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# Action Plan

## 1<sup>st</sup> Draft - Directions & interventions

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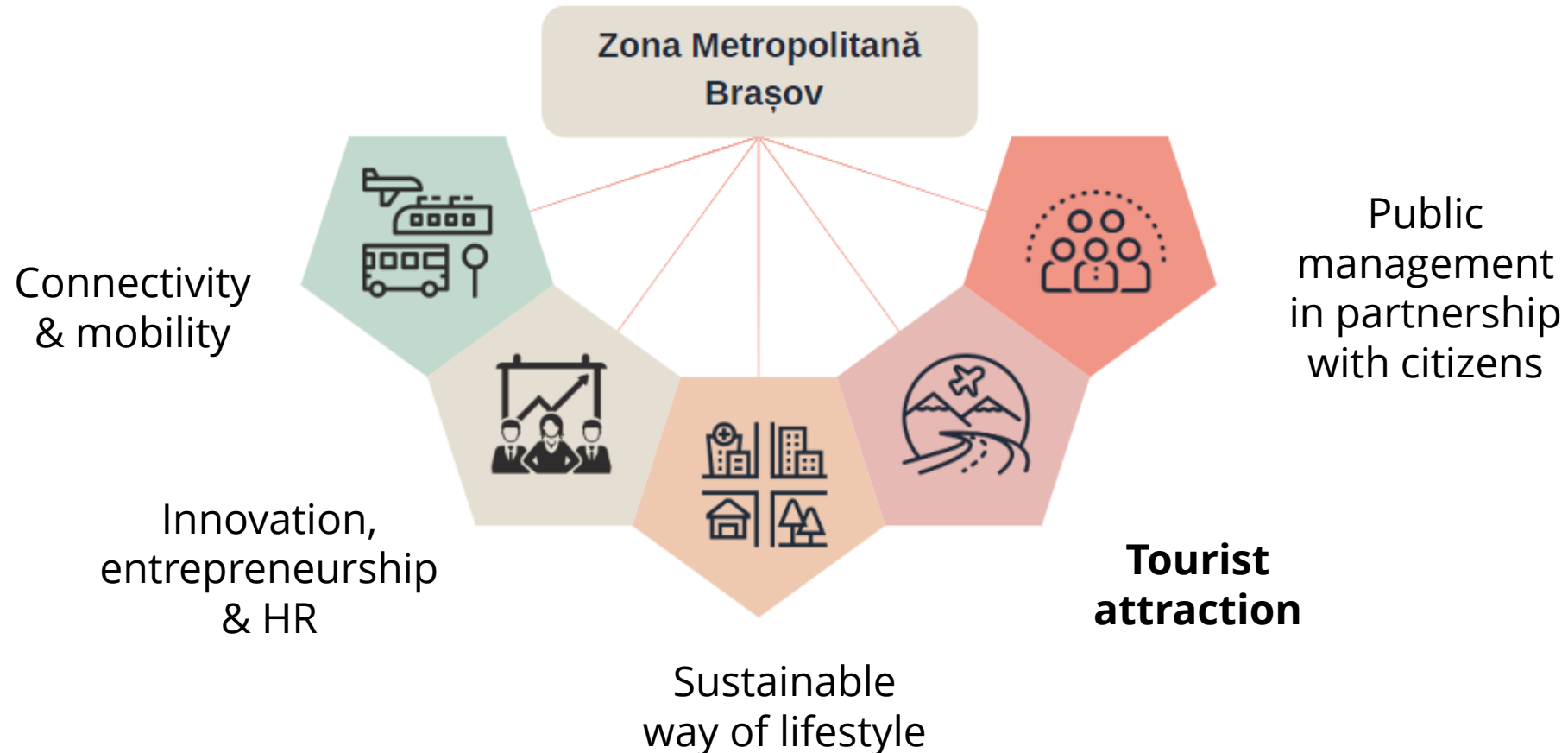
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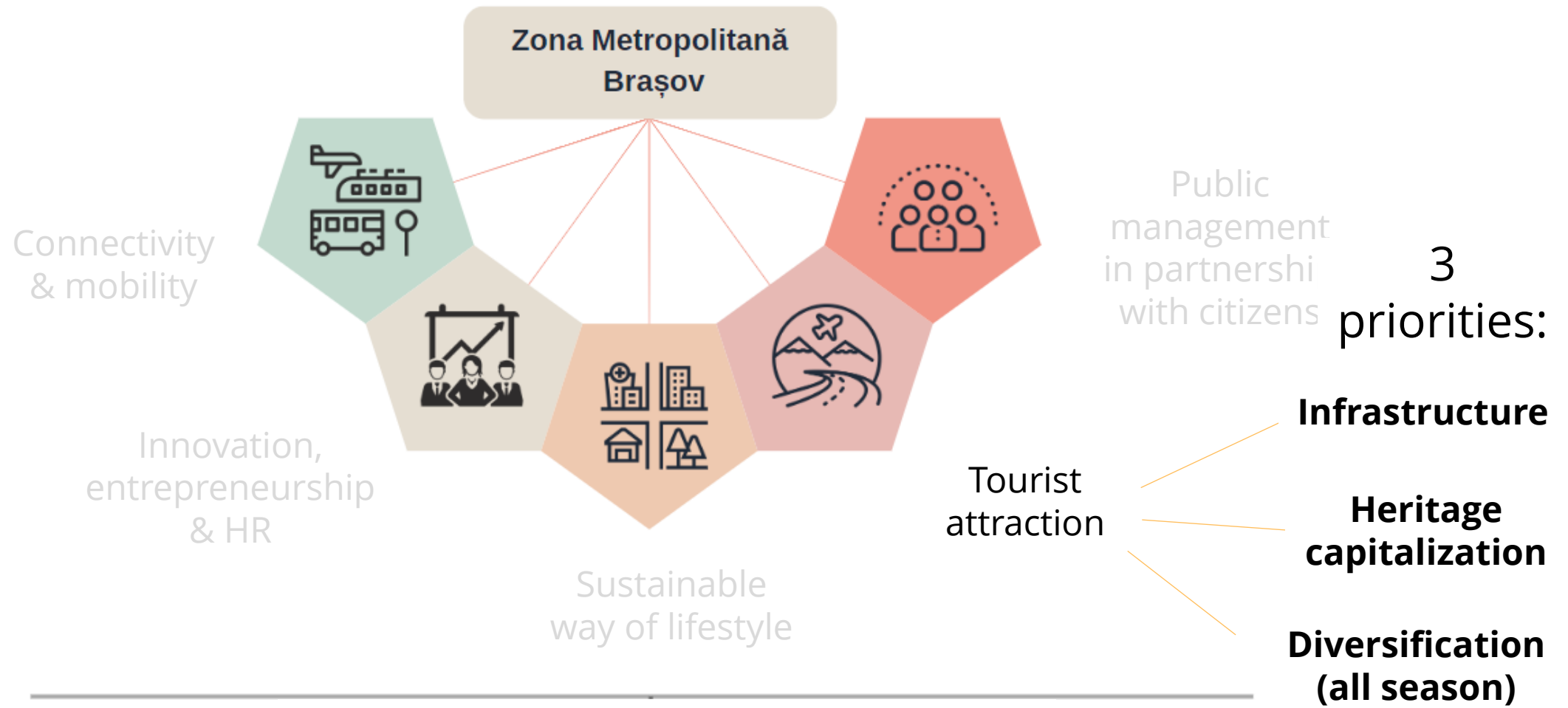
# 1. Concrete description of focus area - **SIDU**

