



Good Practice HOST COMMUNITIES AND RESPONSIBLE TOURISM

Responsible Tourism, European Capital of Culture, Eco-museum

*This presentation forms a part of the CHARTS project
Web based toolkit on 'Host communities and responsible tourism,'
accompanied by a Guide, Brochure and DVD video clip.*

*It is developed with co-funding support from
European Regional Development Fund and made possible by the
INTERREG IVC programme 2007-2013.*



Responsible Tourism

The 2002 Cape Town Declaration has agreed that Responsible Tourism:

- minimises the negative economic, environmental and social impact;
- generates greater economic benefits for local people and enhances the wellbeing of host communities; improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and opportunities;
- makes positive contributions to the conservation of natural and cultural heritage, embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with locals and a greater understanding of local cultural, social and environmental aspects
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts and builds local pride and confidence

Responsible Tourism is about *"making better places for people to live in and better places for people to visit"*.

EU CHARTER ON RESPONSIBLE TOURISM: *BACKGROUND*

- According to the Lisbon Treaty and the Europe 2020 strategy, EU is working towards a framework for action at European level.
- The aim of the EU policy is to stimulate competitiveness in the tourism sector, while being aware that long term competitiveness is linked with the “sustainable” way it is being developed.
- Taking the above into account, EU produced a draft *Charter on Responsible and Sustainable Tourism* in 2012.
- The purpose of this Charter is *to encourage sustainable and responsible tourism policies and actions across Europe and promote these policies worldwide.*
- According to the report, **Responsible Tourism refers to the awareness, decisions and actions of all those involved in the planning, providing and consumption of tourism, so that it is sustainable over time.**

EU CHARTER ON RESPONSIBLE TOURISM: *LINES OF ACTION*

- ❖ involve all stakeholders in the planning and management of tourism
- ❖ respect the rights of all citizens to safe and fulfilling holidays and travel
- ❖ ensure the competitiveness and viability of the tourism industry
- ❖ provide a wide range of well supported and satisfying jobs
- ❖ mitigate and adapt to climate change
- ❖ control and manage the use of natural, scarce or finite resources
- ❖ celebrate and conserve natural and cultural heritage and diversity
- ❖ ensure that tourism respects and benefits local communities
- ❖ monitor the impacts of tourism and seek continuous improvement
- ❖ promote awareness and commitment to responsible tourism

Responsible Tourism

Types of Tourism in relation to Responsible Tourism



Cultural Tourism by definition is consistent with the Responsible Tourism framework.

HOST COMMUNITIES

Tourism is a beneficial activity for host communities (as it is stated in the UNWTO Code of Ethics for Tourism):

- ✓ Local populations share equitably the economic, social and cultural benefits they generate
- ✓ Tourism policies help raising the standard of living of the host communities populations (priority given to local manpower)
- ✓ Tourism as an opportunity for development in the face of declining traditional economic activities
- ✓ Minimize the impact of tourism upon the environment and foster dialogue with population concerning the future tourism development

Local communities will be involved in and benefit from tourism

- Work closely with small, medium and micro-enterprises and emerging entrepreneurs **to develop new products** that provide complementary products for tourism enterprises.
- Develop **partnerships and joint ventures** in which communities have a significant contribution, a substantial role in management.
- Consider **guaranteeing loans for promising projects** in communities or with emerging entrepreneurs, and providing marketing, training and managerial support.
- Foster the development of community-based tourism products by providing **marketing and mentoring support**.
- **Encourage visitors to spend more money** in the local economy, by visiting local bars and restaurants, participating in tours of local areas, bringing business to local communities.
- **Sell craft and local food products** through the mainstream enterprise.
- **Encourage staff in** local museums, arts and craft shops, local ethnic restaurants and **tour operators to be more innovative** in their activities.
- Consider using **local entrepreneurs, experienced consultants and non-governmental organisations** in developing community initiatives.

SIBIU COUNTY

Good Practice for the local development and responsible tourism

- ❖ Sibiu County, *one of the most beautiful regions of the country*, is situated in the centre of Romania, in the southern - western part of the historical province of Transylvania;
- ❖ Transylvania is identified as a priority area for the sustainable development of tourism, based on a wide range of resources that this old province, comprising Sibiu county as well, has to offer, including the opportunities connected to the cultural, rural, ecological, mountain and adventure tourism;
- ❖ The harmonious association of natural and anthropogenic components confers a *high degree of attractiveness* to this space;
- ❖ Sibiu County boasts a very *complex tourist potential*. The alternative landscape, the over 450 historical and architectural monuments, the museums and ethnography elements are only some of the landmarks placing it among the reference and traditional tourist destinations of our country.
- ❖ Sibiu county represents a *tourist destination of reference and tradition for Romania*.

