



DOSSIER ON THE EDEN WINNING AND RUNNER-UP DESTINATIONS

Albac

SECTION 1 - INTRODUCTION

1. FOREWORD MESSAGE OF THE MANAGEMENT OF THE DESTINATION

Be welcomed in the tourist resort Albac, in the heart of the Land of the Moți - a region that can be considered as an ethnic shelter from the time of formation of the Romanian people! Albac commune is located on the southern edge of the Apuseni Natural Park, declared a destination EDEN in 2009.

The destination Albac was from the beginning based on the tourism health and relaxation, because there are few natural anthropogenic resources.

The rural tourism practiced in Albac is characterized by certain specific features:

- 1) proximity to nature;
- 2) a clean, unpolluted environment, with modern leisure facilities;
- 3) the opportunity to get to know the places and people in the Land of the Moți;
- 4) the possibility of integration in the local activities that take place locally;
- 5) the possibility of knowing the history of the places by visiting certain objectives of national interest;
- 6) Silence and open space compared to the urban environment.

The specific wellness has been introduced in the tourism offer since 2010. The services offered can be characterized by special treatments (massage, aromatherapy, sauna, etc.), balanced nutrition, but also physical activities that restore the tone, optimism and good mood.

Tourists appreciate that in Albac, green tourism is also practiced, which has more stringent operating conditions. In the last 7 years, agro-tourism is practiced through the care of the local authorities to temper the excessive modernization of the tourist structures and the valorisation of the local heritage.

SECTION 2 - DESCRIPTION OF THE DESTINATION IN A MARKETING PERSPECTIVE

2. POSITIONING DECLARATION

What makes this destination excellent?

Why should a tourist visit it?

Here it should be stated (in max 2 or 3 lines) in which way the destination is excellent (from a traveller's point of view). The prospect traveller should immediately get clear in what sense this destination is excellent.

Please, add a picture that symbolizes the statement.

Among the motivations of tourists for vacations in the tourist resort of local interest Albac, the return to nature is highlighted. As a result of the need for relaxation and health, Albaceans pay close attention to several aspects: the increased interest in maintaining health; authenticity of rural life; mental peace and comfort; identification as the Capital of rural tourism in the Apuseni Mountains.





3. EXPERIENCES

What can a traveller do in visiting the destination?

Please, describe max three iconic experiences the destination has to offer:

Headline

Benefits

Call-to-action:

The tourism offer is based continuously on creativity and innovation for the development of new sophisticated, refined and individually tailored products and services. Most tourist packages include wellness cuisine services, but also optional with exploration or even escape activities, as a sustained concern for the enhancement of natural-healing factors.

1. cultural tourism



2. active tourism



3. Wellness tourism





4. MAIN TOURISTIC FEATURES

Iconic/Famous people

Famous historical facts happened in the destination

Cultural and Natural sights

Celebrations, festivals and events

It can be appreciated that the rural tourism practiced in Albac represents a specific state of mind for the inhabitants of the Land of Moșilor, which implies a great deal of respect for the guests. As a result, the tourist is not anonymous, but an important guest, a friend of the family, who always comes back with pleasure to the pension. Albac has gradually become a highly appreciated destination in Romanian rural tourism and well known especially after the multiannual editions of the "National Rural Tourism Fair" starting in 2005.

The most well-known inhabitant of the area is Vasile NICOLA, said Horea, born in 1730 in the commune Albac hamlet Fericet, probably close to the New Year, because the custom of the place was to give the name of the new born after the closest holiday. He is considered the main leader of the peasant emancipation uprising since 1784, killed by the Austrian imperial army by wheel shooting in the city of Alba Iulia. He built the famous Church of Albac, bought and relocated in 1907 as a living symbol of the delay and hope of reunification of the country, at the Florica mansion of the Brătianu family - in the Kingdom of Romania at that time and then moved to Olănești where it works today.

The traditional religious and pastoral holidays are well kept, appreciated and included in the tourist packages. The oldest is considered the Fair of Girls on Mount Găina – Hen, dating back several centuries.

