



## Executive Council

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### General programme of work

#### (a) Concise report on the general programme of work for 2010-2011

**Annex: Technical cooperation**

**Addendum: Project in Romania**

#### **Country: Romania**

**Project title:** Integrated urban development for the rehabilitation and modernization of Borsec, Baile Herculane and Sulina tourist destinations as support for sustainable tourism activities.

**Duration:** December 2011 – May 2012

**Objectives:** Promote integrated urban development and rehabilitation of three towns (Borsec, Baile Herculane and Sulina) as part of the Government's objectives to diversify tourism products while stimulating regional and local development through tourism. The project is jointly funded by the Ministry of Regional Development and Tourism and UNDP.

**Results achieved:** Detailed review and analysis of the three towns, their tourism potential and their urban development challenges; formulation of a Tourism Vision and positioning statement for each town; and, formulation of final reports including detailed Action Plans outlining over 100 project profiles for the rehabilitation and integrated development of the three towns for tourism purposes. The project has been extremely consultative in nature with numerous community workshops held at all three locations to first, identify community needs and concerns, and, later, to obtain their endorsement of Vision Statements, positioning statements, and Action Plans.

#### **New developments for 2012:**

The final report will be submitted to the Ministry and UNDP for review and approval in May 2012.

