

A photograph of three cyclists riding on a paved road at sunset. The sun is low on the horizon, creating a bright glow and long shadows. The cyclists are silhouetted against the bright sky. The background shows a flat landscape with some trees and a cloudy sky.

Cycling tourism development in Romania

Zagreb – 24 November 2015

OUTHENTIC

cycling Romania

Cycling tourism in Romania

- **Cycling tourism is at the very beginning** although it is growing
- Only few **thousands of tourists** on bike each year
- The **landscape and cultural variety** are promising
 - **Few organizations are pioneers in the field**
 - **Lack of information**, especially for foreigners
 - **Underdeveloped infrastructure**



Who are we?

[Outhentic Cycling Romania](#) is a social entrepreneurship initiative developed with the support of ROI Association (www.ROI.ro), aiming to involve the local communities

With bike touring we **inspire Romanians** to appreciate their country and to value the **natural potential**, the **national traditions** and the **beautiful people** here

The initiator is **Mircea Crisbășanu**, a former student abroad, **passionate about bike touring** and contributor at National Geographic Traveler

Our projects: Danube Research Tour '13-'14 results

Promoting the Romanian region along the Danube,
part of EuroVelo6 cycling route

Providing information for **more than 500 objectives** and attracting foreign and Romanian tourists in the area ([video](#))

Supporting the **sustainable development** of visited rural communities

Identifying partners – authorities and NGOs for a better capitalization of local tourism potential

Our projects: Dealu Mare cycling route network

Eco-tourism developing – one of the key strategies for enhancing the potential of the region

Developing a network of sign-posted cycling trails

Organizing cycling events for promoting the destination

Involving local actors: young volunteers, companies, wine cellars, local town halls, tourism developer



Actual legal initiatives

Federation of Bicyclists in Romania (FBR) is an official body established since 2007 - <http://www.biciclisti.ro/>

Clubul de Cicloturism Napoca (CCN) is an NGO and an active promoter of bike tourism in Romania

CCN organizes yearly network meetings (ProVelo conferences) between cycling tourism organizations

FBR & CCN constantly pushed the ministries to legally support the establishment of the **National Marked Bike Routes Network of Romania (RNTCMR)**



RNTCMR - The proposed document

Contains:

- the **design features and procedures** for marking and homologation of cycle tourism routes,
- the itinerary of some specific national and regional bike routes,
- **compatibility** between the various local initiatives in terms of marking, promoting
- the **link & integration** with European network EuroVelo (EV6 & EV13 cross Romania)
- standards for **cycling friendly accommodations** and **cycling guides**,
- classic and online bike tourism **guides and maps**



What is next?

- Continue to empower and consolidate **network connections** between cycling tourism stakeholders
- Create a **basic concept proposal** to be later addressed to Romanian ministries
- **Create a national EuroVelo coordinating center** that actively promotes the EV and the national cycling routes in Romania
- Look back and **use the instruments** we already have

Create a better and healthier world for our children and for the generations to be!



Let's stay in touch!

Thank you!

Authentic Cycling Romania is an initiative supported by ROI Association - www.ROI.ro

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