5. PRATICAL INFORMATION REFERENCES

Please add websites (links) references for practical information:

Getting there & away

Getting around

Accommodation

Restaurants

Shopping

Touring

Health and Safety

Web pages:

<http://www.culturaalba.ro/TNTR Albac>
<https://adevarul.ro/locale/TNTR Albac>
<https://www.romaniaturistica.ro/TNTR Albac>
<https://www.infotravelromania.ro/blog/TNTR Albac>
<https://www.infotour.ro/ghid-turistic/evenimente/TNTR Albac>
<https://presadeturism.ro/targul-national-de-turism-rural-de-la-albac>
<https://jurnalul.antena3.ro/stiri/observator/TNTR Albac>
<http://www.antenatelor.ro/vrem-sa-stii/vss3/turism/TNTR Albac>
<https://www.acr.ro/acr-prezent-la-TNTR Albac>
<http://www.horeca.ro/eveniment/TNTR Albac>
<https://www.gazetadeagricultura.info/targuri-expozitii/TNTR Albac>
<https://alba24.ro/TNTR Albac>
<https://ziarullumina.ro/actualitate-religioasa/regionale/transilvania/TNTR Albac>
<https://turismistoric.ro/targul-national-de-turism-rural-albac-va-asteptam>
<https://opiniatransilvana.ro/TNTR Albac>
<https://www.agerpres.ro/social/TNTR Albac>
<https://www.comunicatedepresa.ro/antrec-filiala-alba/TNTR Albac>
<http://turismbalneo.ro/albac>
<http://povestidecalatorie.ro/TNTR Albac>
<https://razvanpascu.ro/TNTR Albac>
<https://urbeamea.ro/TNTR Albac>
<https://calatoriaperfecta.ro/impresii-de-la-targul-national-de-turism-de-la-albac>
<http://www.cjalba.ro/targul-national-de-turism-rural-de-la-albac>
<http://europedirect-adrcentru.ro/TNTR Albac>
<https://reintregirea.ro/actualitatea-eparhiala/12412-targul-national-de-turism-rural-albac>



http://cnipt.primariacimpeni.ro/ro_RO/targul-de-turism-rural-de-la-albac
[https://gorjeanul.ro/agentii-de-turism-din-gorj-prezente-la-TNTR Albac](https://gorjeanul.ro/agentii-de-turism-din-gorj-prezente-la-TNTR-Albac)
<http://salajplus.ro/participare-la-targul-national-de-turism-rural-de-la-albac>
[http://www.replicahd.ro/promovare-turistica-vaii-jiului-TNTR Albac](http://www.replicahd.ro/promovare-turistica-vaii-jiului-TNTR-Albac)

Movies:

[https://www.youtube.com/TNTR Albac IX](https://www.youtube.com/TNTR-Albac-IX)
<Transursoaia-traseu-turistic-huedin-albac-video-2018>



SECTION 3 – DESCRIPTION OF ACTIONS WHICH JUSTIFY THE NOMINATION

In this section, there is a description of all reasons why the destination fulfils the European and national criteria. It is important that all actions and initiatives taken are presented in a way to underline why they contribute to make the destination considered a good practice in the field of sustainable tourism.

6. GENERAL CRITERIA

What makes this destination excellent in “cultural tourism”?

What makes this destination emerging, not traditional and off the beaten track?

On what basis it was assessed that the destination offers authentic tourism experiences?

On what basis it was assessed that the destination has local authorities with a capacity in managing their destination in a way to ensure social, cultural and environmental sustainability?

