

## 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)

Ministry of Tourism is organized and functions as a specialized body of the central public administration, subordinated to the Government, which applies the tourism governance strategy and program in accordance with the requirements of the market economy and to stimulate the initiative of the economic operators in the field of competence.

The Ministry of Tourism performs the following functions:

- carries out the policy of promoting tourism based on marketing plans and programs and organizes the activities of promoting Romania as a tourist destination on the internal and international market, as well as managing the projects regarding the

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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=>

European funds for the promotion and implementation of the national tourist brand.

- develops and implements policies and strategies for the development of tourism products, forms, objectives and destinations, analyzes and substantiates the multi-annual investment program in tourism infrastructure, ensures collaboration with other institutions, public authorities and organizations, legal persons and natural persons in the country; abroad for tourism.

- through the specialized departments, the Ministry of Tourism correlates tourism strategies and policies in order to increase the competitiveness of tourism destinations in Romania by promoting natural and anthropic resources and by effectively advising tourism business operators in order to improve the quality of services.

- authorizes and controls the activity of the tourism industry in Romania

At the territorial level there are 12 representatives working with local public administrations, with the private sector and NGOs in the tourism field for the implementation of national tourism policy.

Administrative bodies at local level are county administrations and municipal administrations. The role of local government is to develop in its own name and to assist the ministry in implementing local tourism policy. In accordance with Ordinance no. 58 of 1998, article 20, the responsibilities of the county administration in the field of tourism refer to:

- ♣ Inventory of the main tourism resources;
- ♣ Administration of local heritage registers;
- ♣ Elaboration of the development proposals, which are the basis of the annual tourism development program;
- ♣ Participation in the approval of tours and ski slopes;
- ♣ Contribute to increasing the quality of tourism products;
- ♣ Surveillance of tourist activity, so that operators have access to tourism resources.

Travel departments can be set up within the local government.

Relations and cooperation with local, regional and national bodies

Attributions of the Ministry of Tourism, according to Government Decision no. 24/2017 regarding the organization and functioning of the Ministry of Tourism, in this respect:

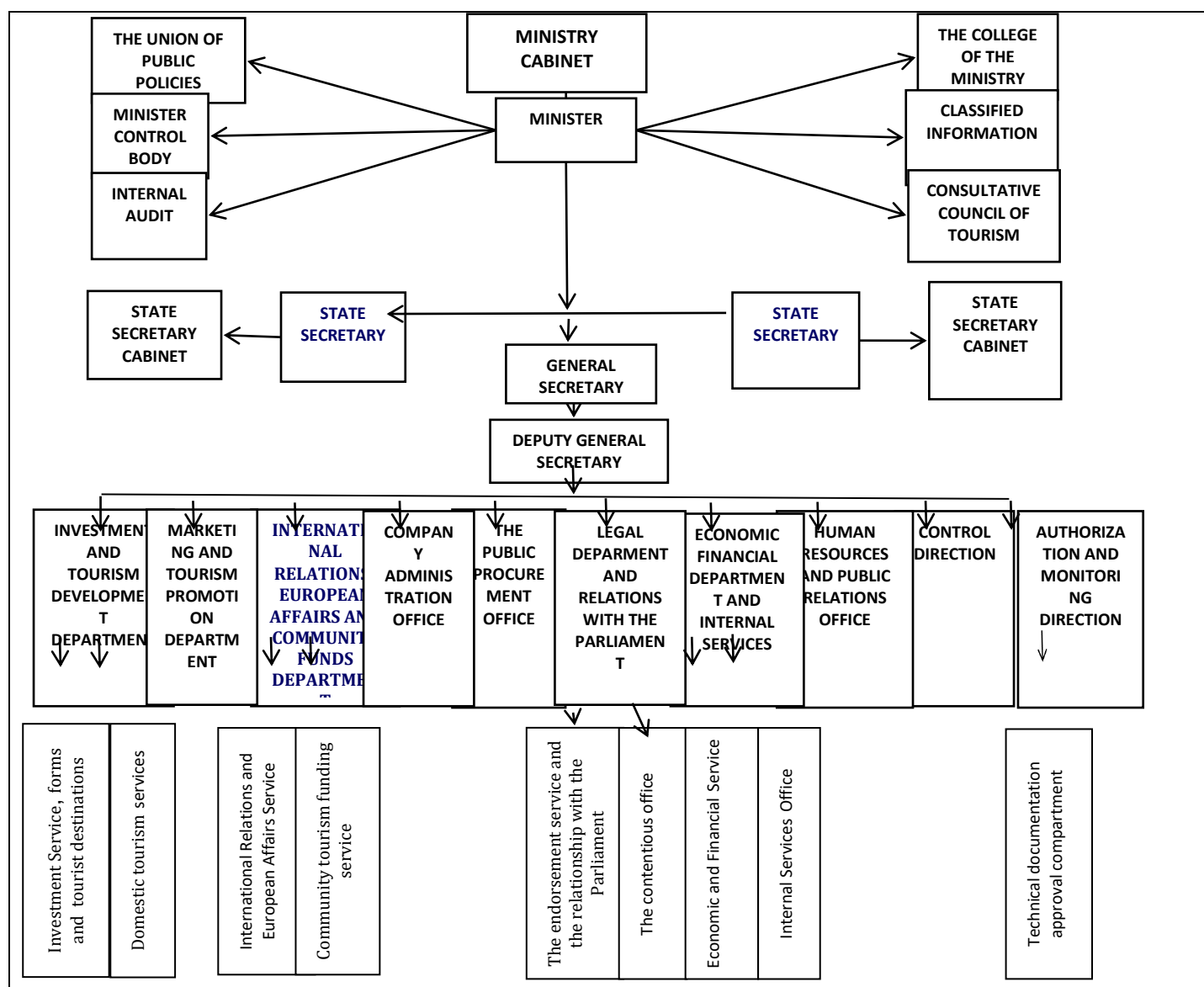
- ensures the relationship with the Parliament, the Economic and Social Council and representatives of the civil society in the specific issues;
- establishes, together with the central and local public administration authorities that have attributions in the field, measures for the protection of historical, architectural or landscape areas, measures for the tourism valorisation, as well as measures for their integration into the modernization of the localities and the related areas ;

