

# Format

# Multiannual policy plan 2015-2018

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*Tourism Sector*

# Summary

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# 1. What do we want to achieve?

## The importance of tourism for Piatra Neamt

Piatra Neamt municipality wants to become an important touristic resort so that by using the available natural resources: the landscape, climate, arts, historical sites, folklore tradition, tourism would become a real means economic development of the area.

Sustainable development of tourism and complimentary business was the field we chose to tackle due to the following reasons:

- There is some important natural and atrophic potential;
- The town is known for being a touristic mountain destination and holds proper infrastructure
- Tourism is an industry of services hence the investments small business are to make in this field does not need important investments;
- The collateral effects are more significant than in any other industry (for example the demand creates new services faster than any other sectors);
- The online products is easier to sell online in comparison to other products;
- Tourism represents a clean industry that does not produce waste or pollution;
- The effects produced at the level of the community are on longer term and come up faster;
- Our own inhabitants also benefit from the touristic infrastructure that is going to be built;
- Tourism needs less specialized and technical know-how in comparison to other industries.

## Envisioned effects

As a consequence of the implementation of the projects that would impact tourism, the envisioned effects are the following:

- The increase of the incomes for the local budget ( through the increase of the local taxes collected); this would lead to an improvement of the public services offered to the communities (a more friendly interface created in relation with the citizens, better roads, green areas, urban furniture etc);
- The diversification of the services and touristic objectives will lead to the creation of new jobs (in tourism and other areas which develop due to tourism development), decrease of unemployment, better valorisation of resources and labour;
- Entrepreneurial initiatives will contribute to the growth of the middle class.

## Effect indicators

The effect indicators (multiannual for 2015-2018) that we envisioned for the group of projects referring to the development of tourism are: the increase of the number of

tourists, the increase in the number of nights spent in our area, the increase in the medium time spent in our area, the increase in the incomes for the local budget that come from the hotel taxes, the increase of income for the local budget that come from taxing events; the estimated values for the 2015-2018 timeframe are presented below:

Indicator	2012	2015	2016	2017	2018
Number of tourists	41201	44000	47250	51250	55992
Number of nights spent	67458	72160	77963	86100	95186
Average time spent in our area	1,63	1,64	1,65	1,68	1,70
Incomes from hotel taxes	57612	58188	58759	59405	60059
Incomes from events	17853	18746	19682	20666	21699

When setting the values for these indicators we had as reference data the values of 2012 that were provided by the Regional Direction of Statistics Piatra Neamt and the existing data from the “Account of local budgetary execution – Incomes 2012”

The progress of the indicators “Number of tourists” and “number of nights spent in our area” during 2007 – 2012 timeframe is presented in the table below:

Indicator	2012	2011	2010	2009	2008	2007
Number of tourists	41201	30995	38727	42442	50512	55992
Number of nights spent	67458	51756	57807	66066	86584	91118

One can easily notice that both indicators have decreased during 2007-2012 from 55.992 in 2007 to 41.201 in 2012 for “number of tourists” and a decrease from 91.118 in 2007 to 67.458 in 2012 for “numbers of nights spent”. This situation can be explained as being the impact the economic crisis of 2008-2012.

For the timeframe 2015-2018 higher values for these indicators have been envisioned so that at the end of 2018 we will get the values that were associated with 2007 when it comes to “number of tourists” and 1,70 for “average time spent” which leads for to a value of 95.186 for the “number of nights spent” indicator.

## 2. What are we going to do in order to achieve the aims?

The general objective of the tourism policy that is contained in the *Development Strategy of Piatra Neamt Municipality for 2008-2015* is:

The viable transformation of the municipality into a touristic resort fir alternative, ecological and cultural tourism.

In order to attain the general objective of our tourism development policy three priorities have been identified:

Priority 1 – The development of the tourism infrastructure

Priority 2 – The increase in the quality and diversification of the touristic offer

Priority 3 – Efficient promotion of the touristic opportunities

Within each of the three priorities measures and activities are envisioned, some of them through project implementation as follows:

Priority 1 – The development of the tourism infrastructure:

- “Building a bicycle lane in Piatra Neamt municipality”;
- “The development of the touristic infrastructure on Cozla mountain”;
- “Building a touristic route on Pietricica mountain”;
- “Setting up the pedestrian area 22 Decembrie”.

Priority 2 – The increase of the quality and diversity of the touristic offer

- “The restoration and consolidation of the archaeological site in the historical and cultural area Royal court – the Museum of the Royal Court II”
- “Setting up the street market on Muncii street”
- “The creation of new touristic products (alternative sports: paraglide, hang-glider, mountain bike, snowboard, paint ball, ATV)

Priority 3 – Efficient promotion of touristic opportunities

- “The centre for touristic promotion and information in Piatra Neamt municipality”
- Participation of Piatra Neamt in the two national touristic exhibitions in Romania;
- Editing and distribution of a calendar of monthly events;
- Setting up to the preparation of a guide of restaurants and accommodation places.

From all the measures/ activities mentioned for the timeframe 2015-2019 we have selected a group of four projects that we present below:

#### **Activity A/ project A**

“Building a bicycle lane in Piatra Neamt municipality” - *18,304 km*

Project value: 2.364.348 lei

In order to achieve this project we will be aiming at getting non-reimbursable funding from EU; for this purpose we will be following the official launch of a call for applications for funding within the next operational programmes that is expected starting 2014.

