, Hotels and Restaurants, coordinated by the National Council for Adult Vocational Training.

At the local level there were established county tourist associations bringing together the public and private stakeholders and NGOs, like in Sibiu, Braşov, Prahova, Covasna, Harghita, Mureş, Constanţa, Bucovina (Suceava).

Some of the tourist associations are reunited within the Federation of Association for Tourism Promotion (FAPT).

**1.4. What is the existing national/regional specific legislation on tourism? (Max. 500 characters)**

The legislation in the field of tourism is grouped into 3 main categories:

- Control and authorisation
  - Classification of tourist facilities, licensing the travel agencies and tour operators, certifying the tourism management
  - Authorising the beaches
  - Authorising the tourist guides
- Tourist promotion
- Tourism development

<http://turism.gov.ro/legislatie/>

### **SECTION 3 NATIONAL TOURISM POLICY AND STRATEGIES**

*This section aims at collecting information on the Member States general strategic vision as well as the specific objectives of their tourism policies.*

**3.1. Please provide information in bullet points on the key mission, main medium and long-term objectives and the main targets of your national tourism policy. (Max. 1500 characters)**

The tourism policy is included in the Government Programme 2017-2020, within the chapter for Tourism.

The main aspects referred to are:

- Promotion of Romania as tourist destination according to the general objectives and priorities of the country, of the European Union and the global trends.
- Rehabilitation of infrastructure for facilitating access to the tourist resorts and areas with a significant tourist potential
- The programme *The First Leisure Centre* will facilitate investments in tourist infrastructure, thus contributing to the diversification of tourist offer.

- Continuing and finalising the establishment of DMOs in tourist resorts and other localities of tourist interest on the three levels of development:
  - Micro: resorts and county level
  - Mezzo: regional level
  - Macro: national level
- Developing the holiday voucher system.
- Developing green tourism: establishing and developing localities where the nature and cultural heritage not influenced by modernity are attractive for tourism. By law there will attributed competences to local and central public administration to limit tourist activities within protected areas and there will be elaborated a portfolio of methods to avoid the tourist overuse of these areas.
- Adopting the Tourism Law

**3.2. Do you have a multi-annual national tourism strategy specific / relevant for tourism in place?** If yes, please describe in bullet points the main medium and long-term objectives of the strategy as well as **who is responsible for its implementation. How is the implementation monitored and how often?** (Max. 2000 characters)

The tourism strategy main document is the *National Tourism Development Master Plan for Romania 2007 – 2026*, developed in collaboration with the World Tourism Organisation. There are also two sectorial strategies, the National Eco-Tourism Strategy and the National Spa Tourism Strategy. The Strategic Marketing and Operational Plan for Romania 2011 – 2015 was elaborated within the *Regional Operational Programme 2007-2013*.

The Ministry for Regional Development and Public Administration from Romania coordinates together with the Ministry of Economy, Energy and Tourism from Bulgaria, the Priority Area 3 *Promotion of culture, tourism and people to people contacts*, of the European Union Strategy for the Danube Region.

The main key objectives of the Master Plan are:

- To establish a heightened awareness both domestically and internationally of Romania's positive appeals as a tourist destination and its tourism brand image;
- To ensure that tourism is developed in a sustainable manner so that the environmental, cultural and heritage appeals are both appreciated today and preserved for future generations;
- To create an awareness among the population of Romania of the tourism appeals of the country and a desire to share these with visitors;
- To restructure the NTA as an efficient and effective national tourism organisation, marketing the tourism products and services of Romania, ensuring quality product and service standards, providing information to visitors and supporting all sectors of the country's tourism industry in the development of tourism;
- To develop and implement annual collaborative public/private sector destination marketing plans targetting all major markets with potential for Romania
- To offer coordinated support mechanisms to regional and local tourism organisations in the development of area tourism policy, strategies and plans;
- To establish a network of coordinated tourist information centres in all main tourist areas in order to extend a warm welcome to visitors, providing appropriate information to assist in their orientation, enjoyment and appreciation of the destination;