- co-ordinates, together with the Ministry of National Education, the training process in tourism education institutions;

- coordinates, together with the Ministry of Labor and Social Justice, national and county programs for professional reconversion in the specific tourism activities;

In the exercise of its attributions, the Ministry of Tourism cooperates, according to the law, with the other ministries and specialized bodies of the central public administration subordinated to the Government, with the local public administration authorities, with other public bodies and institutions.

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)**

At the national level, the private sector is organized in associations that correspond to different tourist sectors: rural tourism - National Association of Rural Ecological and Cultural Tourism in Romania (ANTREC), spa tourism - Balneary Tourism Employers Organization (OPTBR), business tourism, ecotourism - The Ecotourism Association of Romania (AER) or different professions: tour operators and travel agencies, hotels - the Federation of Hotel Industry in Romania (FIHR), boarding houses - the Romanian Association for Accommodation and Ecological Tourism (ARCTE B & B), tour guides - The National Association of Guides in Romania (ANGR), chefs and confectioners - The National Association of Chefs and Confectioners in Tourism (ANBCT).

There is in Romania, as a representative organization of the tourism industry, the Federation of Romanian Employers' Tourism (FPTR), which includes both individual members and collective members.

Some of the Associations for Tourism Promotion and Development (APDT) meet within the Federation of Tourism Promotion Associations in Romania (FAPT).

The Romanian travel agencies and tour operators meet within the National Association of Tourism Agencies (ANAT).

The creation of the Inter-ministerial Committee for Tourism (which brings together several ministries) is one of the measures of the current Romanian government aimed at the integrated and sustainable development of tourism: infrastructure, environmental protection, economic measures, protection of the cultural environment and natural heritage.

Another initiative of our ministry is the establishment of the Consultative Council for Tourism, which attracts the business environment and the associations with activity in the field as partners of the institution in the decision making process. At regional, county or municipal level, tourist associations have been set up bringing together interested public and private parties and NGOs that contribute to the development of tourism for their area.

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

Government Ordinance no. 58/1998 regarding the organization and carrying out of tourism activity in Romania, approved with amendments and completions by Law no. 755/2001, as subsequently amended and supplemented.