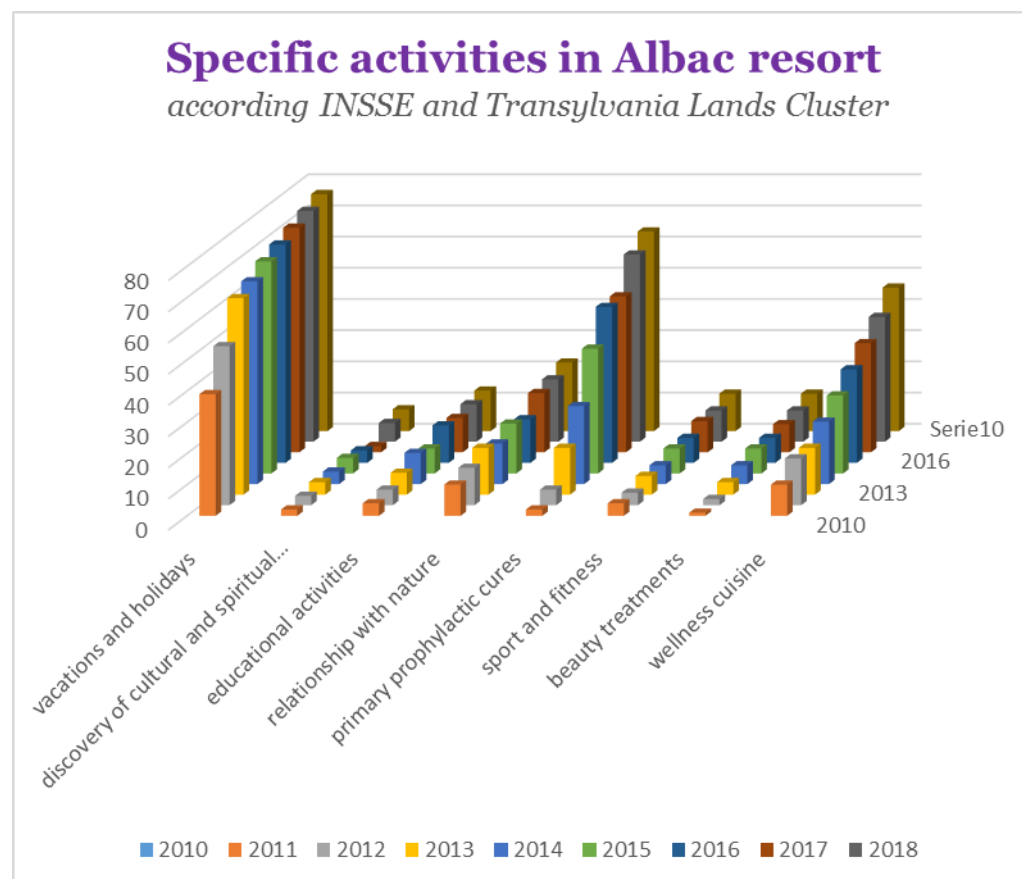
On what basis it was assessed that the destination has a management organisation that has a capacity in sustainable tourism management?

On what basis it was assessed that the destination has agencies, NGOs or authorities with a capacity in adopting sustainable tourism practices?

Calendar of the main annual cultural events :

- 1) Filling of the altar of the Church of Horea - the tourist resort of Albac;
- 2) Girls' Fair on Mount Găina - July Mountain Gina;
- 3) Culture for culture - July Avram Iancu commune;
- 4) The National Folklore Festival "Up, up, up, up to the mountains, up the mountain" - July city of Câmpeni;
- 5) National Fair of Rural Tourism - August Albac commune;
- 6) The carpenter Day - August Horea commune.

The Tourist Information Center has been operating since September 5, 2015 and is based on the project “Capitalizing on marketing and promoting the tourism potential of the homogeneous area Vadul Moșilor - Albac - Horea”.



Analysing the graph of the specific activities, there is a marked and well differentiated growth in the last years of both experience tourism and



wellness tourism.

The Arieșul Mare GAL - Local Action Group, based in Albac and established in 2016, represents the concrete solution, transforming into reality the potential that the local community can exploit in order to be part of the new approach to the development of the European village. This approach encourages the return and / or establishment of young people in the territory and its economic, social and cultural development, by focusing on stimulating partnerships, transferring knowledge and implementing innovative initiatives.