- To develop a refined system of product and service classification and grading to ensure the provision of quality products and services to meet visitor needs and expectations;
- To introduce mechanisms and incentives to facilitate investment in tourism by both Romanian and foreign investors;
- To consolidate the legal framework for tourism so that it will ensure good practice and guarantee high standards without undue bureaucracy;
- To encourage town, county and regional authorities to develop integrated tourism development plans including all infrastructure elements to avoid uncoordinated and incompatible development;
- To develop the provision of pre-vocational and vocational training for the hospitality sector so that curricula evolve to meet changing market needs and sufficient staff are qualified to meet employment demand / fill employment vacancies;
- To identify season lengthening development opportunities for the Black Sea coastal resorts and facilitate their introduction;
- To assist the development of ecotourism in the Danube Delta, national parks and reserves and rural areas legislation;
- To train and assist major national museums and monuments in improving their visitor facilities, especially welcome and interpretation and marketing, as an example to all such monuments.
- To establish cooperative and collaborative frameworks within and between public and private sectors.
- To expand the system for the regular collection, analysis and dissemination of tourism statistics and research to assist in the creation of a Tourism Satellite Account for Romania and facilitating investment and marketing decision-making.

#### 4. TOURISM CHALLENGES, MEASURES AND INITIATIVES

*This section aims at collecting information on the challenges the Member states and the tourism industry has to deal with as well as the measures put in place to tackle them.*

##### 4.1. Please identify the key challenges for the tourism sector in your country and indicate their importance /priority in the table below

CHALLENGES	IMPORTANCE / PRIORITY		
	HIGH	MEDIUM	LOW
Diversification of the tourism offer	X		
Protection of the cultural heritage	X		
Protection of the natural heritage	X		
ICT and innovation		X	
Connectivity and transport			X
Employment in tourism		X	
Improving education and skills in tourism		X	
Combatting seasonality		X	
Demographic changes			X
Improving accessibility of tourism		X	
Improving socio-economic data in tourism		X	

Economic crisis and recovery		X	
Improving the sustainability of tourism offer	X		
Combatting climate change			X
Improving the quality of tourism offer	X		
Developing responsible tourism practices	X		
Competition against other destinations		X	
Administrative / regulatory burden, bureaucracy			X
Other, please specify			

**4.2. Please describe briefly the main measures in your country aimed at tackling the key high-priority challenges indicated above. (Max. 2000 characters)**

There is under implementation the project regarding the designation of eco-destinations. Following the *National Eco-Tourism Strategy*, there was elaborated a system for evaluating eco-destinations, Romania being the first country in Europe which developed such a system. It is based on the European Ecotourism Labelling Standard, recognised at international level in September 2012 by the Global Sustainable Tourism Council. Between 2014 -2016 the project *The national network of ecotourist destinations – sustainable development instrument*, co- financed by the *NGO Fund in Romania*, was implemented by ANT and the Association of Ecotourism in Romania. It aims to support destinations in fulfilling the eco – destinations criteria and developing destination management. In 2016 two new eco-destinations were designated: Hațeg Land- Retezat and Bison Land – Vânători Neamț.

For improving education and skills in health tourism there were organised courses for the owners of hotels with spa facilities in collaboration with a German company specialised in DIN ISO certificates, in the field of reimbursements with Health Assurances Houses. The participants to the course received certificates for Quality Manager, according to DIN ISO 9001.

**4.3. Please identify if any of the above mentioned challenges relate to any legislative measures at EU level, and how. (Max. 1000 characters)**

The measures taken by the Ministry of Tourism follow the priorities identified within the document “Europe, the world’s no 1 tourist destination – a new political framework for tourism in Europe: stimulate competitiveness in the tourism sector, promote the development of sustainable, responsible and high-quality tourism, consolidate the image and profile of Romania as a collection of sustainable and high-quality destinations, maximize the potential of EU financial policies ad instruments for developing tourism.