Tourism legislation is grouped into three main categories:

- Control and authorization -
  - o Classification of tourist units, licensing of tourism agencies and tour operators, certifying tourism management,

- o Authorization of beaches
- o Travel guides authorization
- Promoting destinations and forms of tourism
- Developing destinations, forms and tourism products

## SECTION 2 - MEMBER STATE ECONOMIC DATA AND TOURISM BUDGETS

*This section is intended to provide an overview of the key statistical information about the general tourism economic environment of the Member States.*

Data marked with **green** is also collected by Eurostat. Data marked with **orange** is equally collected by the OECD. The data categories match the templates of these two organisations, therefore data reported to the Commission can be transferred / used when reporting to Eurostat and OECD and vice-versa.

The statistical data provided in the tables below shall cover the year 2016 and, **if available**, 2017.

The data collected through these sections will also feed into the future Virtual Tourism Observatory.

**Please use the Excel templates provided below** in order to facilitate coherence and comparability of the data.

**Please note that you are only requested to fill in data that is available in your country. Please insert "N/A" for those that you are not able to provide.**



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## 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)

With regard to the public policy document on the development of national tourism, it should be noted that the process of developing a current national tourism strategy has been initiated, the deadline for finalizing this document being the end of 2018. This national strategy will be based on public policy documents achieved so far, such as the Master Plan for National Tourism Development 2007-2026.

The tourism policy is approved by the Parliament's Decision no.1 / 2018.

Measures:

1. Adopt the Law on Tourism.
2. The Government supports the establishment of a National Education Center

and re-establishment of craft schools, including post-secondary vocational training for tourism.

Effects: Providing skilled labour, professionalizing people working in tourism and public catering. Currently there is a 40% deficit in the following professions: cooks, waiters, receptionists and maids.

3. The Government supports the promotion of Romania as a tourist destination in accordance with the general objectives and priorities of our country, of the European Union and the global trends in the field.

In order to achieve this goal, the Government proposes the following actions:

- Creating a promotion budget at the ministry level, including opening and streamlining the activity of foreign tourism offices. The tourist offices are a links between the economic operators in tourism and / or foreign tour operators, as well as the storage of feedback, impressions and opinions about Romania, the media, specialists and the public in the countries concerned.

4. The Government supports the rehabilitation of access infrastructure in tourist resorts and areas with significant tourist impact (monasteries, monuments, agro-tourism areas, vineyards).

Duration: staggered in 3 years, together with the Ministry of Transport, MDRAP and within the Interministerial Committee for Tourism.

Effect: increased number of tourists and receipts for those areas / targets, significant reduction of maintenance costs and means of transport.

Source of funding: European funds and / or state budget.

5. The Government supports the development and rehabilitation of public utilities networks in existing tourist areas and in future to be developed from a tourist point of view.

Duration: 2018-2020 together with the Ministry of Transport, Ministry of Regional Development and Public Administration and within the Interministerial Committee for Tourism.

Effect: stimulating investment in tourism by providing utilities for new buildings.

Source of funding: European funds and / or state budget

6. The Government will implement the "First Accreditation Center" Program.

Through this program, investments will be made to create the infrastructure for the development of agreement activities (swimming pool, sauna, massage, fitness, other sports and recreation activities). The government will support the program with a state guarantee of 80%.

Duration: 2018-2020.

Effect: This program is about creating new jobs and expanding the season by more than a month and a half.

Source of funding: state budget.

7. Inventory and evaluation of uncompleted investments from European and governmental funds; providing funds to complete investments that are certain for the development of tourism in the area.

Duration: 2018-2019.

Effect: The completion of these investments is aimed at developing infrastructure and services in tourism.

Source of funding: state budget.

8. For green tourism, the establishment and development of localities with tourism potential that can valorize protected natural areas and other national resources: mountains, forests, waters and areas not affected by the "modernization era" - the traditional and cultural areas of the Romanian villages.

By law, powers will be given to central and local government authorities to restrict tourism activities within all protected areas and will compile a portfolio of techniques and methods to avoid overcrowding in these areas. Prohibition of constructions that do not correspond to protected areas and employment of additional personnel for surveillance and security.

9. Development of tourism in the Danube Delta, while complying with the Biosphere Reserve protection rules.

In order to achieve this goal, the Government proposes the following actions:

- Carrying out the cadastre of the Danube Delta and updating the Delta Planning Regulation so as to harmonize the height regime, the exterior appearance of the buildings, the use of traditional building materials with the occupation and use of the land according to the protection requirements for one of the largest wetlands in world.