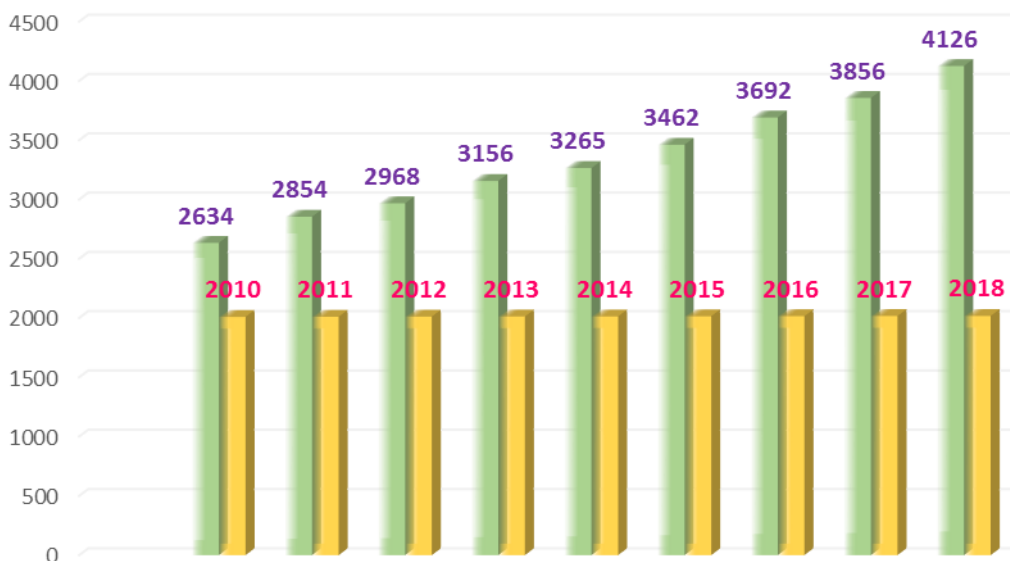
The partnership with the Transylvanian Rural Academy concluded in 2011 led to the publication of the Heritage magazine [Life in the country](#).

CIT - Tourist Information Centre, Albac is a partner of the MDO Transylvania Lands Cluster from 2015, the most important internationally recognized tourism promotion and development group in Transylvania. Transylvania Lands Cluster received the bronze label in 2015 received the BRONZE qualification given by the European Secretariat for Cluster Analysis and Cluster Excellence, at the initiative of the European Commission and was awarded by the Ministry of Tourism, for excellent activity as MDO in 2016.

7. SPECIFIC CRITERIA

TOURIST TRAFFIC IN ALBAC RESORT

ACCORDING INSSE AND TRANSYLVANIA LANDS CLUSTER



The tourist resort Albac has a tourist circulation that allows it to keep the destination for tourist services for relaxation and health.



The special program "Holidays in the country" is intended especially for the categories of tourists with low incomes, who want to discover the life of the village, the traditions of the respective places, the specific hospitality of this type of tourism and last but not least, they can serve a traditional meal with specific dishes.

The centre of elderly persons operating in the tourist resort Albac since 2014 carries out its activities with the support of the mayor's office and the owners of tourist structures numerous support actions and even cultural activities.

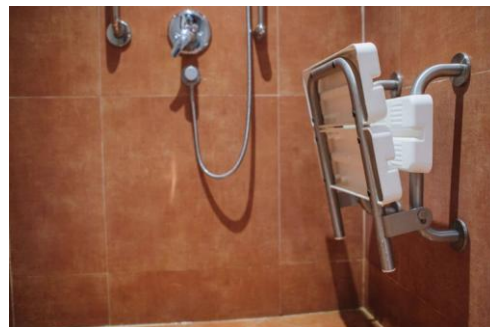
The special program for the visually impaired has been implemented since 2014, as a result of the collaboration with the Romanian Blinds Association, the Alba Iulia Branch.

The tourist resort Albac is part of the list of administrative units included in the Disadvantaged Mountain Zone. The implementation of the national strategic objectives for the sustainable development of the Carpathians during the period 2014-2020, makes Albac benefit from a specific policy according to the principles of sustainable development, which will ensure the needs of the present without compromising the chances of future generations.

During 2010-2015, several projects were carried out in Albac to qualify the personnel from the local administration and the private environment in the field of tourism and services. Over 100 people have obtained qualification certificates. After 2014, we went to the selective waste collection, in partnership with SC Salubritate Apuseni SA from Câmpeni.

Apuseni Natural Park has become a natural area of attraction at national and international level, with special anthropic and natural features, where integrated and sustainable protection and management results in a well-preserved and enhanced biodiversity without affecting the area. The project realized by the Union of Architects of Romania for the valorisation and conservation of the architectural heritage was presented at the biennial of 2012, where it was also awarded. A guide for the Preservation of Architecture and Local Specificity in the Land of the Moți was also developed.

After the European integration in 2007, the inhabitants of Albac, entrepreneurs in tourism and services mobilized for new investments and modernizations, so that tourists or visitors with disabilities or special requirements could have easy access to services and/or leisure. Access ramps and sanitary facilities were built, as well as special chairs and tables for people with disabilities. Special programs for visiting and accessing recreational spaces were also created and implemented.





