



European Union
European Regional
Development Fund

Use of Natural Heritage for Rural Tourism in Marginimea Sibiului, Romania

Name: Carmen Ghidiu

Entities: Rasinari Municipality, Romania
Regional Development Agency Centru, Romania

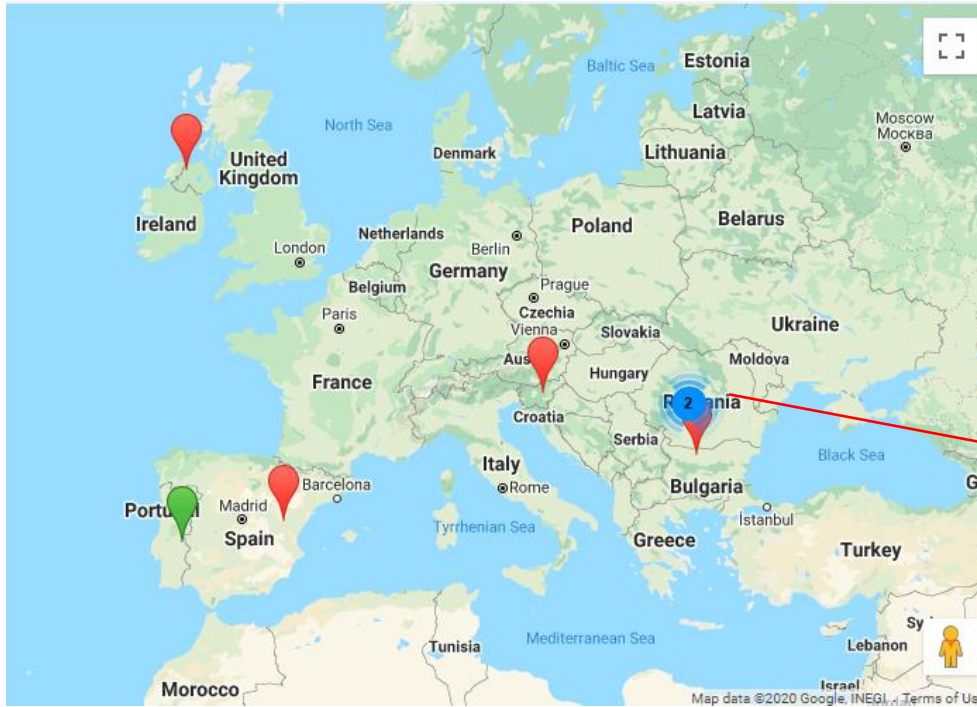
Email: carmen.ghidiu@primaria-rasinari.ro

Content

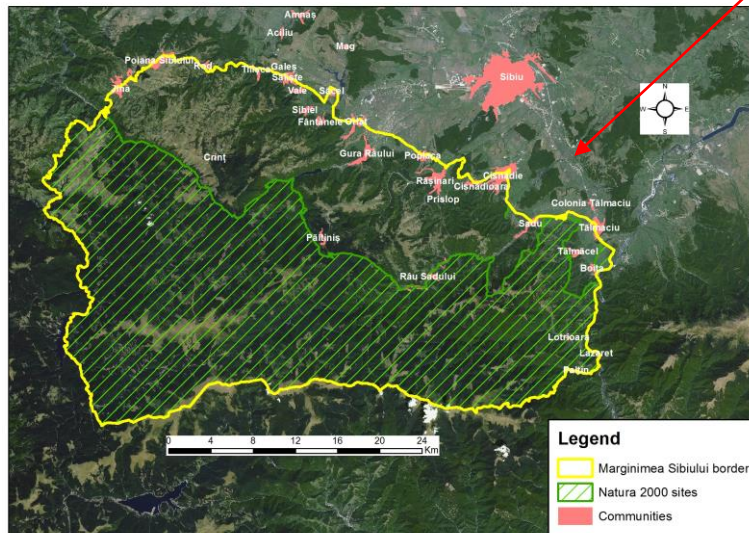
1. Location
2. Facts about Marginimea Sibiului
3. Good practices on the use of natural heritage for rural tourism