- In order to protect ecosystems it is envisaged to increase the use of low-pollution ecological means of transport, to develop and promote non-motorized tourist routes and to regulate coherently the movement channels with the speed of travel. Organic passenger transport by replacing the existing fleet of vessels that provide maritime transport in the Danube Delta with low-fuel and low-pollution ships that also use alternative renewable energy systems (bicycles, rowing boats and electric motors ).

- Improvement of tourist information network, development of GPS applications supporting maps and tourist routes, Delta accommodation structure and other useful information.

10. Strengthening Destination Management Organizations (OMDs) in tourist resorts and other tourist interest locations on the three development plans.

- Micro: at this level the OMD brings together local public authorities and representatives from the private environment and other relevant entities, at the level of a resort to the level of the counties.

- -Mezo: At this level, the OMD brings together local public authorities and representatives from the private environment and other relevant entities at the level of a region.

- Macro: a central OMD for Romania, which coagulates representatives of regional OMDs, representatives of central public authorities (Ministry of Tourism, Ministry of Regional Development and Public Administration, Ministry of Environment, Ministry of Culture, Ministry of Education, Ministry of Transport, National Institute of Statistics, other tourism research institutes), federations and employers' associations, with representatives of other relevant entities (promotional associations, professional associations from different economic sectors, NGOs, administrator of protected natural areas, tourism training environment, academic environment and others).

11. Guaranteeing packages of tourist services.

Guaranteeing the equivalent of services paid by tourists or to travel agencies through at least the following guaranteeing instruments: insurance, bank guarantees, trust account, guarantee fund.

Duration: Starting 2018;

Effects: Preventing negative effects on the citizen as a result of the insolvency of travel agencies.

Financial Impact: The measure has a positive social and fiscal impact, does not involve budgetary expenditure.

According to the Governance Program, the proposed measures aim at *"attracting more European funds, qualification of the workforce in tourism and increasing the number of foreigners visiting Romania annually and thus contributing to the development of investments based on Romanian capital ... Measures pursued by the Government will increase the number of jobs and thus keep labour in Romania ... Our integrated vision meets the challenge of developing tourism infrastructure in a coherent way. This approach takes into account the protection of sensitive ecosystems, as well as the needs of the Romanian tourism market. "*

**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)

At present, the process of developing a current national tourism strategy has been initiated, the deadline for finalizing this document being the end of 2018. This national strategy will be based on public policy documents achieved so far, such as the Master Plan for Development national tourism 2007-2026.

The main document of the tourism strategy is the National Tourism Development Plan for Romania 2007 - 2026, elaborated in collaboration with the World Tourism Organization.

Regarding the Ministry of Tourism's mission, as it results from the normative acts governing its organization and functioning, the institutional mission is to provide the strategic and normative framework for the development of sustainable, long-term, socially and ethically sustainable national tourism for local communities , safe for



consumers and at the same time competitive, generating growth, social inclusion and employment. At the same time, the Ministry of Tourism's mission is to provide tourists with high standards in the provision of tourism services by organizing, licensing and controlling tourism activities, as well as positioning Romania on the tourism map of the world through specific marketing and promotional tools as an attractive tourist destination, internationally recognized for its rich and unaltered natural resources, as well as for the unique cultural heritage

#### 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, digitalisation	X		
Collaborative economy in the tourism sector	X		
Connectivity and transport	X		
Employment in tourism – improving the perception of the sector as a career opportunity		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 investment in the sector	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, improvement of the business environment		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)

Legislative measures:

- legislation on the protection of cultural heritage - (eg: Law No. 422/2001 on the Protection of Historical Monuments, National Program for Restoration of Historical Monuments, etc.)

- environmental legislation in the field of protected natural areas
- Tourism Investment Program - Tourism Masterplan - and eligibility criteria for tourism investment projects approved by Government Decision 558/2017
- Law no. 170/2016 on the tax specific to certain activities
- the draft Law on Tourism

The program of the First entertainment center.

The Romanian Tourism Ministry adopted a Master Plan on Tourism Investment in August 2017. The economic and social development of a country depends decisively on the dynamics, volume and quality of investments made. Establishing an adequate tourist offer involves a significant state-run effort, materialized in the investments used to strengthen the infrastructure.

Romania has regulated the short-term rental services at national level since 2012: The persons providing such services have the obligation to register with the local financial authorities, thus paying the necessary legal fees. Moreover, the Romanian Ministry of Tourism will include a provision in the tourism law, which will prohibit online rental accommodation establishments from promoting non-accredited establishments.