SECTION 4 – INFORMATION ABOUT THE DESTINATION MANAGEMENT ORGANISATION

8. THE ORGANISATION MANAGING THE “DESTINATION”

(i.e. organisation which submitted the application for the EDEN Award)

What type organisation is it?	Governance System	Overall Budget (in €)	% Budget in tourism	Staff working in tourism activities																									
	Non-profit public-private partnership, association of tourism businesses	more than 1M	Percentage 75%	Total: 8 Breakdown - Permanent: 4 - temporary: 1 - consultants: 3																									
Which tasks in tourism management are performed by the organisation?	Research and development actions																												
Please indicate the partnership or co-operation schemes in which the private sector has been involved in the organization?	<p>Cluster Management Team:</p> <table border="1"> <thead> <tr> <th>Name</th> <th>Surname</th> <th>Position</th> </tr> </thead> <tbody> <tr> <td>Emil-Anton</td> <td>COMSA</td> <td>Cluster Manager</td> </tr> <tr> <td>Elena Iuliana</td> <td>COMSA</td> <td>ECCP Responsible Person</td> </tr> <tr> <td>Anca Roxanda</td> <td>TRIFA</td> <td>Internationalisation Responsible</td> </tr> <tr> <td>Christina</td> <td>LEUCUTA</td> <td>Internationalisation Responsible</td> </tr> </tbody> </table> <p>Composition of the cluster Total number of members: 53 Number of SME members: 47 Number of larger company members: 2 Number of research organisations/universities/technology centres: 3 Number of other ecosystem actors : 1</p> <p>Name and link of major players:</p> <table border="1"> <thead> <tr> <th>Name</th> <th>Website</th> </tr> </thead> <tbody> <tr> <td>University 1 December Alba Iulia</td> <td>http://www.uab.ro</td> </tr> <tr> <td>Chamber of Commerce and Industry Alba</td> <td>http://www.cciaalba.ro</td> </tr> <tr> <td>Unirea Pres Ltd</td> <td>http://www.unirea-pres.ro/</td> </tr> <tr> <td>Lucian Blaga University of Sibiu</td> <td>http://www.ulbsibiu.ro</td> </tr> </tbody> </table>				Name	Surname	Position	Emil-Anton	COMSA	Cluster Manager	Elena Iuliana	COMSA	ECCP Responsible Person	Anca Roxanda	TRIFA	Internationalisation Responsible	Christina	LEUCUTA	Internationalisation Responsible	Name	Website	University 1 December Alba Iulia	http://www.uab.ro	Chamber of Commerce and Industry Alba	http://www.cciaalba.ro	Unirea Pres Ltd	http://www.unirea-pres.ro/	Lucian Blaga University of Sibiu	http://www.ulbsibiu.ro
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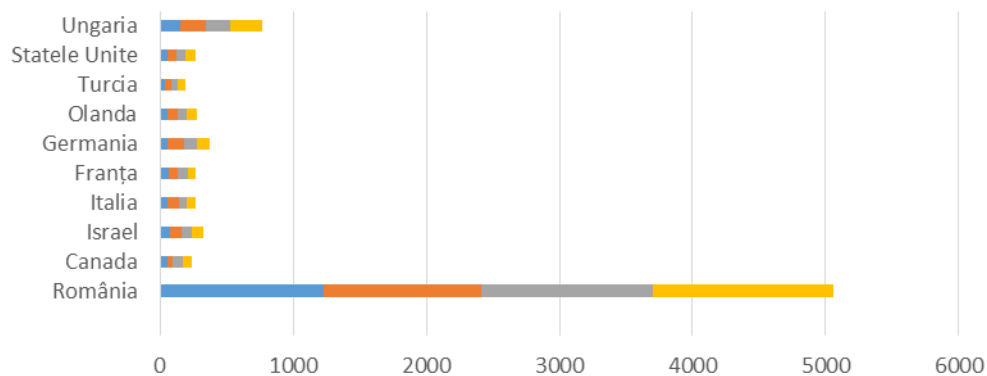
Heritage Valuation

