



## Good practice: **Plaiul Bâscilor**

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**Keywords:** tourism potential, Buzău County

**Name of the project:** Plaiul Bâscilor – a new tourist concept in Buzău County

**The aim of the project:** this project aims to capitalize on the tourist potential of Buzău County and refurbish 1,000 traditional houses/households which will enter in the Romania's tourist circuit, more precisely in the rural communes of Viperești, Cislău, Calvini, Cătina, Chiojdu, Siriu and Gura Teghii and in Pătârlagele and Nehoiu Towns.

**Partners:** Asociația #better (The #better association), the mayors of the area, local tourism entrepreneurs

**Project implementation date:** 07/2021

**Budget:** 10,000,000 €

**Context:** Buzău County has numerous wild areas, a rich flora and fauna, numerous historical, art and architectural monuments, customs, traditions and rituals preserved for thousands of years, ancient vestiges and unique tourist attractions in the country and in Europe. The Muddy Volcanoes, Eternal Flame, Eagle Lake, Fisici, Siriu, the Meledic Plateau, the mineral waters from Sărata Monteoru, the sapropelic mud from Balta Albă, numerous churches, monasteries and museums add to the unique natural landscapes here. The numerous underexploited undervalorised tourist objectives can make through appropriate investments and promotion, this County one of the tourist areas with great potential.

### **Description:**

Plaiul Bâscilor will be a model of good practice in Romania for what sustainable local development means and we will be build combining the tradition with the modern, local spirit and hospitality, with elements of sustainable architecture, landscape heritage and smart technologies. All these elements will be connected with locals, with local mayors and with tourists, through community management and community engagement applications.

Plaiul Bâscilor has over 1,000 old houses, unused by owners who have gone to the city in the country or even abroad. This project aims to restore local dignity to the area and transform it , with its own 9 UATs, into a strong community of hosts, which will attract and offer accommodation for tourists.

The renovation of the 1,000 houses will be done on an association model, in which the owners become hosts for tourists and partner-beneficiaries of the effort to renovate traditional houses. The project also has a strong emotional side for the locals, for those who have roots here even though they have gone all over the world and does not encourage the sale of properties. The inhabitants of big cities are a public eager to reconnect with nature, to return to the joy of simple things and to discover, at the same time, new, authentic places and experiences - and to have an easy access to all of this.

Tourist attractions, cultural institutions and tourist activities in Plaiul Bâscilor will be listed on the platform BookTes.com and will be part of the cultural-tourist circuit developed by BookTes.com. They will also be also introduced digital access tickets for visiting cultural objectives/institutions as well as for participation in activities.

**Success factors:** For the implementation of the project, The #better team already has partnerships concluded with several local mayors in the area, which will contribute to the mobilization of local communities, and also with a number of local tourism entrepreneurs, willing to financially support the local development of Buzău County.





Houses under renovation (<https://plaiulbascilor.ro/1000-case-batranesti/>)

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