Project duration: 19 months (effective realization of the runways of cyclists).

#### **Contribution to the effect indicators:**

The project will contribute to the following effect indicators:

- Jobs creation by respecting the sustainable development and environmental protection principles, during the project implementation period;
- The development of the business environment through setting up business that rent/ fix bicycles;
- The project represents a new facility of recreation for tourists and community;
- The improvement of air quality, the diminishing of the pollution effects;
- The increase of traffic safety;

### **Activity/project B**

„The Touristic Information and Promotion Centre in Piatra Neamt”

The project preparation started in 2013 with the realization of technical-economic studies and obtaining a grant funding within the Regional Operational Programme 2007-2013, priority axis 5 D.M.I., 5.3.

In 2014, after the evaluation of funding applications and the selection of the project for financing, the financing agreement was signed with the Ministry of the economy-the national authority for tourism. The works of the Centre shall be carried out in 2015; for the evaluation of expenditure during the period 2016-2018 is also taken into account the operating costs of the Centre.

Total project value: 1.192.275,50 lei (for the period 2015-2018 a total of 1.094.206 lei, are needed; the 98.069,12 lei have already been spent in the period 2013-2014 for the completion of technical and economic documentation-see details in the annual plan of the project).

Period of implementation: 12 months

#### ***Contribution to the effect indicators:***

The project contributes to the following effect indicators:

- The creation of jobs by respecting the principles of sustainable development and environmental protection during the project implementation period and after that period;
- The increase in the number of tourists in the Centre;
- The increase in the number of the webpage visitors;
- The increase of the level of information of tourists that visit the area and of the tourism operators.

### **Activity/project C**

« The restoration and consolidation of the archaeological site in the historical and cultural area of the Royal Court – Museum of The Royal Court II »

It is a component of a larger project - the redefinition of the historic centre of the municipality of Piatra Neamt, entitled: "Restoring and value of historical and cultural area of the Royal Court of Piatra Neamt-by urban design, design of pedestrian and traffic areas - car underground passage, underground parking". It began in 2013 and became necessary as a result of the archaeological excavations made during the execution of works under the project mentioned. Project preparation started in 2013-2014, when economic and technical documentations have been carried out and a grant from EU funds has been obtained within the Regional Operational Programme 2007-2013, priority axis 1 D.M.I., 1.1. The works began in 2014 and will finish in February 2015. The expenses considered for the period covered by 2015-2018 shall be those necessary for the completion of the works and operating expenses.

Total value of the project: 1.019.348 lei (for 2015–2018 **347.808 lei** are needed, the difference of 671.540 lei has already been spent in 2013- 2014 for most of the project's activities – see details in the annual project plan).

Period of implementation: 10 months

The project was launched in 2014 and will end up in February 2015

#### **Contribution to the effect indicators:**

The project will contribute to the effect indicators:

- The increase in the number of jobs by respecting the sustainable development and environmental protection principles during the project implementation period and during the functional period;
- The increase in the number of tourists that visit the museum.

#### **Activity/ project D**

„Building the street market on Muncii Street”

Project value: 763.433 lei

The projects will be finalized by the end of 2014; for the timeframe 2015-2018 when tackling the budget tables in chapter 3 the operational values of the project will be taken into account.

#### **Contribution to the effect indicators:**

The project will contribute to the following indicators:

- The promotion of the products that are specific for the mountain region;
- The development of the business environment through the setting up of companies that produce and provide traditional and local food as well as non food products;
- The increase of incomes from the crafts business and small producers;
- The increase of incomes from taxes to the local budget.

### **3. What are the costs?**

#### **Needed budget**

*The total needed multiannual budget (2015-2018) for running the projects:*

Activity/ project	2015	2016	2017	2018	Total
Activity/ project A	90.000	500.00	1.000.000	774.348	2.364.348
Activity/ project B	481.126,38	204.360	204.360	204.360	1.094.206,38
Activity/ project C	138.475	67.606	70.352	71.375	347.808
Activity/ project D					
Total					

#### **Financing**

*Financing (EU, national, local, private, etc.)*

EU Financing	2015	2016	2017	2018	Total
Activity/ project A	67.032	372.400	744.800	576.734,36	1.760.966,36
Activity/ project B	379.456,98	0	0	0	379.456,98

Activity/ project C	<b>53.314,97</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>53.314,97</b>
Activity/ project D					
<b>Total</b>					

<b>National funding</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>Total</b>
Activity/ project A	<b>21.600</b>	<b>120.000</b>	<b>240.000</b>	<b>185.843,52</b>	<b>567.443,52</b>
Activity/ project B	<b>93.925,6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>93.925,6</b>
Activity/ project C	<b>13.056</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13.056</b>
Activity/ project D					
<b>Total</b>					

<b>Local funding</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>Total</b>
Activity/ project A	<b>1.368</b>	<b>7.600</b>	<b>15.200</b>	<b>11.770,2</b>	<b>35.938,12</b>
Activity/ project B	<b>7.743,8</b>	<b>204.360</b>	<b>204.360</b>	<b>204.360</b>	<b>620.823,80</b>
Activity/ project C	<b>72.104,03</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>72.104,03</b>
Activity/ project D					
<b>Total</b>					