EUROPE



ROMANIA



Marginimea Sibiului



Facts about Mărginimea Sibiului

55% in part of Natura 2000 site

EDEN destination

Covers 18 mountains communities with 40.000 people with pastoral practices



GOOD PRACTICE ON RURAL HERITAGE & TOURISM



1. IN SITE CONSERVATION AND SUSTAINABLE VALORIZATION OF OLD VARIETIES OF APPLE AND PEAR TREES FOR RURAL TOURISM

More than **34 old varieties of apple** trees and **7 old varieties of pear trees** in the rural area of Sibieli together with the history in fruit harvesting are making this area special and unique

Natural heritage

A resource of **genetic biodiversity** than needs conservation



1. IN SITE CONSERVATION AND SUSTAINABLE VALORIZATION OF OLD VARIETIES OF APPLE AND PEAR TREES FOR RURAL TOURISM

Problem

Local varieties disappear due to the introduction of new and more productive varieties of apple trees. However, these new varieties are less resilient to climate change.

Thus, **conserving old varieties of fruit trees** is a form of adaptation to climate change and food security.

Objectives

- ❑ In situ conservation of the genetic heritage of the old apple and pear varieties that still exist in Sibiul area through their **inventory and mapping by a group of researchers**
- ❑ Perform practical **training of over 70 orchard owners**
- ❑ Sustainable valorisation of genetic heritage by promoting an apple brand and thus develop tourism services in the region

Budget: 63.000 CHF



1. IN SITE CONSERVATION AND SUSTAINABLE VALORIZATION OF OLD VARIETIES OF APPLE AND PEAR TREES FOR RURAL TOURISM

Activities

- A GIS data base with all varieties of apple and pear trees from the area, mapped by experts
- A red list of old varieties of fruit trees from the area
- A report and brochure with old varieties of apple & pear trees from the region
- Training on fruit breeding for 70 owners of orchards in the area etc
- Develop an apple brand

Important Output



"Apple market from Sibiel" – a well known event in the region that takes place every October since 2014. It brings together the local community that has the possibility to sell the local products to tourists and visitors.

"The Apple market from Sibiel" is promoted as a tourist attraction on tourism sites.

1. IN SITE CONSERVATION AND SUSTAINABLE VALORIZATION OF OLD VARIETIES OF APPLE AND PEAR TREES FOR RURAL TOURISM

Potential of transfer

- An example of fruitful **collaboration** among academic research, local communities, local NGO for the conservation of old varieties of fruit trees and develop a local tourism service such as **”The apple market in Sibiel”**
- The visit to the market is combined with sightseeing activities in local village or nature.



GOOD PRACTICE ON RURAL HERITAGE & TOURISM



2. MY TRANSYLVANIAN BRUNCH – USE OF GASTRONOMIC HERITAGE FOR RURAL TOURISM

An initiative that for 14 years brings together local community – local "chefs", NGOs, volunteers and tourists

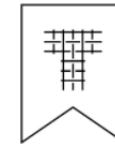


My Transylvania



2. MY TRANSYLVANIAN BRUNCH – USE OF GASTRONOMIC HERITAGE FOR RURAL TOURISM

A great way to put an emphasis on local gastronomy, local architecture, nature and local stories and bring them in front of tourists. The events have a strong ecological component.



My
Transylvania

Evidence of success

- Happening in 9 regions of Romania
- With 73 events organised in 2020
- Volunteers involved
- 876 local hosts involved
- 3.650 guests

The culinary experience is combined with sightseeing of local villages and nature.

The activities are suitable for families with children or everyone who loves rural culture.

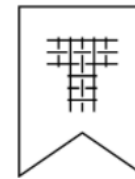


GOOD PRACTICE ON RURAL HERITAGE & TOURISM



2. MY TRANSYLVANIAN BRUNCH – USE OF GASTRONOMIC HERITAGE FOR RURAL TOURISM

Potential of transfer



My
Transylvania

A great way for developing **rural and mountain** communities by promoting their intangible heritage, in our case **local gastronomy**

Events are taking place every weekend and combine local food, local stories and nature.





RAMSAT

Interreg Europe



European Union
European Regional
Development Fund



Thank you!

Questions welcome



Project smedia