

Profile sheet for national or regional (sustainable) tourism cluster or network

Name and address of BSO	Sibiu County Tourism Association
Contact person (<i>with e-mail address and optional picture</i>)	Simina Manea office@sibiu-turism.ro
Short description of BSO	<p>Sibiu County Tourism Association (SCTA)</p> <p>Sibiu County Tourism Association ensures the coordinated management and marketing of Sibiu County tourism destination by making responsible use of the territory's natural and cultural resources with benefits for businesses, residents, and guests alike.</p> <p>The climate urgency, the pandemic crisis and the war in Ukraine have emphasized the need to give even higher priority to sustainability in all its dimensions.</p> <p>Key activities</p> <p>Capacity building and marketing programs for new sustainable tourism products that enrich the destination's identity, respond to the new travelling trends, and accelerate sustainable tourism revival (e.g. Food Tourism, Ecotourism, Wellness Tourism, Creative Tourism).</p> <p>Developing quality and sustainability guidelines for SMEs (e.g. Sibiu local breakfast, Guidelines for sustainable events, mentorship programme for accommodation providers).</p> <p>Working with multidisciplinary teams to develop tourism policies.</p> <p>Transferring experiences and knowledge through workshops, conferences, field visits at local and European level.</p> <p>Improving the ecosystem of data for monitoring the sustainability performance of the destination.</p>
Relevant department (<i>if applicable</i>)	Policy, Product development and Marketing
Goals regarding (sustainable) tourism	<ol style="list-style-type: none"> 1.No poverty 2. Zero hunger 3. Good health and well-being 4. Quality education 5. Gender equality 8. Decent work and economic growth 10. Reduced inequalities 11. Sustainable cities and communities 12. Responsible consumption and production 13. Climate action

	<p>14. Life below water 15. Life on land 17. Partnership for the goals</p>
<p>Selected services, programmes and projects on sustainable tourism (<i>with brief descriptions</i>)</p>	<p>Sibiu Hiking Years 2021-2024</p> <p>The Hiking Years programme is a tourism policy for the development of sustainable tourism. It is financed by Sibiu County Council and implemented by Sibiu County Tourism Association to support the regeneration of the hiking infrastructure, the creative development and the digitalisation of nature-based tourism services and experiences. www.aniidrumetiei.ro</p> <p>Sibiu local breakfast program was developed within Sibiu European Region of Gastronomy 2019 to promote the region’s gastronomic identity, improve the quality of the tourism offers, encourage local supply chains and cross-sectoral cooperation.</p> <p>Ecotourism destinations</p> <p>50% of Sibiu County’s territory is covered by protected areas which are rich reservoirs of biodiversity and cultural diversity. These assets together with the local communities are the valuable ingredients for developing ecotourism destinations. We are working closely with a wide range of stakeholders for the development and marketing of three ecotourism destinations in mountain and nature-based rural areas (e.g. Transylvanian Highlands, Mărginimea Sibiului and Țara Oltului).</p>
<p>Network of partners in the field of sustainable tourism (<i>2-3 sentences on each partner + website; physical address for mapping on destinet.eu</i>)</p>	<p><u>HEIs and other training organisations</u></p> <ul style="list-style-type: none"> • “Lucian Blaga” University Faculty of Economics, Trade and Tourism provides training programmes in tourism economics and marketing. The Faculty of Human Sciences offers courses on cultural heritage management. <p><u>Non-government organisations and non-profit organisations</u></p> <ul style="list-style-type: none"> • The Alliance for Tourism brings together the most important national professional organisations in tourism and regional DMOs. It provides a platform for dialogue both between the industry sectors and with relevant ministries. Bd. Pache Protopopescu 51A, Casa Elena Lupescu, Bucharest www.aliantaturism.ro • The Transylvanian Highlands Association (Asociația Colinele Transilvaniei) is the management and marketing organization for the certified eco-destination Colinele Transilvaniei/ Transylvanian Highlands. Șoala, www.colinele-transilvaniei.ro

- **AER-Association of Ecotourism from Romania** is supporting the development of the Romanian eco-destinations network. It is also the certification organisation for Eco-Romania mechanism for two types of tourist products: small-scale accommodation units in rural and natural areas and nature tours.
Braşov, asociatiaaer.ro
- **Mihai Eminescu Trust Foundation** is implementing The Whole Village Programme in rural communities from Transylvania. The programme integrates restoration of cultural heritage, development of skills, and development of sustainable tourism. The Foundation manages a network of traditional (restored) guest houses which offers the unique experience of village life. Sighişoara, www.mihaieminescutrust.ro
- **My Transylvania** (the Association My Transylvania) provides expertise to local administrations and SMEs about the development of high-quality tourism experiences based on the innovative and sustainable conversion of local heritage and skills.
Sibiu, www.mytransylvania.ro
- **ProPark** is a capacity building provider for protected areas and conservation. They organise trainings for the people involved in the management of natural protected areas, or eco-destinations.
Braşov, www.propark.ro
- **SCHUBZ** is a leader in experiential education for environment for students, teachers, or tourism professionals.
Râşnov, schubz.ro
- **Hosman Durabil** advocates for Open Landscapes in Transylvania and manages the regional quality label "Made in Hârtibaciu" (Din Hârtibaciu, cu drag) for tourism providers, crafts and food producers.
Hosman, www.moara-veche.ro
- **Food Waste Combat** organizes workshops for companies about the ecological footprint of food, climate change and sustainability.
Cluj-Napoca, www.foodwastecombat.com

- **WWF Romania** protects and promotes biodiversity as a major asset for the sustainable development of local communities. It supports the development of green business networks, education for nature, and nature interpretation infrastructures. (e.g. www.wewilder.com)
Bucharest, Braşov www.wwf.ro
- **European Cultural Tourism Network (ECTN)** is a network of cultural destinations, public administrations, NGOs and research institutes for Sustainable Cultural Tourism development and promotion across Europe. It gives awards for the best Destinations of Sustainable Cultural Tourism.
Bruxelles, www.culturaltourism-network.eu
- **International Institute of Gastronomy, Culture, Arts and Tourism** and the European Regions of Gastronomy platform brings together regions with the long-term goal to contribute to better quality of life by: raising awareness about the importance of cultural and food uniqueness, stimulating creativity and gastronomic innovation, educating for better nutrition, improving sustainable tourism standards, highlighting distinctive food cultures, strengthening community well-being.
www.europeanregionofgastronomy.org

Government organisations

- **Ministry of Entrepreneurship and Tourism** is responsible for the national development and marketing policies for Destination Romania. It is the authorising body for tourism places, infrastructures, and services, including the eco-destinations.
Bucharest, www.mturism.ro
- **Ministry of Environment, Water and Forestry** manages the EU Eco label certificate.
Bucharest, www.mmediu.ro
- **Agency for Regional Development Centre** is the managing authority for the "Center Region" Programme 2021-2027 which finance among other priorities investments in the green and blue urban infrastructures, rehabilitation of UNESCO cultural heritage, digital technologies for tourism SMEs and cultural entrepreneurs.
Alba-Iulia, www.adrcentru.ro