<http://www.revista-viatalatara.ro>

MDO – Transylvania Lands Cluster

<http://www.transylvania-lands.ro>

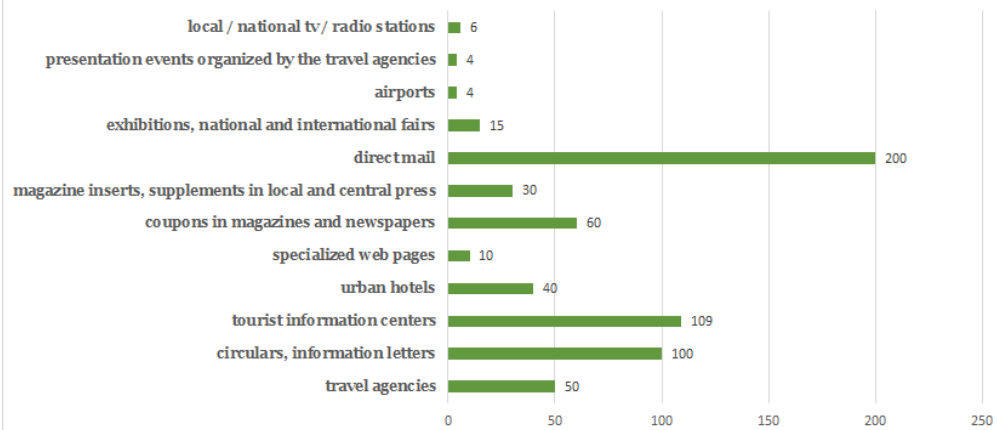
Information request CIT Albac directly or through Transylvania Lands Cluster



	România	Canada	Israel	Italia	Franța	Germania	Olanda	Turcia	Statele Unite	Ungaria
■ 2015	1232	60	80	60	70	60	60	40	60	150
■ 2016	1184	40	86	80	60	120	70	50	60	200
■ 2017	1283	75	70	60	80	100	70	40	70	180
■ 2018	1362	60	88	70	60	90	80	60	80	240

■ 2015 ■ 2016 ■ 2017 ■ 2018

Distribution of tourist brochures from the Albac resort



Please indicate if there are special agreements with the regional or national tourism offices for

Does not exist



marketing the destination in the domestic and international markets.

9. CONTACT DETAILS

CEO, General Manager, Legal representative of the Organization

The person who will attend and represent the destination at the EDEN Award ceremony

Tiberiu TODEA, Mayor of Albac commune,
Cloșca, nr. 9 postal code:517005, Albac, Alba County, Romania
Phone 0258-777501, 777504
Fax 0258-777549
primaria_albac@yahoo.com, English - French

Tourism Manager

The person who will attend the EDEN Network meetings and who is in charge of tourism management

Mircea MORAR, Public administrator Albac commune,
Cloșca, nr. 9 postal code:517005, Albac, Alba County, Romania
Phone 0258-777501, 777504
Fax 0258-777549
mmorar2001@yahoo.com, English - French



SECTION 5 – STATISTICS AND FACT ON SUSTAINABLE TOURISM IN THE DESTINATION

10. TOURISM STATISTICS

		Hotel	B&B, apartments, other
Tourism Volume Please, in counting the tourism volume consider all accommodation establishments close (less than 30 minutes) to the destination	Number of establishments Albac only		17
	Number of bed places Albac only		380
	Number of days of the peak season		90
	Arrivals in 2018		4126 persons
	% of arrivals from abroad (international arrivals)		11%
	Nights (overnight stays)		8500
	Average daily rate per room in the peak season		FB 60-90 €

11. FACTS ABOUT SUSTAINABILITY

Facts and data on a sustainable tourism supply chain	organic foods	75%
Facts and data demonstrating results to reduce the use of the cars in the destination	arrivals by train and/or other public transportation town close to traffic	60% 0%
	reduction	60% since 2015



Facts and data demonstrating results in waste reduction	recycled	100% since 2016
Facts and data demonstrating results in decreasing water consumption	Reduction water consumption	25% since 2016
Facts and data demonstrating results in reducing energy consumption	energy consumption reduction per resident	10% since 2014

12. GENERAL STATISTICS		
How many inhabitants?	The homogeneous Albac, Horea and Vadu Moșilor area has about 6,000 inhabitants on an area of over 13,000 hectares	