

Project „Strengthening the Cultural Tourism Potential in the Transylvanian Villages“

a cooperation-project of the District Council Sibiu and GTZ

From problem to the aimed effect - An overview of the interactive effects aimed by the project

Field of work „Awareness raising and Know-How“

Field of work „Planning“

Aimed effects

In the mass-media as well as within the civil society begins a discussion upon the preservation of the image of Transylvanian villages

The population in the villages with high tourism potential understands the fact that tourism might be an income source – and why a condition in this respect is the preservation of the village images

The children are presenting the issue of preservation of the village image within there families

The Mayors are monitoring the construction interventions and are promoting the tourism potential

Promoting, extending and strengthening the activity of the partners in order to preserve the image of the village and to develop the tourism

Using the instruments by the regional actors

starting with 05.2010 (and after the project will end)

Commitment in campaigns and public relation activities of **all partners**

Additional cost only for actors

Events in villages for awareness raising

Costs ca. 600 € / event

Ongoing activities of NGO's and tourism associations

Without additional costs

Educational activities (elementary schools)

Discuss possibilities for integration in the school curricula
Additional costs only for the training of the teachers

Training for the Mayors

Events organized by the District Council
Additional costs only for the trainer

NGO's
District Council
Churches
Tourism associations
Ministries
Institutions for Training

Developing the instruments

within the project until 05.2010

Theater play (2 shows)
Travelling exhibition for the village population and for the general public

Guidelines (Brochures) for the village population

- preservation of village image
- Bed & Breakfast
- selling the tourism products

Manual + Workbook for school-children

Manual for the Mayors

Strategy, Action Plan, Financing Plan in one

for preservation and development of the tourism potential incl. proposals for strategies and for financing

Preparatory activities

To evaluate the gained experience in Transylvania (especially those of the NGO's -best practice: MET, ADEPT and others), to evaluate the experience of other regions; to analyze why villagers "modernize" their buildings (socio-cultural survey); to identify the villages with high tourism potential.

Projects goal

The goal of the project is to elaborate a strategy for the preservation of the tourism potential in the transylvanian villages and to develop materials in order to raise awareness among the village population, as well as to develop new touristic facilities and offers.

Fundamental problem

The modernisation measures implemented as beautification measures are destroying the historic substance and the character of the Transylvanian villages, even before the valorisation and touristic use started. Most villagers lack the awareness of the values of their architectural heritage.