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Romania's National Strategy for the Development of Tourism 2023 – 2035



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Romania has emerging tourism potential, having the most rich and diverse natural tourism resources. The picturesque landscapes, intertwined with centuries-old traditions, make it a destination that encapsulates both history and nature. The Ministry of Economy, Entrepreneurship, and Tourism unveiled Romania's National Strategy for the Development of Tourism for the period 2023–2035.



This strategic roadmap envisions a dynamic transformation of Romania into a globally recognized, high-quality tourist destination, offering unparalleled experiences.

At the heart of this strategy lies the acknowledgment of Romania's unparalleled natural beauty, coupled with its vibrant cultural heritage. From cultural tours exploring historical landmarks to serene holidays along the Black Sea, Romania offers a diverse range of tourist products. The landscape is a tapestry of spectacular landforms and a wealth of traditions that have stood the test of time.

The strategy emphasizes key pillars crucial for the sustainable development of tourism in Romania. Private-public partnerships, destination marketing, and the digitalization of public services are identified as essential components to boost the sector. The document sets the stage for a planned development, addressing challenges and proposing efficient solutions.



Structured around a comprehensive theory of change, the Development Strategy targets three levels to ensure the sustainable growth of tourism in Romania. The emphasis lies not only on capitalizing on the natural and cultural heritage but also on involving local communities. The strategy aims to increase Romania's visibility on the global tourism stage, with a focus on first-rate international markets.

Objectives for Sustainable Growth

The outlined objectives for tourism development until 2035 are ambitious yet pragmatic. These include fostering partnerships between the public and private sectors at the destination level, boosting the quality and performance of tourist destination management. The strategy also seeks to enhance Romania's development opportunities, stimulate an increase in domestic and international tourist circulation, digitalize public services offered by the central public authority in the field of tourism, and increase the notoriety of Romania as a quality tourist destination in international tourism. Investments in tourism, simplification of authorization systems, and support for the entrepreneurial environment are key components.

Development in Tourism Sector

Reflecting on past achievements, in 2019, tourism contributed significantly to Romania's economy, constituting 3.0% of the total GDP and supporting over 412,000 jobs. However, the COVID-19 pandemic impacted the sector.

Various strategies were introduced to meet Romania's diverse tourism potential. The National Tourism Development Master Plan 2007–2026 provided a roadmap for sustainable and inclusive growth. Developed in collaboration with a global authority like the UN World Tourism Organization, the plan integrates international best practices and expertise, ensuring a strategic and well-informed approach.



The National Ecotourism Strategy, initiated in 2009, stands as a testament to Romania's commitment to environmentally responsible tourism. In the pursuit of sustainable tourism, Romania has also achieved notable milestones in the realm of ecotourism. The recognition of ecotourism destinations and the certification of eco-products showcase a commitment to responsible tourism. Furthermore, the development of walking routes and trails, along with training programs for those in the tourism industry, underscores Romania's dedication to fostering sustainable practices.

The new strategy foresees a 70% increase in foreign tourists by 2035, projecting revenues to reach EUR 2.99 billion. With estimated arrivals set to increase from 843,000 in 2021 to 4.6 million in 2035, it anticipates steady revenue growth, reaching EUR 2.99 billion by 2035. The growth forecast for the period 2022–2025 is 35% per year, marking the post-pandemic recovery, followed by 5% growth in the subsequent years (2026–2035).



The tourism industry in Romania is expected to witness robust growth of up to 4.3% in the next five years. Recognizing its potential to become a major employer in the services sector, recent initiatives by tourist agencies and associated companies aim to create jobs for thousands of Romanians.

Conclusion

Romania's National Strategy for the Development of Tourism 2023–2035 is a comprehensive roadmap that envisions a transformative journey for the country's tourism sector. With a focus on sustainable growth, strategic partnerships, and the leveraging of Romania's rich heritage, the plan aims to position the country as a leading global tourist destination, contributing significantly to economic growth and job creation.