SIBIU County – *Strengths*

- ❖ *The quasi - central position* within Romania on major road routes and the international airport in Sibiu;
- ❖ tourism development is well *supported* by the *local authorities*;
- ❖ Mărginimea Sibiului is a *famous ethnic and folkloric as well as agro-tourist area*;
- ❖ a *specific* element for several localities of various areas (“the bread from Gura Râului”, “the storks from Cristian”, “brooms in Fofoldea”, “gorges in Brăteiu”, etc.);
- ❖ Sibiu has always been known as the *land of sheep cheese and meat delicacies*;
- ❖ the numerous natural areas have been very well *preserved*;
- ❖ two *UNESCO* monuments (Biertan and Valea Viilor);
- ❖ the *NATURA 2000* sites cover almost half of the county territory;
- ❖ inaugurating the *Resource Centre of the European Institute of Cultural Routes* in Sibiu;
- ❖ the status of Sibiu city as an ***European Capital of Culture in 2007***.
- ❖ currently, the Sibiu county repositions itself on the national and international tourist market, having a real potential to become a special destination for the tourists wishing to experiment new places, learn about the lifestyle and authentic local culture

SIBIU/HERMANNSTADT, European Capital of Culture 2007

- ▶ Luxemburg and Sibiu were chosen in partnership by EU as the two cultural capitals of 2007;
- ▶ Sibiu was the first European Capital of Culture (ECOC) to be held in one of the post - 2004 EU accession countries and it represented a major challenge, just as Romania was joining the EU;
- ▶ Sibiu/Hermannstadt has been for centuries the meeting point of European civilisations - Western and Central Europe found here the turning point towards Byzantium, the Balkans and gates to Central Asia.
- ▶ The theme chosen by Sibiu/Hermannstadt - **"City of Culture-City of Cultures"** - matched very well the ones of Luxembourg – **"Europe of the Future"** and **"Discovering Yourself – Discovering Others"**.
- ▶ The local representatives, administration, artistic groups, cultural institutions and associations founded the **Association Sibiu 2007 European Cultural Capital**, meant to plan, prepare, finance and implement the **"Sibiu European Capital of Culture 2007" Programme**.



WHY SIBIU?

- ✓ is one of the most beautiful old cities in Transylvania - the medieval fortifications, Gothic churches, Renaissance buildings and elegant Baroque palaces; all these confer Sibiu a special charm, transforming it into a European **objective of cultural patrimony**;
- ✓ has a **rich network of cultural and educational institutions** with European relevant collections and activities;
- ✓ the **multicultural traditions** give continuity to the city's culture and make Sibiu an important cultural centre in the region;
- ✓ many **partnerships** and European cooperation programmes developed by Sibiu (with Landshut, Rennes, Klagenfurt, Deventer etc.);
- ✓ Sibiu has experience in organising **large events** and traditions such as Festivals of Folk, Jazz, Theatre, Film etc.
- ✓ **western atmosphere** of the city, expressed in particular by the quality of life, style of living together and the values promoted by its citizens;
- ✓ is very well-known for its **museums and art exhibitions**.
- ✓ a well-developed network of **restaurants** presenting specific local and regional gastronomic specialties of high quality, as well as international cuisine of high standard.