**4.4. Please identify and describe any measures implemented in your country to increase tourism flows from other EU Member States and from third countries. (Max. 1000 characters)**

The promotional activity is focused on the 6 key products identified within the brand research:

- Health and wellness: relaxation, recovery treatments, bio food
- Touring: cultural tourism, visiting historical and traditional sites
- Rural tourism: holidays in small rural guest houses/farms/ ecotourism
- Active tourism: cycling, trips, hiking, equestrian tourism
- Trips and holidays in the wild nature and in natural parks: observing specific flora and fauna – for example birds and animal watching
- City breaks: weekend touring in a city

According to the Strategic Marketing and Operational Plan for Romania 2011 – 2015, there are identified 8 target markets: Germany, Italy, France, Great Britain/Ireland, Austria, Russia, USA, Hungary and 11 opportunity markets: the Netherlands, Spain, Poland, Belgium, Sweden, Bulgaria, Ukraine, Serbia, Republic of Moldavia, China, Japan, Israel.

For improving the image of Romania as a tourist destination according to the principles of the new tourism brand, developed with European funds, ANT participates to tourism fairs both in Romania and abroad (Europe, Asia, North America: 36 in 2016 in 23 countries), organises info - trips for journalists, opinion leaders and tour-operators, co-produces TV broadcastings, organises media and outdoor campaigns, produces promotional materials, undertakes online promotion on websites ([www.romania.travel](http://www.romania.travel), [romaniatourism.com](http://romaniatourism.com), [www.rumaenien-info.at](http://www.rumaenien-info.at), [www.rumaenien-tourismus.de](http://www.rumaenien-tourismus.de), [www.guideroumanie.com](http://www.guideroumanie.com), [www.romania.it](http://www.romania.it), [www.romaniatravel.ru](http://www.romaniatravel.ru)) and social media (Facebook, Instagram, Youtube, Twitter).

- the promotional activity is focused on the target markets like Germany, Italy, France, Great Britain/Ireland, Austria, Russia, USA, Hungary and on opportunity markets like Israel, the Netherlands, Spain, Poland, Belgium, Sweden, Bulgaria, Ukraine, Serbia, Republic of Moldavia, China, Japan, India.

- printing promotional materials like the brochure European Cultural Routes in Romania, Fortresses, Castles, Palaces in the Carpathian Mountains and the Tourist Map of the E3 long distance hiking route Dubova – Semenic Tourist Complex.

In order to increase incoming from China there was signed an agreement together with the Ministry of Foreign Affairs and the National Association of Travel Agencies for facilitating visas for Chinese citizens.

**4.5. Please describe how promotional measures implemented in your country make use of / capitalise on the promotional campaigns carried out by the Commission** (i.e. Ready for Europe, EDEN, low-season tourism campaigns, etc.). (Max. 1000 characters)

Romania participated to all EDEN editions having selected 7 winners and 22 runners up. The promotional videos made for the winner destinations were posted on the official Youtube channel <http://www.youtube.com/user/RomaniaTouristOffice>, and links to the destination presentations on Eden website were published on the website [www.romania.travel](http://www.romania.travel).

**4.6. Please identify and describe any measures /actions in your country which contribute to maximising the potential of national policies for developing tourism** (e.g. ensuring that tourism interests are taken into account in the development of other policies which may have impact on tourism). (Max.1000 characters)

The Ministry of Tourism collaborates with the Ministry of Culture for representing Romania within the Enlarged Partial Agreement on Cultural Routes, established by the Council of Europe.

The Ministry of Tourism collaborates with the Ministry of Environment and Climate Changes within the Carpathian Convention, which aims to encourage cooperation for the protection and sustainable development of the Carpathians in order to improve the quality of life for the local population and to preserve the natural and cultural values.

**4.7. Please identify and describe any measures/actions in your country which contribute to maximising the potential of EU Financial Instruments for developing tourism** (e.g. information on main objectives, financing opportunities, training courses, etc.). (Max. 1000 characters)

Monthly the Regio Magazine is published in Romanian language and quarterly in English language for promoting the Regional Operational Programme. There were also published information on the website [www.inforegio.ro](http://www.inforegio.ro) and on the Facebook page of the programme.

The Ministry of Tourism disseminated the *Guide on EU funding for the tourism sector (2014-2020)*, elaborated by the European Commission to tourism organisations and public authorities.

