



## **BAS Romania MDA on November 25<sup>th</sup> – 26<sup>th</sup>, 2009**

### **“Supporting the development of agro-tourist business in predominantly rural area of Bucovina”**

On November 25<sup>th</sup> and 26<sup>th</sup>, 2009 the BAS Program in Romania has organized a training program for the entrepreneurs in agro-tourism from Bucovina Region. This training is part of a wider program that BAS in Romania has started at the beginning of the year 2009 and envisages supporting the development of agro-tourism business in predominantly rural areas.

#### *Background*

Romania is a country with high potential for tourism, and a number of regions are offering both natural and cultural opportunities. Over the past 20 years, agro-tourism (also called ‘bed & breakfast ‘or ‘pension’ business) has developed in a significant way and has become, in some regions, the main source of income for the local communities. However, due to poor infrastructure and lack of know-how, agro-tourism has not performed in line with its potential, serious improvements still being needed both in terms of the quality and complexity of services provided and also in terms of promotion and marketing.

The low performance, lack of know-how and poor understanding of agro-tourism business community regarding the need and importance of professional services are also reflected in the immature market of business advisory services, the request for consultancy in this sector being almost in-existent.

The BAS training program aims to support a sustainable development of agro-tourism business which would lead to the development of business advisory services as well.

#### *BAS training for the entrepreneurs in agro-tourism from Bucovina region*

The first training was organized for Bucovina region on November 25<sup>th</sup> and 26<sup>th</sup> in the town of Gura Humorului. The training program was offered to 22 participants, owner-operators and managers of bed & breakfast agro-tourist facilities (pension).

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Administrated by the European Bank for Reconstruction and Development  
Funded by The Austrian federal Ministry of Finance  
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Bucovina region (Northeast of Romania) is one of the most famous and very attractive tourist areas in Romania, known for beautiful landscapes and especially for the monasteries dating from XV century which are now part of UNESCO heritage, being included in the catalogue "great monuments of the world" since 1993.

The main goal of the training was to provide the participants a formal exposure to the main success factors in agro-tourism business.

The training was provided by two local consultants having a good knowledge and understanding of local specifics of the region and extensive experience in agro-tourism. The training has been structured in the format of two days as follows:

Day 1: How to effectively promote agro tourist business; elementary marketing techniques

- The specific of the agro-tourist market in predominantly rural areas;
- The standards of services in agro-tourist business;
- The principles of communication; the need for collaboration with travel agencies.
- How to budget this business

Day 2: How to promote local traditional products by including them in the tourist offer

- The need to authorize local traditional products; the variety of local products
- The road map for authorizing local products;
- Local brands, the registration procedure, protection, legal framework
- Case studies

### *Outcome*

The participants have shown great interest in the two themes approached and they also appreciated very well the possibility of exchanging the experience and opinions. They had the chance of learning from each other and to understand the need to act as a community.

The program has been also appreciated by the local governmental through the representative of County Council of Suceava, Mr. Ionut Cretuleac, the Vice-Prefect, who participated at the opening and expressed his appreciation for the event in the interview he gave to the local television: *"I wish to congratulate the organizers for this initiative and for bringing new things in the economy of Bucovina region"*.

As Mr. Lupeanu, one of the trainers stated *"the issues discussed and worked on during this two-day training are of the utmost importance for the development of sustainable agro-tourism businesses as a*



*way of life for the local peoples as well as for the tourists from all around the world who are seeking a unique cultural and natural experience. Moreover it is only through knowledge and skills-sharing based initiatives as the one undertaken by BAS Programme. The need for training and experience sharing among local tourism operators is great and the ways to fulfill such needs are greatly reduces therefore an offering of this training program to other areas could be of great value to their participants.”*

The opening of the training has been broadcasted by local television” TV Bucovina” at the evening news.

Stirile Bucovina TV - 25 Noiembrie 2009



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