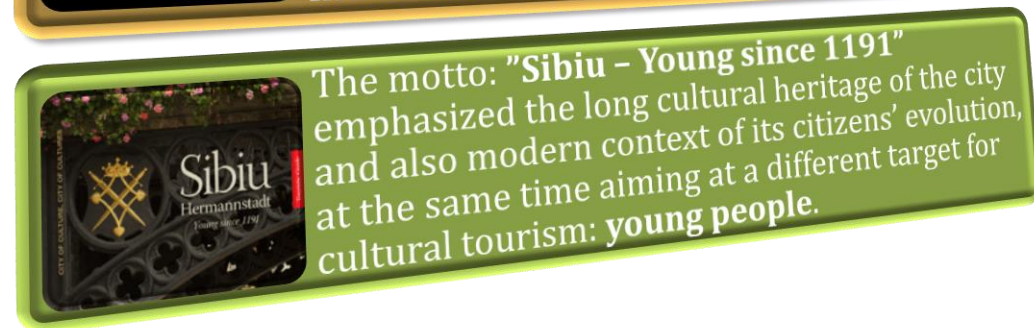
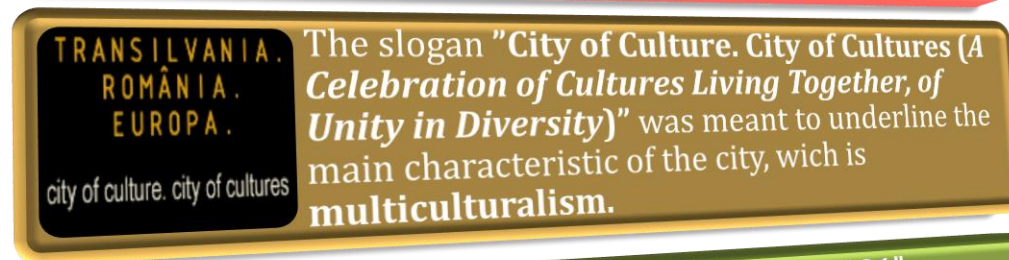


SIBIU ECoC 2007 PROGRAMME STRATEGY – OBJECTIVES

- ❖ Improving the international profile of Sibiu;
- ❖ Long-term cultural development;
- ❖ Attracting national and international visitors;
- ❖ Enhancing feelings of pride and self-confidence;
- ❖ Growing and expanding the local audience for culture;
- ❖ Improving social cohesion and creating an economic downstream;
- ❖ Improving cultural and non-cultural infrastructure;
- ❖ Developing relationships with other European cities/regions and promoting European cultural cooperation;
- ❖ Promoting creativity and innovation.

SIBIU ECoC 2007 PROGRAMME

STRATEGY – VISUAL IDENTITY



SIBIU ECoC 2007 PROGRAMME

A CITY OF CULTURE – A CITY OF CULTURES

The programme of Sibiu 2007 consists of events with European significance and strives to fulfil the task of any European Capital of Culture - **to promote cultural co-operation and understanding across Europe.**

The Sibiu European Capital of Culture 2007 programme presented **337 projects, with a total of 2062 events.**

Events were grouped as follows:

- ❖ Performing arts – **Festive City**
- ❖ Music – **Voices of Sibiu**
- ❖ Cooperation with Luxemburg and EU countries – **EuROpe**
- ❖ Heritage & Architecture – **Historical City – City of arts**
- ❖ Literature, publications
- ❖ Film, photo, multimedia – **Challenges for Eyes and Mind**
- ❖ Mobility, research – **Beyond Frontiers**



SIBIU ECoC 2007 - *Event Benefits*

A. Impact on local population and major stakeholders

- the feeling that ECoC had a positive and determinant impact is still high, even after seven years; interestingly, there was also **an increase in the quality of life and social cohesion benefits** of the ECoC among the residents in 2011 compared to 2009.

B. Tourism Development Effects

- the ECoC impact on the general growth in tourism supply during and mainly after the event focused on **hotels and other accommodation facilities** ;
- the number of hotels more than doubled and the total registered accommodation units have grown by 40% to fit the increased demand.

C. Tourism Economic Impact

- the tourists' arrivals reached a peak in 2007 as a result of the large number of events organised. Spend levels increased intensively during the ECoC in 2007, largely because of the influx of foreign visitors.
- It can be estimated that the total tourism spending was €26 million in 2010 - indicating that the ECoC had a strong and stable positive impact on local tourism development over the longer term

D. Visitor behaviour, quality of the visits experiences

- **the ECoC changed the cultural consumption of cultural attractions;** since 2007, the tourists have been visiting an even wider range of attractions (ASTRA Museum, the Lower Town and the Fortifications, Orthodox and Evangelic Cathedrals).
- The new expertise and ability to work in the community encouraged the local authorities to launch a new major event for 2012 - **"Sibiu Baroque Update"**.

SIBIU ECoC 2007 – Advice

- The development and management of a European Capital of Culture is **one of the most complex tasks of modern government** and is basically a kind of a balancing act, not so much between competing priorities - as in other areas of policy - but far more between competing visions on the role of culture in society.
- Although the **production-distribution-consumption model** is perceived by some to be the basis of performances or exhibitions, the Capitals do not adapt easily to such a model, since they are often mostly about commitment to excellence, accessibility of **events**, broad participation and audience development.