**4.8 Please describe shortly which EU programmes are used the most frequently and for what purposes of tourism development in your country.** (Max. 1000 characters)

Under the Priority Axes 5 Sustainable development and tourism promotion, subsection Key Area of Intervention 5.3 Promoting tourism potential and creating the necessary infrastructure to increase Romania's attractiveness as a tourist destination, requests for reimbursements were submitted under projects managed by Implementation Office Tourism, totaling approximately RON 371,900,000. The Managing Authority (AM POR), authorized payments totaling approximately RON 342,500,000 lei, as follows:

- a) Creating a positive image of Romania, as a tourist destination, by defining and promoting the national tourism brand – required amounts: approx. RON 135,500.000; authorized amounts: approx. RON 128,200,000
- b) Development and consolidation of domestic tourism by promoting specific products and specific marketing activities: required amounts: approx. RON 187.400.000; authorized amounts: approx. RON 166,000,000
- c) Establishing and equipping Tourism Information and Promotion Centers: required amounts: approx. RON 49.000.000; authorized amounts: approx. RON 48,300,000.

*Sustainable and responsible tourism, whether talking about economic, social or environmental sustainability, is a broad concept and may be interpreted in various ways depending on the attributes of a Member State or region. The following questions focus on sustainability and responsibility in tourism as described in the 2007 Commission Communication<sup>2</sup> on an agenda for sustainable and competitive European tourism.*

**4.9. Sustainable destination: What support is given to strengthen destination management at the national /regional/local level** (e.g. supportive policy environment, knowledge networks, training programmes, technological support tools, financial support, promotional activities, etc.)? (Max. 1000 characters)

In the context of the EU *European Destinations of Excellence - EDEN* project, 7 destinations

<sup>2</sup> [http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index_en.htm)



of excellence have been designated: Horezu, for the theme tourism and local intangible heritage (2008), Apuseni Nature Park for the theme tourism and protected areas (2009), Geoagiu Bai for the theme aquatic tourism (2010), Alba Iulia for the theme tourism and regenerated physical sites (2012), Buzau Land for the theme rural tourism (2012), Jurilovca for the theme accessible tourism (2013), Mărginimea Sibiului (2015) for the theme tourism and local gastronomy ([www.edenineurope.eu](http://www.edenineurope.eu)).

Following the *National Eco-Tourism Strategy*, there was elaborated a system for evaluating **eco- destinations**, Romania being the first country in Europe which developed such a system. It is based on the European Ecotourism Labelling Standard, recognised at international level in September 2012 by the Global Sustainable Tourism Council. Between 2014 -2016 the project *The national network of ecotourist destinations – sustainable development instrument*, co- financed by the *NGO Fund in Romania*, will be implemented by ANT and the Association of Ecotourism in Romania. It aims to support destinations in fulfilling the eco – destinations criteria and developing destination management. In 2016 two new eco-destinations were designated: Hațeg Land- Retezat and Bison Land – Vânători Neamț.

In June 2016 there was organised in partnership with UNWTO the conference *Integrated Quality Management in Tourist Destinations: A Key to Competitiveness*. The event was honoured with the participation of the Secretary General of UNWTO, mr Taleb Rifai, other senior officials of the UNWTO member states, senior officials of the host country, international media and representatives of the tourist industry in Romania.

During September – October there were organized several seminars in the main cities of Romania for disseminating information regarding the establishment of DMOs, within the project: Destination Management Online and Offline Caravan. Following the discussions held during the events there was elaborated the DMO Manual, a guide that offers information regarding the establishment and functioning of the DMOs.

**4.10. Sustainable businesses: What support is given to strengthen the sustainability and competitiveness of tourism businesses** (e.g. supportive policy environment, knowledge networks, orientation of business support services to sustainability, training, financial incentives, promotional activities, etc.)? (Max. 1000 characters)

The tourism businesses can participate free of charge within ANT stand at tourism fairs. In 2016, the Ministry of Tourism participated to 36 tourism fairs in Europe, Asia and North America, in 23 countries.

For encouraging sustainable tourism products, two labels are awarded: the European Ecologic Label awarded by the Ministry for Environment and Climate Change, and the Ecotourism Certification System developed by the Association of Ecotourism in Romania.

