

“Via Transilvanica- *heritage beyond tourism, involving private and public sectors* ”

Good Practice – Natural heritage

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11/11/2020
Groningen, Netherlands-videoconference



- *Via Transilvanica is **identity**. Because it gives the traveler the chance to learn about Romanian history, culture, customs, to discover the diversity of the landscape, shortly... to better understand this nation!*
- *This practice represents the development of public-private partnerships with the goal of protecting the natural heritage present in the territory.*

Detailed information on the practice:

Via Transilvanica is a 1,200 km trail that reveals 2,000 years in the history of Transylvania, from Putna to Drobeta Turnu-Severin. This trail can be done in stages, or fully, by foot, by bike or even by horseback riding, depending on what works best for each traveler. Via Transilvanica is a road that fills the generation gaps and encourages multiculturalism because it is dedicated to those people, no matter their age or experience. Via Transilvanica is all about diversity, from the grass at the shores of the Danube river, to the mountain peaks, the scenery being as different as the people we hope will walk this road.

- The last 100 km of the trail ends in one of the most important, historical cities in Romania, Drobeta Turnu-Severin, the capital of Mehedinti County. Just like pilgrimages taken along Spain's Camino de Santiago, Via Transilvanica offers an opportunity to slow down and connect with the environment, to explore the diversity of the communities on the trail, to enjoy the natural and cultural heritage in the region.
- The roughly 1,200-kilometer trail was initiated by Tășuleasa Social NGO with the support of many private companies & investors for the funds needed, and with full cooperation of the local public authorities, County councils and Administration of the protected areas, that the trail meets. This practice represents a successful cooperative initiative between the private and public sector in Romania.

Resources needed:

- Private sponsors and NGOs funds (total estimated amount 1,000,000 Euros)
- Local public authorities support (legal, in-kind contribution)
- Volunteers;

Timescale:

2018 - ongoing



Evidence of succes:

The collaboration with local authorities and also the help of a lot of willing people who participated, most of the times, voluntarily to the project, played an important part in the project. The actions involved marking the trail, installing the killometer stones and of course, just as important, opening a conversation about local touristic strategies. The local, agro-turistical lodgings are showing more and more interest in the project but, at the same time, more and more locals express their wish to host hikers in their own homes. The success of this practice has been beneficial not only to the economic and touristic development in the territory but also to the future and constant preservation of the natural heritage that can continue beyond tourism. Till the end of 2020, the trail is almost 80% completed.

Challenges encountered:

- Via Transivannica is a beautiful project just like the places that passes through. The natural landscapes are what makes the trail so spectacular, but its infrastructure needs financial support. The costs of arranging one trail km have been evaluated to 1000 euros, a sum which covers the realization of an andesite kilometer stone, its sanding, sculpting and installing, the supplementary trail marking and other logistic details.
- Another challenge is the damaging/ stealing of the signs and indicators;

Potential for learning or transfer:

The potential for learning and transfer to another regions is related to the cooperation of private, public and NGOs sectors.

Via Transilvanica is a journey of **courage** because it makes the Romanian people rediscover landmarks and talk about who we really are, from Danube's shores to the mountain ridges.

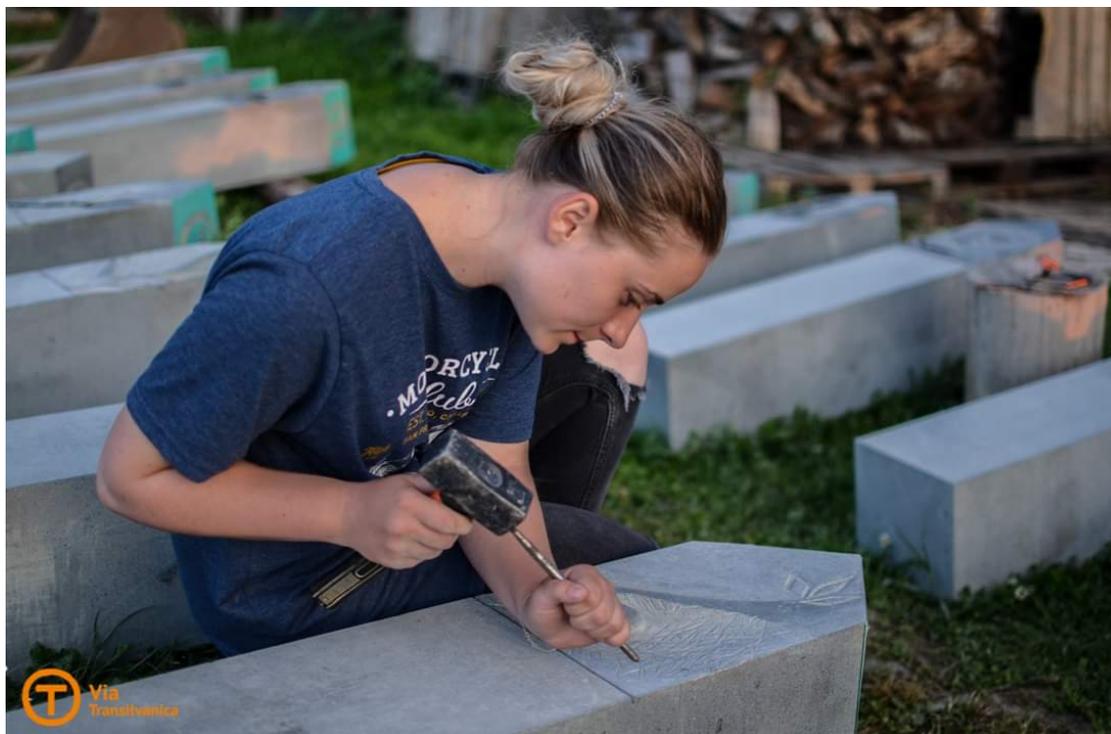
Further information:

<https://www.viatransilvanica.com/noutati/lansare-la-drobeta-turnu-severin/>

<https://viatransilvanica.com/en/concept/>

<https://www.green-report.ro/traseu-via-transilvanica/>







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attention!***