Strategic objectives:



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Strategic objectives:



- Lack of **parking spaces** outside historic center
- Insufficient **touristic promo**
- Underdeveloped leisure infr. (BMA)
- Lack of **DMO** – not operational

W

Weaknesses

Opportunities

O

- **Integrated touristic routes at metropolitan level**
- An alternative for private motorized transportation

Threats

T

- **Type of tourist** that does not correspond to a vision of coherent development
- **Overcrowded historic center** (weekends and holidays)

## Current SIDU - 4 priority projects:

1. Cetățuia Park
2. Brasov Municipality Green Way – velo route
3. Reconversion of a brownfield industrial area
4. Reconversion of an old stone quarry

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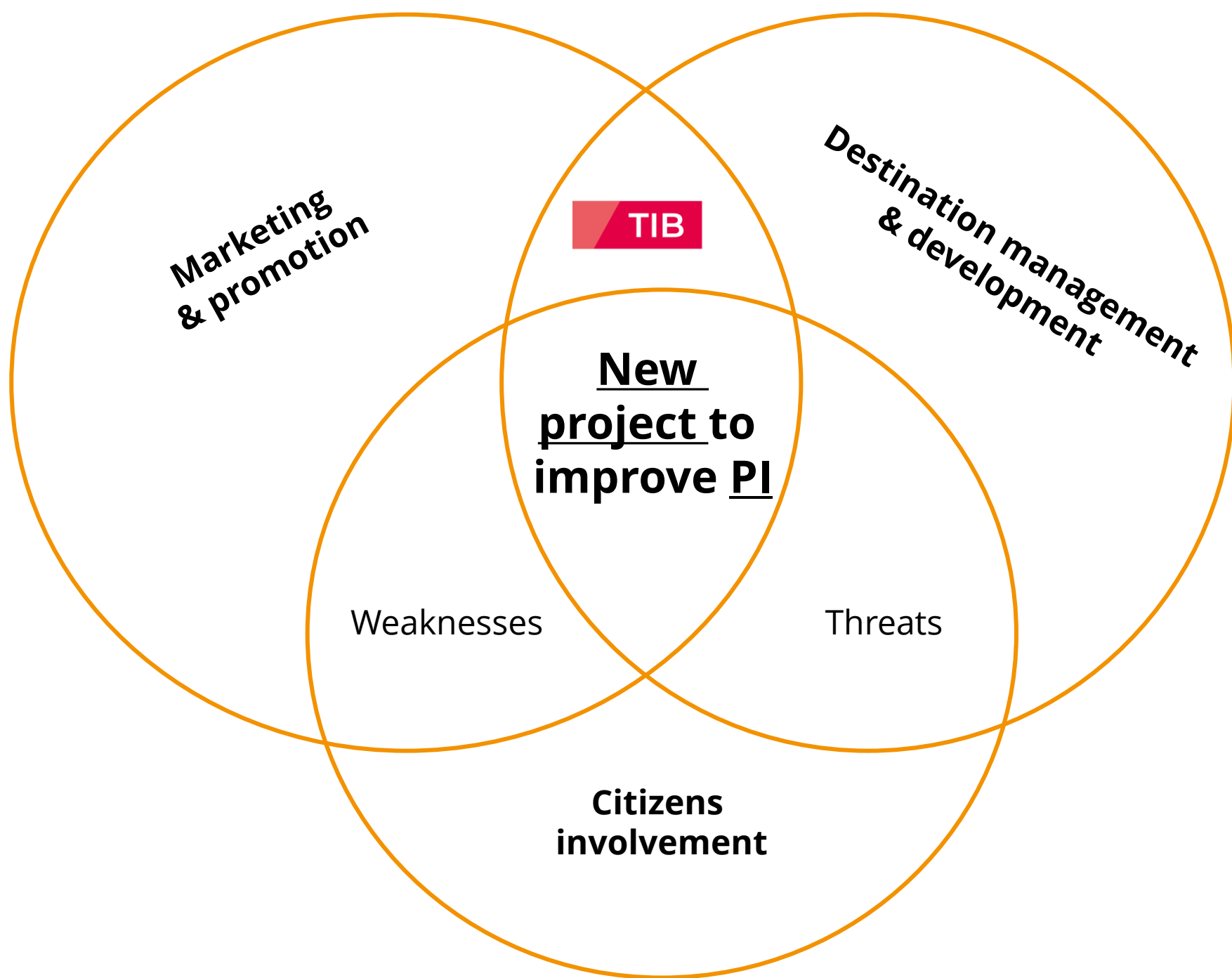
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## 2. **Direction**, type of **intervention** and objective

### 2.1 Directions from partners – Amsterdam & Rome

- ✓ Beware of too much campaigning - **rigorously planned promo**
- ✓ **Limited access** in the historic centre (at least during weekends and legal holidays) – on going initiative
- ✓ **More** touristic **attractions** – metropolitan area

### 2.2 LSG resolution

- ✓ **Various** quantitative and qualitative, **corelated data sources**
- ✓ Cultural **events** organized **outside peak season** - to be included in future **SIDU**
- ✓ **Nature** - **USP**

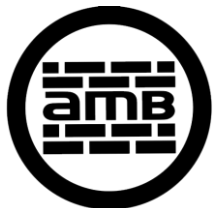
## 2.3 BMA intervention

- ✓ **People Powered Tourism** – Interreg Danube submitted - empowerment of local communities by co-designing sustainable, experience-based tourism products - unexploited cultural/natural objectives
- ✓ **Promotion** of some **alternative attractions** in metropolitan area (Poiana Brasov Resort in summertime, **Local Gastronomic Points**, **old fortresses** like Marienburg Citadel), during most crowded periods - to be included in future **SIDU**
- ✓ **Interconnection** with other **relevant touristic initiatives** from Brasov Metropolitan Area (both public and private)
- ✓ Useful **strategic directions** for the future **Tourism Strategy** (that will be elaborated by Brasov DMO)



# Thank you!

[www.interregeurope.eu/TIB](http://www.interregeurope.eu/TIB)



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