The Ministry of Tourism intends to develop a tourist information system to help improve the accuracy of tourism statistics.

The Ministry of Tourism also plans to adopt the law on the development and implementation of Destination Management Organizations (OMD) in 2018.

**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 in the document "Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe": boosting competitiveness in the tourism sector, promoting the development of sustainable, responsible and high quality tourism, and the profile of Romania as a collection of sustainable and high-quality destinations, to maximize the potential of the instruments for promoting EU financial policies for tourism development as well as Directive 2302/2015.

**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 promotion activity is focused on the 6 key products identified in the brand research:

- Health and wellness: relaxation, recovery treatments, bio foods
- Circuits: cultural tourism, visiting historical and traditional sites
- Rural tourism: holidays in guest houses / farms / ecotourism
- Active tourism: cycling, excursions, hiking, equestrian tourism

- excursions and holidays in wildlife and in natural parks: observation of flora and fauna species - for example, birds and animals
- City breaks: weekend tour in a city

To improve the image of Romania as a tourist destination, Romania participates in tourism fairs both in the country and abroad, organizes information visits for journalists, opinion leaders and tourists, produces promotional materials, promotes on-line websites and social media (Facebook, Instagram, Youtube, Twitter, Newstourism). Developing promotional brochures such as the general Romania brochure, European cultural routes in Romania, fortresses, castles, palaces in the Carpathian Mountains and tourist maps of the long distance hiking trail E3 Dubova - Semenic tourist complex. Participation in the Light Bridge project in the framework of the EU-China 2018 European Year of Tourism and involvement in ECEC cooperation in tourism (16 + 1)

- 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, Europe. Wonder is all around, European Destinations of Excellence (EDEN), low-season tourism campaigns, etc.). (Max. 1000 characters)**

Romania participated in all EDEN editions in which seven winners and 22 participants were selected. Promotional videos made for winning destinations were posted on the official Youtube channel: <http://www.youtube.com/user/RomaniaTouristOffice>, and the links to the Eden site destination presentations were published on the site [www.romania.travel](http://www.romania.travel).

Romania also participated in the " Light Bridge" project, as part of the EU-China Tourism Year 2018.

- 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)**

Establishment of the Inter-ministerial Committee for Tourism, an inter-ministerial body, with an advisory role aimed at promoting an adequate institutional framework for coordinating public policies and actions impacting on tourism at national level, monitoring sectoral developments and formulating strategic directions accompanied by a term action plan medium / long to improve tourism potential.

The Ministry of Tourism cooperates with the Ministry of Culture to represent Romania under the Extended Cultural Agreement, established by the Council of Europe.

The Ministry of Tourism collaborates with the Ministry of Environment in 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 preserve the natural and cultural values.

The Ministry of Tourism co-operates with the Ministry of Regional Development and Public Administration and the Ministry of Foreign Affairs within the SUERD.

Another initiative of our ministry is the establishment of the Consultative Council in Tourism, which attracts the business environment and the associations with activity in the field, as partners of the institution in the decision making process.

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

The Tourism Ministry has disseminated the EU Tourism Financing Guide (2014-2020), developed by the European Commission for Tourism Organizations and Public Authorities. The Ministry of Tourism is Beneficiary for:

- Structural reform program
- The administrative capacity of the operational program
- The Interreg program

**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)

Regional Operational Program - Priority Axis 7 - Diversification of local economies through the sustainable development of tourism

- Danube Delta ITI
- Cross-border cooperation programs (CBC)
- The National Rural Development Program (NRDP) - sub-bases 6.2 and 6.4 (pensions)

*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 - EDEN excellence objectives, seven destinations of excellence were designated.

Following the national ecological tourism strategy, an environmental assessment system has been developed, with Romania being the first country in Europe to develop such a system. It is based on the European Green Labeling Standard, internationally recognized in September 2012 by the Global Sustainable Tourism Council.

Between September and October several seminars were organized in the main cities of Romania for the dissemination of information on the establishment of OMDs (Destination Management Organizations). The Ministry of Tourism will implement and develop the concept of OMD by creating the relevant legal framework.

Subsequently, the legal framework for the development of OMDs was created.

