



4th 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 5th afternoon from Bucarest, overnight Sinaia o Brasov; Saturday 6th 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 – AMFORHT/ECORISMO
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



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
 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
 Coordinator: **Ms Valerie Carter** – President ECOVAST
 Panelists: Ms Olga Sevan - ICOMOS
 Ms Edit Pop – Maramures Heritage Trail
 Ms Magadalena 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



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
PACKAGE Sunday evening – Wednesday morning: 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	195 € *	295 €
<i>Accompanying person sharing same room</i>	+95 €	+95 €
As above but in **** city hotel <i>+ accompanying person sharing room</i>	225 € +150 €	325 € +150 €
EXTRA days: only accommodation / breakfast (nights of Friday, Saturday) in “**** Pensiuene” incl. local transfers – <u>includes free participation in any of the Happy Hours activities on Saturday and Sunday</u>	30 €	45 €

TRAVEL INFORMATION

Piatra Neamț 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 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 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")