

PREPERATORY VISIT FOR A CUPA IMPLEMENTATION LAB ON POIANA BRA OV (ROMANIA) 3 - 4 September 2014

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Introduction

A short preparatory visit was made to Bra ov and the mountainous area Poiana Bra ov dedicated to out-door and mostly winter ski activities.

The initiative taken by the Regional Centre Competitiveness and Training EUSDR “Danubian Green House” CASA VERDE a DUN RII to invite the core members of the CUPA programme, Volkmar Pamer of the Planning Department of Vienna, Vincent Neumayer of TINAVIENNA and Huibert Haccoû of the International Intervision Institute, is to organize an Implementation lab on the issues that especially the Poiana Bra ov area faces. And help identifying development strategies for the tourist sector for the resort.



The CUPA team was cordially received by the president and vice presidents of the CASA VERDE a DUN RII Foundation, respectively: mr Ovidiu Slimac, mr Constantin Grosu and mr Sorin Peligrad. As well as by mr Cristian Macedonschi, city councilor of Bra ov and president of the association for the touristic development of Bra ov and mr Ciprian B. Vi an Consultant business development collaborating with the Casa Verde. Later we were joined by the representatives of the Bra ov Metropolitan Agency mr Radu Col and his colleagues and representatives of the City of Bra ov.

After a quick glance at the selection of interesting touristic sites in the City of Bra ov the party was introduced to the study area itself: the ski resort Poiana Bra ov.



The second day of the preparatory visit was reserved for a first exchange of impressions and ideas on what the focus should be of the Implementation Lab that was agreed to be held from Wednesday 26 November till Friday 28 November 2014.





Which ended in a press conference.



Characteristics of the study case Poiana Braşov

It is an important ski resort in Romania as well as a neighborhood of Braşov City. Poiana Braşov is located in the Carpathian Mountains at an altitude of just above 1000 meters, at the base of the Postăvarul peak. A 3D rendering of the resort location is available [here](#).

Braşov is considered to be one of the most important cities of Romania. It is a major industrial center as well as a sought of touristic destination. It attracts visitors from all over the world with its historic center as well as with the best winter sport location in the country – the **Poiana Braşov** resort.

The main attraction within the resort is the **20 km of slopes** which allow for skiing and snowboarding, both by beginners and highly experienced users. The construction of an artificial lake close to the peak of the mountain in the last years allows the artificial snow

installations to work in optimal conditions. Also, the mountain scenery and the mountain trails are very appreciated by the tourists.

It is also worth mentioning that a lot of amateur and professional athletes come to Poiana Braşov to improve their physical training.

According to the inviting Danubian Green House foundation the **main challenges** for the sustainable development of the Poiana Braşov resort are related to:

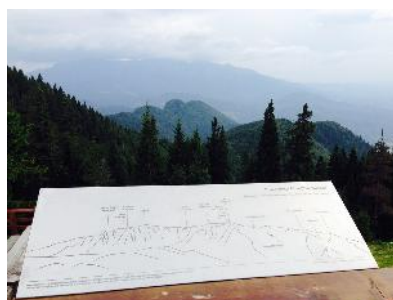
- **Defining** (or re defining) **the touristic development potential** of the Poiana Braşov resort
- **Generating an urban/village structure** for Poiana Braşov due to the fact that this resort developed more accidentally in the past.
- **Creating an architectural guideline** for the further development
- **Specific problems and opportunities that arise from the close vicinity with a major city** and its surrounding urban functional area
- The need to improve the **level of accessibility (motorized individual traffic as well as public transport)**. The resort is accessible by two mountain roads, one of which starts from the center of the city of Braşov. Also, the limited parking generates traffic congestion and difficulty of getting around the resort.
- Providing a **diverse portfolio of services and touristic attractions** for the visitors all year around. For the moment, the number of tourists varies, with spikes during the winter season and mid-summer weekends. It is worth mentioning that on a radius of 20-30 km around Poiana Braşov resort there are a lot of touristic attractions including the historic center of Braşov with the famous Black Church, the Bran Castle (also known as Dracula's castle), various fortified churches, the Braşov Fortress, the ski resorts of Predeal and Sinaia, etc.
- Providing the **infrastructure prerequisites are necessary for increasing the rate of occupancy** for all the hotels and guest houses in the resort during the entire year.

The preparatory visit offered the possibility to explore and assess the above mentioned issues as fruitful focuses for an Implementation Lab, aiming and identifying development strategies for the tourist sector in the Poiana Braşov resort.

First Impressions



- The City Centre of Braşov as well as the ski resort Poiana Braşov have clean high quality public spaces, like green parks and pedestrian areas. As a visitor you feel safe. A nicely restored and maintained inner city of Braşov houses numerous attractions for visitors like 8 museums, 7 important historic churches and 10 medieval buildings of great interest. The surrounding villages each have several touristic attractions that offer a reason to be there. There are only a few cities in the world, which have such a broad range of cultural AND leisure and pleasure facilities within a radius of a few kilometers.
- What struck the CUPA team was that there was so much attractiveness in and around Braşov with, at short distance such a well-equipped ski resort, offering a broad range of hotel accommodations and outdoor sport amenities as well as events (like the recently introduced Oktoberfest, and was not aware of it. The CUPA team questioned whether this was known outside Romania (Western Europe); or for that matter, whether it was sufficiently known in Romania itself.



- In the problem statement or challenges of the initiating institutions, do not speak of the urgencies that the climate change brings especially to ski resort at an altitude of around 1800 meters. This will certainly enhance the necessity to develop and disseminate the awareness about their existence of open air, free time activities that can be enjoyed all year round.

- Despite the worries concerning the accessibility, the problem statement cited above, does not mention the envisaged opening of a local airport on short distance from Bra ov that will be realized in 2 years and will create optimal conditions for a quick access to the ski resort of a larger number of tourists, if the follow up transport and logistics from this nearby airport to the ski resort is upgraded accordingly. This important link was not part of the problem statement as yet.



Professionals in the urban planning field will be invited to express their opinion on the possibilities of development for a mountain resort located in the middle of an urban functional area in our upcoming CUPA Implementation Lab Ploana Bra ov.