



4<sup>th</sup> European Congress on Rural Tourism

## Organisation and Program

Version 4 – September - 2012

---

### Innovative Tourism - New Life for Rural Areas

#### Complete Schedule

Friday 5-oct to Sunday 7-oct **Pre-congress tour and activities**

**Your first time ever to Romania?** – then enjoy and benefit from our Pre-Congress Tours and Activities for a pleasant introduction to this country!

**Option 1):** tour starting Friday 5<sup>th</sup> afternoon from Bucarest, overnight Sinaia o Brasov; Saturday 6<sup>th</sup> visit Brasov – Bran - Carpathians – Red Lake, evening arrival to Piatra Neamț area. On Sunday, option to participate in below 2) – **pls indicate interest in the Registration Form online**

**Option 2) "Happy Hours"** - during Saturday and Sunday, choice of 3 **FREE** local activities in the surrounding of Piatra Neamț (configuration depending on time of arrival) -- **SEE ANNEX** at the end of this file

**Sunday 7-oct 19:00 Inauguration of the Congress**  
**(Mr. Dacian Ciolos – Commissioner Agriculture)**  
***Followed by inauguration diner***

**Monday 8-oct Full day: Plenary session in Piatra Neamț**  
Includes expo of traditional food and crafts, folklore show  
*See details next pages*

**Tuesday 9-oct Day: Rural Tourism Fair**  
**Thematic field trips with workshop sessions**  
*See details next pages*

**Evening: Closing ceremony and celebration (joint event)**

**Wednesday 10-oct →**

***Individually arranged tours in East and Central Rumania***  
*(ask our travel agent, or by your own arrangement)*



## **Congress Days - Program**

### **Monday 8-oct      full day: Plenary session in Piatra Neamt**

**9:00    Opening greetings**

**9:15    The importance of tourism for rural areas - past and future**

Valorisation of local assets and social dynamics through rural tourism in support of generating new economies and opportunities in rural areas.

Speakers: Mr. Klaus Ehrlich – GenSecr Eurogites  
Mr. Petri Rinne – President of ELARD  
(rep. EDEN network)

- Sustainable tourism development
- Support policies in the past, present, and future
- Global markets and segments
- The CAP 2014-2020 and the Common Strategic Framework for rural development

**11:00    Country presentations    (2)**

Russian Federation	N.N.
Moldova – ANTREC Moldova	Ms Svetlana Lazar

**11:45    *Coffee break***

**12:15    Innovative concepts and products in Rural Tourism**

Focussed on the “touristic” side of RT, new ideas for looking at rural areas and how to give value to their assets are presented here.

Speakers: Ms Katia Sidali – University Göttingen  
Mr Philippe François – World Training Association  
WorkGroup EuroGites on Labelling

- Changes of paradigms of rural tourism
- The value of “experience” and how to market it
- Quality Labelling of EU Rural Tourism – results of the work group of EuroGites



**13:30 Lunch Break + rural exhibitions on premises**

**14:30 Keeping rural communities and heritage alive through tourism**

"Think global – act local": how can rural communities benefit from global trends

Speakers: Ms Asnate Ziemele – Lauku Celotajs (LV)  
Ms Olga Sevan – ICOMOS Russian Institute for Cultural Research  
Ms Fouli Papageorgiou – Euracademy

- challenges of territorial cohesion and poverty reduction in remote or mountain areas
- rural areas as repository of European cultural identity and heritage: settlements, landscapes, architecture, traditions
- local supply chains for small producers
- rural-urban linkages and networks
- case study about the above

**16:00 Country presentations**

Estonia – Maaturism                      Ms Raili Mengel-Sünt  
Ireland – B&B Ireland                  Ms Margaret Cahill  
*In pipeline: Denmark, Sweden, Finland*

**16:45 *Coffee Break***

**17:15 Rural Tourism in the world of Internet and Social Media**

Internet and its different applications is changing the communication between providers and clients. How to make best use of these new opportunities for organisation, management, development, and marketing of rural tourism?

