



SHARE
Interreg Europe



European Union
European Regional
Development Fund

SHARE Project
Cultural tourism in Romania during the Covid-19 pandemic

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Many sights have been closed for fear of becoming Covid outbreaks



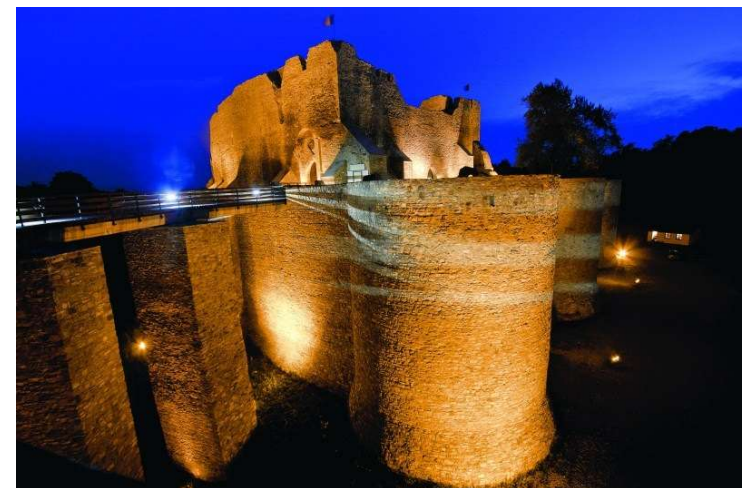


"Social distancing" is the dominant expression during the pandemic period

Cultural heritage objectives in North-East Region Of Romania during the pandemic period - Specific elements

Neamț Fortress

- The number of visitors decreasing by approximately 56% in 2020 (62,427 visitors in 2020 vs. 143,883 visitors in 2019).
- In 2021 the number of visitors to the Neamț Fortress has increased in 2021 compared to 2020 by over 50% (97,377 visitors), but without reaching the level of 2019, before pandemic period



Cultural heritage objectives in North-East Region Of Romania during the pandemic period - Specific elements

Cucuteni Museum of Eneolithic Art

- The number of visitors decreased by approximately 60% in 2020 (3274 visitors in 2020 vs. 8244 visitors in 2019).
- The number of visitors increased in 2021 compared to 2020 by 50% (from 3274 visitors in 2020 to 6574 visitors in 2021), but without reaching the level of 2019, before pandemic period.



Cultural heritage objectives in North-East Region Of Romania during the pandemic period - Specific elements

The Princely Fortress of Suceava

- The number of visitors in 2020 decreased by 65.9% compared to 2019.
- In 2021, there will be also a massive decrease in the number of visitors during waves 3 and 4 of the pandemic, probably due to the high rate of Covid disease in the area.



Initiatives that cultural tourism heritage sites (including events) in NE Region of Romania developed during the COVID pandemic

Virtual tours of the exhibitions consisting of:

- videos that guide the visitor
- digitized heritage objects and their three-dimensional remodeling
- photographic or video inventories of monuments



This initiative was already accessible to the public, but was not constantly promoted for use.

Initiatives that cultural tourism heritage sites (including events) in NE Region of Romania developed during the COVID pandemic

Thematic virtual workshops trying to put in both value the museum heritage, but also to attract and to involve the public in the act of culture

Online egg painting workshops

ÎNVAȚĂ ȘI DU MAI DEPARTE!
Încondeierea ouălor și vopsitul cu plante

26, 27 și 28 Aprilie 2021, de la ora 17:00
Evenimentul se va desfășura ONLINE



ORGANIZATORI:
ASOCIAȚIA ASOCIAȚIILOR CIVILE
ȘCOALA ANTIPLINIANĂ ȘIRAZIȘTE
MEDIUL ÎNNOVATIV ȘIRAZIȘTE

PARTENERI MEDIA:
Sighet FM
TV Sighet
MERA MEDIA
aska.
Sighet
GRATUL MARAMUREȘULUI
Radio România Sighet

Parteneri în introducerea opționalului de factor în școli, proiectul "Școala rădăcinilor străbune"



Initiatives that cultural tourism heritage sites (including events) in NE Region of Romania developed during the COVID pandemic

Zoom museum education project at the Citadel of Suceava, launched in the fall of 2020

A SMART museographer guides students through the Citadel and provides real-time information and quick answers to participants' questions

Zoom
editia 2021

ZOOM cu clasa
la Cetatea de Scaun a Sucevei!

Din fața calculatorului, poți vizita, cu întreaga clasă, Cetatea de Scaun a Sucevei!
Un muzeograf Smart vă va ghida prin încăperile cetății.
Copiii vor primi informații despre istoria acestui monument istoric, muzeograful îi va „conduce” prin cetate până în curtea interioară, le va arăta orașul Suceava așa cum se vede de pe terasele cetății, îi va provoca pe copiii la discuții și le va răspunde la întrebări.

Cadrele didactice se pot informa și pot face programări la numărul de telefon 0784-275644, sau pe adresa noastră de email: cetate@muzeulbucovinei.ro

proiect aprobat și finanțat de

ORGANIZATOR

Parteneri Media

Consiliul Județean Suceava

Muzeul Național al Bucovinei

VIVA plus+

Parteneri Media: Monitorul, Citi.ro, Obiectiv, Suprave, etc.

A major unresolved challenge for cultural tourism sites

Individual-oriented tourism



Post-COVID cultural tourism will focus more on the individual than on destinations.

The individual needs of the tourist in the post-pandemic period:

- higher health protection for tourists
- greater freedom of movement and choice from the existing cultural tourism offer



Thank you for your attention!

