



Good practice: **Capitalizing on potential of natural and anthropic tourism for sustainable development in Buzau county**

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**Keywords:** cultural heritage, touristic potential

**Name of the project:** Capitalizing on potential of natural and anthropic tourism for sustainable development in Buzau county

**The aim of the project:** Creation, development, modernization of the tourism infrastructure in Buzău County for capitalizing the natural and human resources, boosting local development and increasing the quality of tourist services, intended to contribute to a sustainable development of tourism at the local, county and regional levels.

**Partners:** Buzău County Council in partnership with Intercommunity Development Association Ținutul Buzăului, GAL Drumul Vinului, Local Action Group Colinele Buzăului, Local Action Group Valea Buzăului, ROMSILVA.

**Project implementation date:** 08/2020

**Budget:** 10,487,288.14 euro

**Granted by:** Regional Operational Program 2020-2027

**Program:** Regional Operational Program 2020-2027

**Context:** The project responds to the two general strategic objectives of the *National Strategy a of Romania for the development of tourism 2019-2030*, respectively:

- Supporting the creation of jobs in local communities, including for vulnerable groups, such as women, young people and people from rural areas, through the sustainable development of tourism;
- Increasing the share of tourism in the economy, objectives that can be supported through the development of tourism and which in turn contribute to socio-economic development of local communities.

**Description:**

The project contributes to ensuring favorable conditions for the practice in Buzău County of a varied palettes of types and forms of tourism: rural tourism, balneo-climatic tourism, cultural tourism and niche tourism, with its main forms: heritage, ecotourism, cultural-scientific tourism, cycle tourism, hunting tourism, fishing tourism, equestrian tourism, speleological tourism, tourism gastronomic, oenological tourism, business, festival and event tourism.

The project proposes the creation of competitive tourist packages at the national level, according to the value of the tourist resources available to the county level and to impose this field among the activities economic priorities within the county/national economic system.

The implementation of this project contributes to:

- creation and consolidation of a brand identity at the level of the national market from the perspective the advantages of Buzău County as a tourist destination and from the perspective of the image of its tourist brand;
- ensuring the sustainable development of tourism, namely a way in which its environmental wealth, cultural and heritage to be equally appreciated in the present and preserved for future generations ~~future~~;



- ensuring the recognition of tourism as a key factor in the county's economy and as a generator of new jobs;
- increasing the local population's awareness for the touristic wealth of the own county and stimulating the interest of the local population for the preservation and promotion of inherited values;
- development and implementation of the plan for destinations' promotion through collaboration between all interested parties, based on the natural and anthropogenic tourist objectives with potential within the Buzau County;
- development of the county-level database regarding products, facilities, events and the services of the tourism industry, for increasing the public accessibility to the county's tourism attractions through a county tourism portal, as a major instrument of information and promotion.



Horizon 2020

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