Panel: Mr. Hans Embacher – Farm Holidays AT  
Mr. Nicholas Hall – SE1 Media, ex-ECT  
Mr. Terry Jackson - VisitWales  
Mr. François-Xavier Peêrs - Project manager TOURISMLink

- Consumer-based product design and development
- Impact and use of ICT for rural tourism organisations and providers
- The role of Social Media and how to use them efficiently
- Satisfaction control and benchmarking
- Open cross-compatible platforms for promotion and management

**20:30 Evening event – Diner at [Hanul Ancuței](#) (Tupilați village)**



## **Tuesday 9-oct**

### **Day:**

### **Thematic Products in Rural Tourism**

*(field trip with 2,5 hour workshop session "en route")*

***Pls. indicate your preference when registering for the congress***

- Group 1:    **Greenways**    Disused railway tracks that are transformed into hiking trails etc.  
"Baltagul" Complex - Tarcău  
Workshop coordinated by **European Greenways Association EGWA** [http://www.aevv-egwa.org/site/hp\\_en.asp](http://www.aevv-egwa.org/site/hp_en.asp)  
Coordinator: **Ms Mercedes Muñoz** – CEO EGWA  
Panelists:    Mr. Jamil Benabdallah – Détente SL  
                  (+3 examples from EU)
- Group 2:    **Cultural heritage**    Monasteries, castles, festivities, crafts, ...  
Theological Seminar of the [Neamț Monastery](#) – Vânători Neamț  
Workshop coordinated by **ECOVAST** [www.ecovast.org](http://www.ecovast.org)  
Coordinator: **Ms Valerie Carter** – President ECOVAST  
Panelists:    Ms Olga Sevan - ICOMOS  
                  Ms Edit Pop – Maramures Heritage Trail  
                  Ms Magdalena Banu – ECOVAST Romania  
                  Representative **ANTREC RO**
- Group 3:    **Nature**    Nature parks, sports, environment, ....  
[Hotel "Bistrița" Durău](#) - Ceahlău  
Workshop coordinated by **Naturfreunde International**  
<http://www.nf-int.org/>  
Coordinator: **Mr Christian Baumgärtner** – GenSecr NFI  
Panelists:    Ms Carmen Chasovschi – University Suceava  
                  Mr Andrei Blumer – RO Ecotourism Assoc.  
                  (+2 RO speakers tbd)



Group 4: **Gastronomy** Local food and meals as part of rural heritage across Europe

"Igloo", Cozla mountain – Piatra Neamț

Workshop coordinated by **ATLAS** – Tourism and Gastronomy group <http://www.atlas-euro.org/>

Coordinator: **Mr Kevin Fields** – University of Gloucestershire, ATLAS Tourism and Gastronomy group

Panelists: Mr Simão Ravara de Oliveira (PT)  
(*Slow Food International*)  
Representative ANTREC RO  
Local specialist in RO gastronomy

Return from field trips is scheduled **around 17:30**, giving participants time to refresh and change for the evening ceremony and celebration.

## **Evening:**                    **Closure ceremony and celebration**

### **20:00                    Final conclusions of the congress and workshops**

To be presented already in the ambience and context of the following Congress Dinner and celebration – total max 45 minutes

### **20:45                    Formal closure of the Congress**

*Authorities tbd*

### **21:00                    Diner and following "fiesta"**

at **"Popasul Haiducilor"** restaurant – Mount Cozla (P.Neamț)

**Online Registration at**

**[www.europeanrtcongress.org/registration.html](http://www.europeanrtcongress.org/registration.html)**



## **NO Registration Fee**

**Participation at the congress** from Sunday evening to Tuesday night, congress documentation, excursions within the program, and airport transfer where necessary, **is FREE OF CHARGE**.

**Accommodation, meals, and local transfers are on account of participants.** To cover all of them in a convenient and easy way, optional «**All-Inclusive-Packages**» can be booked at the registration form:

Concept	EuroGites members	Other participants
<b>PACKAGE Sunday evening – Wednesday morning:</b> Accommodation in “*** Pensiuene” (private guesthouses) with breakfast, single room, 3 nights from Sunday to Wednesday, inauguration reception and diner, meals on Monday and Tuesday, final celebration, all local transports	<b>195 € *</b>	295 €
<i>Accompanying person sharing same room</i>	+95 €	+95 €
As above but in *** <b>city hotel</b> + <i>accompanying person sharing room</i>	225 € +150 €	325 € +150 €
<b>EXTRA days: only accommodation / breakfast</b> (nights of Friday, Saturday) in “*** Pensiuene” incl. local transfers – includes free participation in any of the <b>Happy Hours</b> activities on Saturday and Sunday	30 €	45 €

## **TRAVEL INFORMATION**

Piatra Neamț [http://en.wikipedia.org/wiki/Piatra\\_Neamt](http://en.wikipedia.org/wiki/Piatra_Neamt) is a city of about 77.000 habitants, situated in the north-east of Romania. The surroundings offer some of the most beautiful areas of Rumania, especially during the autumn period when the congress will take place.