Advice to others currently preparing to host a European Capital of Culture from the Chairman of the County Council Sibiu



2007, the Sibiu European Capital of Culture year, represented a turning point for the history of this city, a moment when the foundation was set for the development of a new industry: the tourism industry. The entire local community understood that culture is able to trigger certain economic mechanisms in Sibiu, which may lead to a general wellbeing of the community.

“Why the Sibiu 2007 programme went so well? I think the Sibiu- 2007 European Cultural Capital was successful because here, people feel a special responsibility for the places where their ancestors used to live”.

Sergiu NISTOR, the president of ICOMOS Romania (International Council on Monuments and Sites)



Eco-museums

A networking approach for the local development and responsible tourism

The “eco-museum concept” appeared in Western Europe

Hugues de Varine (France) invented the term of “eco-museum” in the 70’s, driven by the idea that *the rural world elements which started to vanish due to urbanisation and social-technical progress must be preserved.*

Gradually, eco-museums that aimed to represent urban civilisation, industrial patrimony and environmental and nature protection were founded.

Eco-museum is “a dynamic way in which communities preserve, interpret and manage their heritage for a sustainable development. An Eco-museum is based on a community agreement” (European Network of Eco-museums)

As a model for local development, Eco-museums are moving to practices and projects for sustainable development of resources and promotion of responsible tourism, able to coexist in harmonious economic goals, for a cultural and tourist development.

Eco-museum in Romania

The “eco-museum concept” appeared in the Sibiu region in 2006, being inaugurated in 2007, in the context of the “*Sibiu - European Capital of Culture 2007*” – supported by the Romanian Ministry of Culture and a team of French experts.
***Sibiu Regional Eco-museum Association* : founding an eco-museum in the centre of Romania – Transylvania**



Romanian Villages
 Explore a village and discover centuries old architecture and traditional ways of life



- The UNESCO experts suggested to start the founding of an eco-museum in the Southern part of Transylvania, region that is famous for the beauty of its cultural and natural landscape.
- **The Sibiu Regional Eco-museum** project *aims* to develop an eco-museum in the Sibiu region supporting local authorities and communities in saving and preserving cultural and natural heritage, promoting an identity specific to the territory by involving locals.

Why is the Sibiu Regional Eco-museum different ?

- ✓ **The Sibiu Regional Eco-museum** is among the few in the world willing to respect the criteria of a "true" eco-museum, because the "MUSEUM" is entirely "IN SITU", all the exhibits being situated in the member localities of the Regional Eco-museum Association Sibiu: **Săliste, Gura Râului, Moșna, Valea Viilor, Biertan, Chirpăr (Săsăuș).**
- ✓ each locality is presented as a ***museum exhibit***, the main role being played by the inhabitants, who will welcome the tourists in their homes and workshops.
- ✓ each individual offer, in terms of cultural tourism, is integrated into the eco-museum concept, but individualised for each village, highlighting people's concerns, regardless of nationality, from ancient times until today;
- ✓ conservation of popular customs and traditions and the creation of an agro-tourist network;
- ✓ local community involvement in the protection of heritage, supporting actions and initiatives that serve the purpose of the project.



The Eco-Museum

represents the mirror the population looks in to acknowledge its past and to organise its future

MUSEUM

- Artefacts
- Buildings
- Visitors
- RURAL MUSEUMS AND COLLECTIONS (all closed and not visible – artefacts storage)**

LIVING MUSEUM

- Artefacts
- Buildings
- Visitors
- ASTRA Sibiu National Museum Area**

ECO-MUSEUM

- Patrimony
- Territory
- Community
- Sibiu Regional Eco-museum is among the few in the world willing to respect the criteria of a "true" eco-museum**

Eco-museum project – an interdisciplinary project approaching the following in a systemic manner:

- **The cultural landscape**
(comprising the historical monuments protection, area landscaping, cultural events organizing, agriculture, etc)
- **The natural landscape**
(comprising environment protection, Natura 2000 sites including localities such as: Săliște, Gura Rîului, Moșna and Săsăuș)



The eco-museum was implemented in 3 areas of the Sibiu county, south of Transylvania:

- **Mărginimea Sibiului**, a specific area (*Săliște – Galeș and Gura Râului*)
- **Târnaveilor valley**, including villages with Saxon architecture and the UNESCO sites (*Biertan, Moșna, Valea Viilor*)
- **Hârtibaciului valley**, an area with a reduced economic growth and old aged population (*Chirpăr – Săsăuș*)

Each household (out of the 29 selected in 2007) presents itself as being a small museum, the guides and curators are the inhabitants themselves.



