



Tokyo  
Development  
Learning  
Centre

# Romania Action Plan

Cultural Heritage & Sustainable Tourism TDD

Tokyo, Kyoto - Japan

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JAPAN GOV  
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WORLD BANK GROUP  
Social, Urban, Rural & Resilience

# Romania Key Takeaways from TDD

1. Importance of Tourism Management and Sustainability (central, regional and local level)
2. Importance of PPP and proper management (revitalization, regeneration, planning, processes)
3. Urban regeneration and tourism accountability in the process (master plans, subsidies, preserving cultural values through proper zoning)
4. Kyoto Story – shifting from quantity to quality; city support for tourism development (micro credits and subsidies)
5. Kimono Dinner – importance of presenting the cultural in a simple, yet astonishing way 😊



# Romania Implications

1. Better managed and organized tourism sector
2. Better policy and support for sector development
3. Increased number of tourists (from 2,7 mln in 2017 to 10,0 mln in 2025 and 15,0 mln in 2030).
4. Increased number of tourism receipts
5. Boosted local economy, developed HR, eliminated regional disparities



# Romania: Actions to be Taken

- Short-term (0-6 months):
  - Finalization of National Tourism Strategy – GoR/WB
- Medium-term (6-18 months):
  - Identification and prioritization of action items, as informed by the strategy - GoR
  - Implementation of key activities - GoR
- Long-term (18-36 months):
  - Revision of the Strategy (annually) – GoR/Ministry of Tourism/Stakeholders
  - Continuation of actions (soft and hard) to further enhance the sector – GoR/Ministry of Tourism/Stakeholders



# Romania: Lending and TA Active or Needed

- Technical Assistance Work Planned:
  - Development and finalization of National Tourism Strategy
- Investment Work Planned/Needed:
  - Support further development of tourism infrastructure
  - Enhance connectivity within the country, connecting sites and places
  - Revisit and further strengthen site and visitor management plans
  - Increase the private sector investments and involvement in the sector through PPP policy and reinforcement
  - Engage in aggressive marketing and promotion on international markets



# Romania: Support Needed

- World Bank:
  - Development of National Tourism Strategy (ongoing)
- TDLC Program (Japan)
  - Assistance in diagnostics of UNESCO and other cultural heritage sites management in Romania – policy paper; action plan; resources
  - Assistance in mapping M&P activities and access to the markets
- Knowledge Products (Case Studies, Policy Notes, etc.)
  - Site and Visitor Management Plans – case study, based on one/multiple sites in Romania
  - Policy note on tourism sustainable development in Romania