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| **Name/title of the good practice** | **Anii Drumeției / Hiking Years** |
| **Contact person (owner of gp)**  **Name, email, phone number** | [Anii.drumetiei@sibiu-turism.ro](mailto:Anii.drumetiei@sibiu-turism.ro) |
| **Is your organisation the main institution in charge of this good practice?** | **Yes – together with the implementation partner AJTS** |
| **Thematic objective of the practice** | In case the good practice is not part of an Interreg Europe project, selection of one of the 24 specific objectives |
| **Country / region / city of good practice** | **Sibiu County** |
| **Image of the good practice** | A logo with dandelion seeds and text  Description automatically generated |
| **Short summary of the practice** | The "Hiking Years" program, aims to promote Sibiu County's ecotourism by restoring hiking infrastructure, creating new trails, and supporting nature protection. It involves local communities, tourism operators, and promotes sustainable tourism services, showcased at the Ecotourism Fair. |
| **Detailed information about the gp:** | It emerged in the context in which the pandemic, specifically the measures and restrictions imposed due to it, affected how we spend our free time. We were required to maintain physical distancing and limit our travel. Under these conditions, a need arose to be free, to spend more time in nature, and to stay healthy by connecting with nature and ourselves in an environment that offers fresh air, peace, and the opportunity for physical movement using our own strength.  In 2022, the ERA Federation organized an extended hiking program for senior hiking groups in Sibiu, and preparing the region for this event marked the start of the program.  The program initially aimed to improve the hiking infrastructure in the county, which had not been updated since 1970, and to promote activities specific to ecotourism. The work focused on setting up mountain trails with a total length of 800 kilometers, involving tasks such as removing or clearing invasive vegetation or wind-felled trees (within normal limits), restoring the trail surfaces, repainting trail markers, and installing posts, markers, panels, and arrows, all in line with the Good Practice Guide for Developing Hiking and Cycling Trails in the Mountainous and Hilly Areas of Sibiu County, also developed as part of the program.  Besides infrastructure, the program has a strong educational component aimed at participants and service providers. Children and adults are introduced to mountain culture and hiking on marked trails, while the natural heritage is interpreted in an easy-to-understand manner. Hiking guides were also trained to make these tours more attractive and to include offerings from local communities in their services: meals with local producers or visits to small local attractions or personalities.  The program includes also a monthly calendar of public hiking list for all levels of visitors, regular cleaning hiking days (Drumețenie), dedicated hiking programs for schools and promotion hiking days for press, journalists, travel agencies, NGOs or influencers.   The main stakeholders of the program are the County Council and the Sibiu County Tourism Association which implemented the activities. Other significant stakeholders are:  - Mountain Rescue Service Salvamont - 35 local guides who provided the guiding services and integrated the trails in attractive offers  - the local administrations who provided information about local tourism operators and food producers  The main beneficiaries of the program are mainly our local, domestic and international visitors and the children (schools across the county). Other benefits are reported for the local service providers such as accommodations and local gastronomy points. |
| **Timescale (start/end date)** | **2021 – 2025** |
| **Resources needed** | EUR 465.000 per Year  7 team members (infrastructure & promotion) |
| **Evidence of success (results achieved)** | 800 km of trails  2 Eco-tourism fairs per year  330 hiking tours (with 7.130 participants, adults & children) / year  1 online hiking application and website / social media activity  Community embracing and involvement  Education: enhance the creativity of guides, local operators, knowing and understanding nature for all participants |
| **Potential for learning or transfer** | Dedicated management team (external specialized experts)  Clear working procedures with manual for trail building & signalisation Capacity building for guides  Knowledge related to offer development  Content plan supporting a slow destination profile |
| **External website (optional)** | <https://aniidrumetiei.ro/en/> |
| **Tags related to your practice (optional)** | Select from existing keywords: hiking, |
| **In addition as optional: Documents, video, images** | A group of people walking on a bridge over a stream  AI-generated content may be incorrect.  O imagine care conține în aer liber, îmbrăcăminte, copac, persoană  Conținutul generat de inteligența artificială poate fi incorect. |