Sheep breeding represents the traditional activity in Mărginimea Sibiului

We highly recommend that you visit:

THE TOUR OF ROMANIAN VILLAGES FROM MĂRGINIMEA SIBIULUI:

- in Săliște: **"Circuit of traditional trades"** - suggests visiting the orthodox church, the mountain village specific architecture, traditional households and small craftsmen workshops
- in Gura Râului: **"Water civilisation tour"** - the eco-museum identified a presentation circuit for the presses (seed press and wool fabric press) in their location- the household, crossed by the old village pond.



The Săliște – Gales watermill is the only watermill in Sibiu county

We highly recommend that you visit:

THE CIRCUIT OF THE VILLAGES WITH SAXON ARCHITECTURE ON THE TÂRNAVELOR VALLEY:

- **Biertan**
- **Moşna**
- **Valea Viilor, agriculture and traditional crafts**

The circuit is proposed to facilitate the understanding of the old Saxon villages, which experienced dramatic changes after the extended migration of the Saxon population in the 90's. The tour proposes visiting traditional households, the preserved traditional mills and small craftsmen workshops.



Moşna

We highly recommend that you visit:

THE ENDANGERED BUILT PATRIMONY ON HARTIBACIULUI VALLEY

(Săsăuș and Fofeldea villages,
suggested well-advised public)

Hârtibaciului Valley is the most likely to be de-populated area of the Sibiu county, the local patrimony is endangered after the Saxons left Romania, their households were taken by Romani population.



The Eco-museum project stages:

- **2006 – 2007:** The eco-museum concept elaboration, household identification, implementation and inauguration of eco-museum circuits – organizing eco-museum events (workshops, exhibitions, etc), promotional materials preparation (brochure, maps, leaflets, postcards, publication- *"The Sibiu Regional Eco-museum" Association has an publication, which includes articles on the valuable sites and objectives in the area, some of which forgotten, but also information on township development policies*);
- **2008-2012:** capitalising the specific characteristics of local identities and the relation between the local community and its territory;
 - ✓ **the circuits** were handed over to the existing or newly founded local associations and administrations: Săliște (the Tourist Information centre was set up- it is the only one in the eco-museum);
 - ✓ **two successful festivals** were continuously organised, promoting the eco-museum values: *Cabbage Festival (in Moșna)* and *"Marțian Negrea" festival (Valea Viilor)*;
 - ✓ "Obșteia Satului" Association, Săsăuș village and the *"Tourist Circuit: Săsăuș – endangered patrimony"* received financial support from the Embassy of France;

The Eco-museum project stages:

➤ **2013:** The “Vecinătățile Moșnei” Association was founded, the following projects have been drawn up: ***“Following the steps of Stephan Ludwig Roth” and the “Eco-museum circuit” in Mosna, “Preservation, extension, promotion” project financed by EU.*** (GAL Mediaș plateau) that will facilitate the appropriate implementation of the eco-museum concept and circuits.

➤ **2014:** we have started to implement the following EU projects: “The civilisation of water” (Marginimea Sibiului) and “Heritage and traditions in the Valea Viilor locality”

- These recent projects aim at marking and promoting the eco-museum thematic trails



Success factors of the Sibiu Regional Eco-museum

- Involving host communities;
- Creating strong local partnerships (between different municipalities and tourism associations);
- Supporting the integrated local development;
- Creating a blending between tradition and modernity, between rural and urban;
- Emphasizing the regional identity (authenticity, hospitality, landscape view, historic value, great local products, the architecture, the environment etc.);
- increasing awareness and involvement of the local authorities and host communities;
- the Eco-museum *promotes* the cultural dialogue and mutual understanding of cultures, identities and communities in Sibiu, but also all across Europe;
- development and promotion of the region and identification of local needs;
- Increase of the visibility for the tourist area;
- practising a responsible tourism, while preserving for future generations natural resources necessary for sustaining human life and for its development;
- traditions, crafts and customs are transmitted from one generation to another and are strictly respected as a symbol of unity in the community.

Visit Southern Transylvania:

❖ THE LAST AUTHENTIC CULTURAL AND NATURAL LANDSCAPE OF EUROPE

❖ THE HEART OF ROMANIA



Thank you for your attention!

Contact:

marius.halmaghi@yahoo.com

curea@incdt.ro

tudoru@incdt.ro

pmioara@incdt.ro

adriana.trifan@incdt.ro

www.incdt.ro