

ASOCIATIA ROMANA PENTRU CAZARE SI TURISM ECOLOGIC - BED AND BREAKFAST

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To: **THE NATIONAL TOURISM AUTHORITY**
Strategy General Department

Attn.: **Mr. Octavian Arsene**, General Director

Ref.: Documents launched in the opening meeting of the Master Plan Evaluation Committee for the development of tourism in Romania – March 1st, 2007

We wish to take this opportunity to thank you again for the invitation you addressed to our association, to be part of the consulting group in charge with elaborating this Master Plan.

Concerning the opinions you have solicited on the issues in the materials that were presented, we would like to show the following view points:

With respect to the organization and work methodology:

We are interested to find out if the materials presented during the meeting are available in digital format. These materials, whether they are in digital format or simply posted on the ANT website, would serve to disseminate the information to the ARCTE B&B network (partners and members, in our case), but also to improve future activities of all involved groups and to have an extensive involvement of the majority of tourist factors and parties.

We strongly recommend to be adopted efficient methods of information and communication concerning the activity plans and the documents resulted within the activities of elaborating and implementing the Master Plan, thus also achieving an efficient dissemination.

With respect to the topic documents:

A. Strengths of Romania as a tourist destination:

1. Geography and natural environment
2. Culture and cultural heritage
3. Infrastructure, transport and communication:
(supplementary)
 - Significant investments have been made at national level in the field of home or business construction, materialized in units of various capacities and functions
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7. Miscellaneous
(supplementary)
 - There is an increasing foreign investment interest in various segments of the tourism industry and of different proportions
 - The IT&C industry is enjoying a national business boost

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B. Weaknesses of Romania as a tourist destination:

1. Geography and natural environment

(supplementary)

- An aggressive exploitation of the natural resources made possible through concession or other forms of render in use: (ex. The Danube Delta, river beds, natural springs and their surroundings)

2. Culture and cultural heritage

3. Infrastructure, transport and communication:

(supplementary)

- The poor regional systematization of the territory correlated to the natural and human values and also to the principles of sustainable development; where these correlations have been accomplished, business development cause severe violations.

4. Human Resources

(supplementary)

- The poor endowment and qualification concerning modern means of communication (especially via the Internet) of the administrative/management teams of small and medium locations in agro- and B&B tourism.

5. Legislation and organization

(supplementary)

- The activity of informing and communicating underwent by the ANT is poor and inconsistent (see for egg. the ANT website with its structure, dynamics and status of updated topics)

6. Marketing and Promotion

(supplementary)

- Insufficient public display (even under the form of listing) of investments made in tourism through non-reimbursable project funds and by the exclusive promotion of the top success stories
- The neglect of NGOs that address to micro- and small enterprises in the tourism industry, but whose educational and social role is important.

C. Vision / Objectives

(supplementary)

- The support and improvement of management and tourism activities in small capacity accommodation facilities (agro tourism, B&B, apartment-hotels etc.)

We sincerely hope that these view points will be appreciated as constructive.
Please rest assure of our collaboration in the future activities.

With consideration,

Mihai Nicolae

President