For supporting the quality of the Romanian Black Sea Coast beaches at international standards, the "Blue Flag" Programme has been implemented in Romania by the national tourism authority since 2002.

There was elaborated the *Study on sustainable development in the Carpathian Mountains*, to be distributed to the members of the Carpathian Convention. It was established an office of the Carpathian Convention in Romania in the City of Braşov. The Carpathian Convention is a subregional treaty to foster the sustainable development and the protection of the Carpathian region which was signed in May 2003 by seven Carpathian States: Czech Republic, Hungary, Poland, Romania, Serbia, Slovak Republic and Ukraine.

ANT undertakes control and authorisation regarding classification of tourist facilities,

licensing the travel agencies and tour operators, certifying the tourism management, authorising the beaches and walking routes, authorising the tourist guides and certifying the tourism vocational courses.

**4.11. Responsible tourism: What support is given to tourists and the tourism industry to promote their responsible practices and choices (e.g. awareness raising, sustainability in education, national marketing and media campaigns, promotion of certification schemes, etc.)? (Max. 1000 characters)**

In November there was organised in Bucharest, the Gala of Romanian Tourism, where there were awarded the most representative tourist attractions and services in Romania for their excellence in developing and promoting Romanian tourism.

There is a free phone number Telveverde where complaints can be made regarding tourist services.

The territorial representatives offer counselling regarding classification of tourist facilities, licensing the travel agencies and tour operators, certifying the tourism managers and tourist guides, authorising the beaches, ski slopes and walking routes, and certifying the tourism vocational courses.

**4.12. Please describe maximum three of the most significant planned / future tourism measures (legislative or non-legislative) which envisage to impact travellers visiting your country from other Member States or from outside Europe. (Max. 1000 characters)**

**1. Promoting the tourism brand of Romania**

Improving the image of Romania as a tourist destination according to the principles of the tourism brand, developed with European funds. The planned activities refer to:

- creating an image bank with films, advertising spots, documentaries and photographs.
- an integrated communication campaign on international level on the main markets.
- publicity campaign on media channels
- participation to international and internal tourism fairs
- promotional materials
- online promotion
- info – trips for journalists, opinion leaders and tour-operators
- organising events

**2. Tourism Investments**

The programme *The First Leisure Centre* facilitates investments in tourist infrastructure, thus contributing to the diversification of tourist offer. There will also be elaborated a Master Plan for investments in tourism infrastructure.

**3. Developing cultural routes, like those created within European projects, *the Roman Emperors and the Danube Wine Route* and *the Trail of Romania Ancient History at the Black Sea Coast*, or within different partnerships like: *the Pilgrimage Route of St. Mary*, *the Route of fortified churches of Transylvania*, *the Route of Churches with Exterior Frescoes of Bucovina*.**

## 5. ADDITIONAL INFORMATION

5.1. Please describe maximum 3 best practices of tourism measures implemented at national, regional or local level (any type of activity). (Max. 2000 characters)

### 1. Developing Destination Management Organisations

During September – October there were organized several seminars in the main cities of Romania for disseminating information regarding the establishment of DMOs, within the project: Destination Management Online and Offline Caravan. Following the discussions held during the events there was elaborated the DMO Manual, a guide that offers information regarding the establishment and functioning of the DMOs.

### 2. Developing cultural routes in Romania

ALECTOR Project was finalised in 2016, the cultural route *the Trail of the Romania Ancient History at the Black Sea Coast*, being promoted at various events.

There were published new brochures like *European Cultural Routes in Romania* and *Fortresses, Castles, Palaces in the Carpathian Mountains*.

A Romanian delegation participated at the 6th Cultural Routes of the Council of Europe Advisory Forum held between 26-27 October in Vilnius/Lithuania.

### 3. Eco-destinations

Certifying 2 new eco-destinations as follows: Hațeg Land- Retezat and Bison Land – Vânători Neamț. Following the *National Eco-Tourism Strategy*, there was elaborated a system for evaluating **eco- destinations**, Romania being the first country in Europe which developed such a system. It is based on the European Ecotourism Labelling Standard, recognised at international level in September 2012 by the Global Sustainable Tourism Council.