Important UNESCO World Heritage Sites such as the Neamț and Moldavian Monasteries [www.google.com/search?q=bukovina+monasteries](http://www.google.com/search?q=bukovina+monasteries) can also be found nearby for private post-congress tours.

For **AIR TRAVEL**, the following options exist:

- **Bacau (BCM)** airport (55 kms) is served by **BlueAir** [www.blueairweb.com](http://www.blueairweb.com) with direct flights from Italy (5), London, Brussels, and Paris.



- **Iasi** airport (130 kms) has several daily connections with Bucarest, and one daily with Viena
- **Bucarest** is frequently served by all mayor airlines and low-cost.

*Comfortable transfer from either of the above three airports to Piatra Neamt is included for all registered participants free of charge. The exact schedule will depend on arrival times.*

- For the adventurous: you may also fly to **Tirgu Mures** (TGM) and then travel from there by train or rented car (220 kms – 3 hours), through some of the nicest landscapes in Central Romania.

For arrival **BY CAR**, check the exact location on GoogleEarth. Quickest access is from

- **North and East** (Poland, Ukraine, Russian Federation): via Chernovtsy - Suceava – Piatra Neamt. If travelling this way, the Bukovina Monasteries are on your way: save at least one day for visiting some of them!
- **South and West** (Bulgaria, Turkey, Serbia, ... ): via Bucarest. The fastest road is Bucarest – Busau – Bacau – Piatra Neamt. However if you can spend a bit more time and one extra night, go first north to Sinaia – Brasov, and then across the Carpathian Mountains via Gheorgheni and the Red Lake to Piatra Neamt

## **ANNEX**

### **GENERAL INFORMATION ON "HAPPY HOURS"**

#### PRE-CONGRESS LEISURE TOURS & ACTIVITIES IN NEAMŢ COUNTY

- WHEN:** **Saturday OCT 6th + Sunday OCT 7th**
- WHERE:** NEAMŢ county (N-E part of Romania, in the Carpathians Mountains)  
Piatra Neamţ is a green and friendly city (population 77k)
- WHO:** participants registered at the congress and who booked either the pre-congress tour via Brasov, direct extra accommodation in Piatra Neamţ, or the congress package (*see "Packages" above*)
- HOW LONG:** Approx half day each activity, one in the morning, another one in the afternoon.
- HOW MANY:** On each of the two days, the organizers will present and repeat 3 different activity packages:
- starting 9.30 am: **"Nature"** and **"Heritage"** (simultaneously)
  - in the afternoon 1 hour after return: the **"Adventure"** package
- You can go for one, two or all the three packages, on either day.
- WHAT:**
- "Nature":** [Bicaz Canyon](#), [Red Lake](#), The Bicaz Dam, [Izvorul Muntelui](#), The Port, back to Piatra Neamţ
- "Heritage":** [Varatec Monastery](#), [Agapia Monastery](#), Bisons Reservation, [Neamţ Medieval Fortress](#), [Popa Masks Museum](#), back to Piatra Neamţ
- "Adventure"** - in Piatra Neamţ and surrounding areas, at your free choice you can do:
- bicycle tours (inside and outside the City, mountain biking, ...)
  - Off-road (enduro motor bikes, ATV-s, 4x4 vehicles 1 -7 seats)
  - horse riding (beginners course, soft forest tours, waggon trips, etc)
  - wall climbing (outdoor and indoor, trainer, mattresses, etc)
  - log rafting on Bistrita River/ Batca Doamnei Lake in the old fashion way
  - cable cabin tours - from downtown to the top of Cozla Mountain
  - touristic leisure flights (ULM German two-seat plane - 1 hour)
  - Adventure Park (ropes, nets, foot bridges, zip lines, rappels, etc)
  - mountaineering course for beginners (on field orientation, survival techniques guide, equipment handling, tent sleeping, etc) -- *Held by SALVAMONT - mountain search & rescue professionals*

#### **WHY?**

### **BECAUSE IT'S NICE, SAFE AND FUN !**

*(and these are not the only reasons we call them "happy hours")*