Under the 2017-2020 Structural Reforms Support Program (SRSS), the Ministry of Tourism submitted in October 2017 a project that was selected for funding in January 2018 directly to the European Commission. The objective of the project is to identify the similar experience of EU Member States that have implemented a destination management system to develop strategic planning on organizational, technical and logistical aspects of the development and promotion of tourism destinations and human resource training in the field of tourism specific to the functioning of the Managing Organizations destination. According to the project, the Ministry of Tourism, as the sole beneficiary of the project, will collaborate with the OECD and the European Commission to obtain expertise on the development of the OMD concept in Romania.

**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)**

Tour operators can participate free of charge at tourist fairs where the Ministry of Tourism participates.

<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)

- o To promote sustainable tourism products, two labels are awarded: the European Ecological Label awarded by the Ministry of Environment and Climate Changes and the Ecotourism Certification System developed by the Ecotourism Association of Romania.
- o To support the quality of Romanian Black Sea beaches at international standards, the "Blue Flag" Program was implemented in Romania by the National Tourism Authority in 2002.
  - o Establishing the specific tax related to tourism activities
  - o Establishment of 9% VAT for accommodation and catering
  - o The first leisure center program
  - o Establishment of the Advisory Committee on Tourism, a public-private structure, with consultative role, a tool / basis for consultation of stakeholders in the field of tourism in the public and private spheres, aiming to analyze the problems faced by tourism, to identify solutions and formulating some proposals for the development of tourism development strategy in Romania.

**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)**

Territorial representatives provide advice on the classification of tourist units, the licensing of travel agencies and tour operators, the certification of tourism managers and tour operators, the authorization of beaches, ski slopes and walking trails, as well as the certification of professional tourism courses.

- o Dissemination of the Ted.Qual certification of the UWTO Themis Foundation in the training sector.

Dissemination of the UNWTO Responsible Tourism Guide in Romania

**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)**

Investment in tourism

The economic and social development of a country depends decisively on the dynamics, volume and quality of the investments made.

Establishing an adequate tourist offer involves a significant state-run effort, materialized in the investments used to strengthen the infrastructure. Taking into consideration these aspects, the Romanian Ministry of Tourism adopted in August 2017 the Master Plan on tourism investments.

The "First Recreation Center" program facilitates investment in tourism infrastructure, thus contributing to the diversification of tourist offer.

## 2. Implementation of Destination Management Organizations (DMOs)

DMO is another good response to tourism development. These OMDs make a decisive contribution to creating a partnership between public, private and NGO organizations to raise awareness of their role in promoting tourism as a whole by all stakeholders.

3. The development of cultural routes such as those created within European projects, Roman emperors and the Danube wine road and the history of ancient history of Romania in the Black Sea or in partnerships such as: The pilgrimage of St. Mary, the fortified churches of Transylvania, the road churches with exterior frescoes in 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. Ecological destinations

Following the national ecological tourism strategy, an environmental assessment system has been developed, Romania being the first country in Europe to develop such a system. It is based on the European Green Labeling Standard, internationally recognized in September 2012 by the Global Sustainable Tourism Council.

#### 2. Tourist vouchers

The system aims to increase the internal flow of tourists. Private and public sector employees receive these vouchers that can be used in any Romanian destination (money from vouchers can be used only for the purchase of accommodation and food services)

#### 3. Developing Destination Management Organizations

The implementation of the Destination Management Organization concept will allow the development of tourism, with direct implications in the increase of tourist traffic, the volume of tourism receipts, both locally and nationally.

Under the 2017-2020 Structural Reforms Support Program (SRSS), the Ministry of Tourism submitted in October 2017a project that was selected for funding in January 2018 directly to the European Commission. The objective of the project is to identify the similar experience of EU Member States that have implemented a destination management system to develop strategic planning on organizational, technical and logistical aspects of the development and promotion of tourism destinations and human resource training in the field of tourism specific to the functioning of the Managing Organizations destination. According to the project, the Ministry of Tourism, as the sole beneficiary of the project, will collaborate with the OECD and the European Commission to obtain expertise on the development of the OMD concept in Romania.

- 5.2. Please describe, in a concise manner, in your view, what policy developments / actions / activities would you expect from the Commission's tourism team that would serve better (than the current ones) the EU Member States and the industry. (Max. 2000 characters)**

Updating the European Commission document "Europe, World Tourism Destination No. 1 - A New Policy Framework for Tourism in Europe" to respond to new tourism challenges.

**THANK YOU**