MOVING
MOuntain Valorisation through INterconnectedness and Green growth

Certified Ecotourism in Piatra Craiului Mountains

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Niche & Diversification archetype

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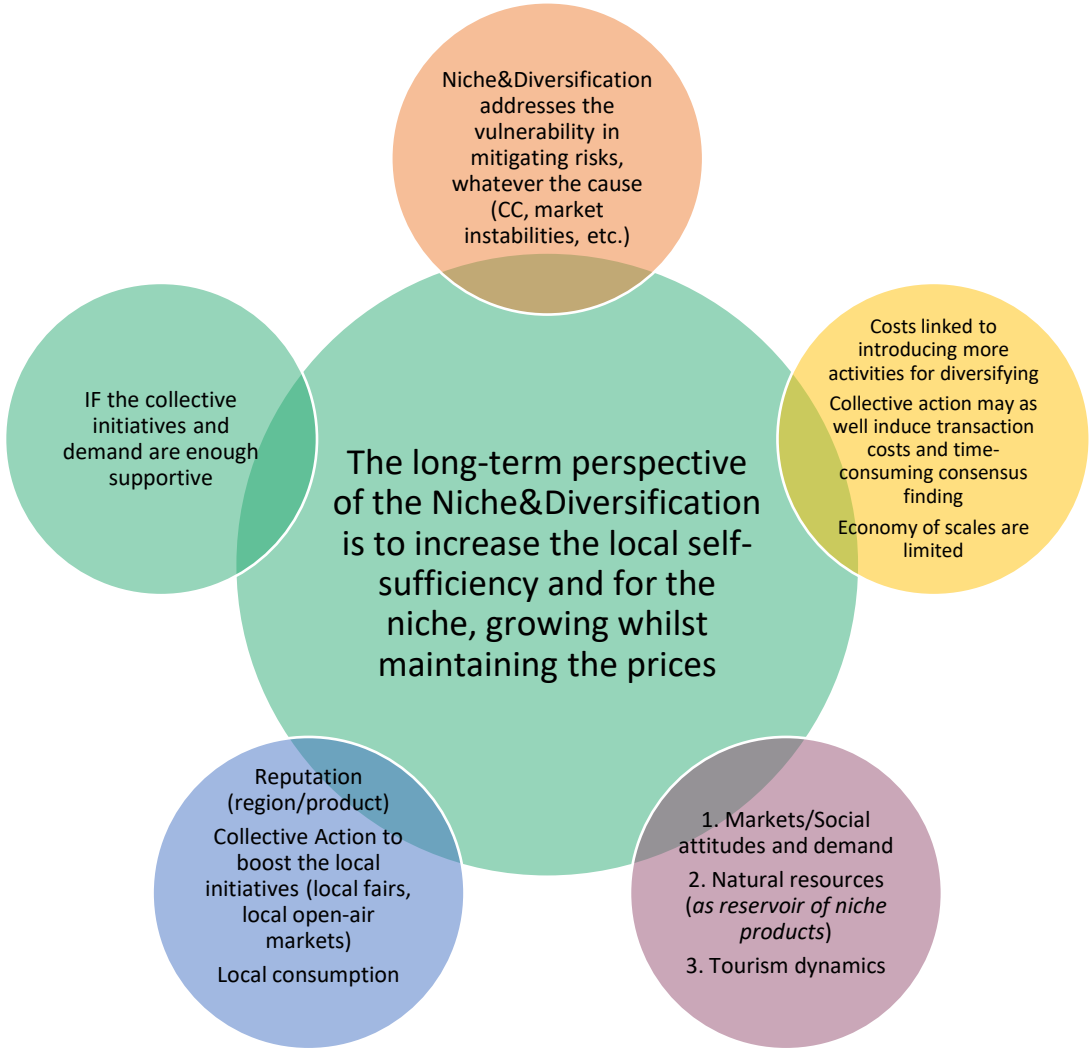
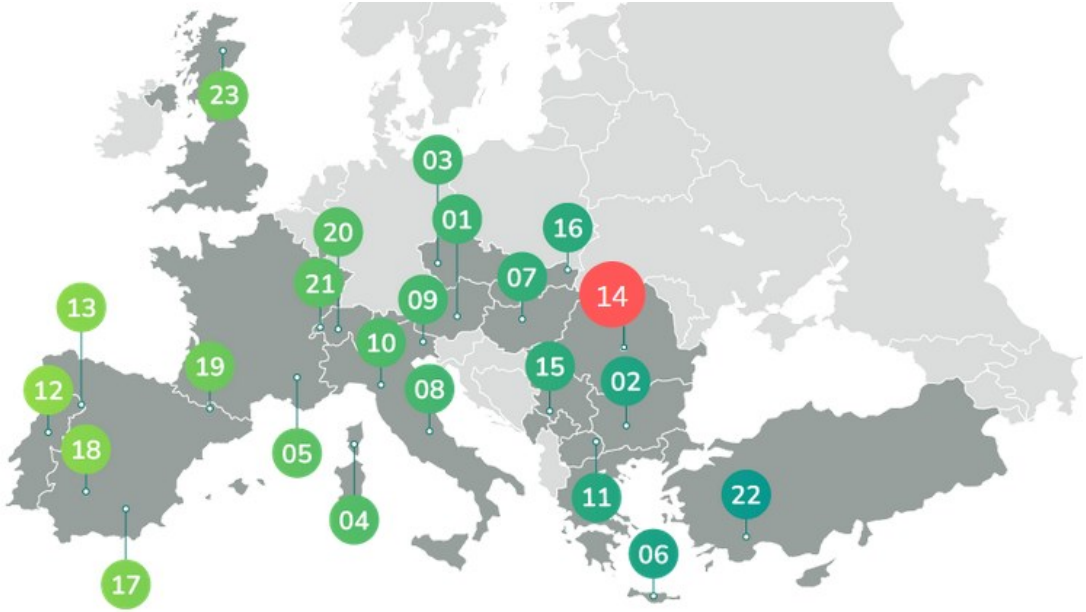


Southern Romanian Carpathians
Piatra Craiului Mountains, Măgura village (certified ecotourism), Romania



Ecotourism timeline in Piatra Craiului Mountains

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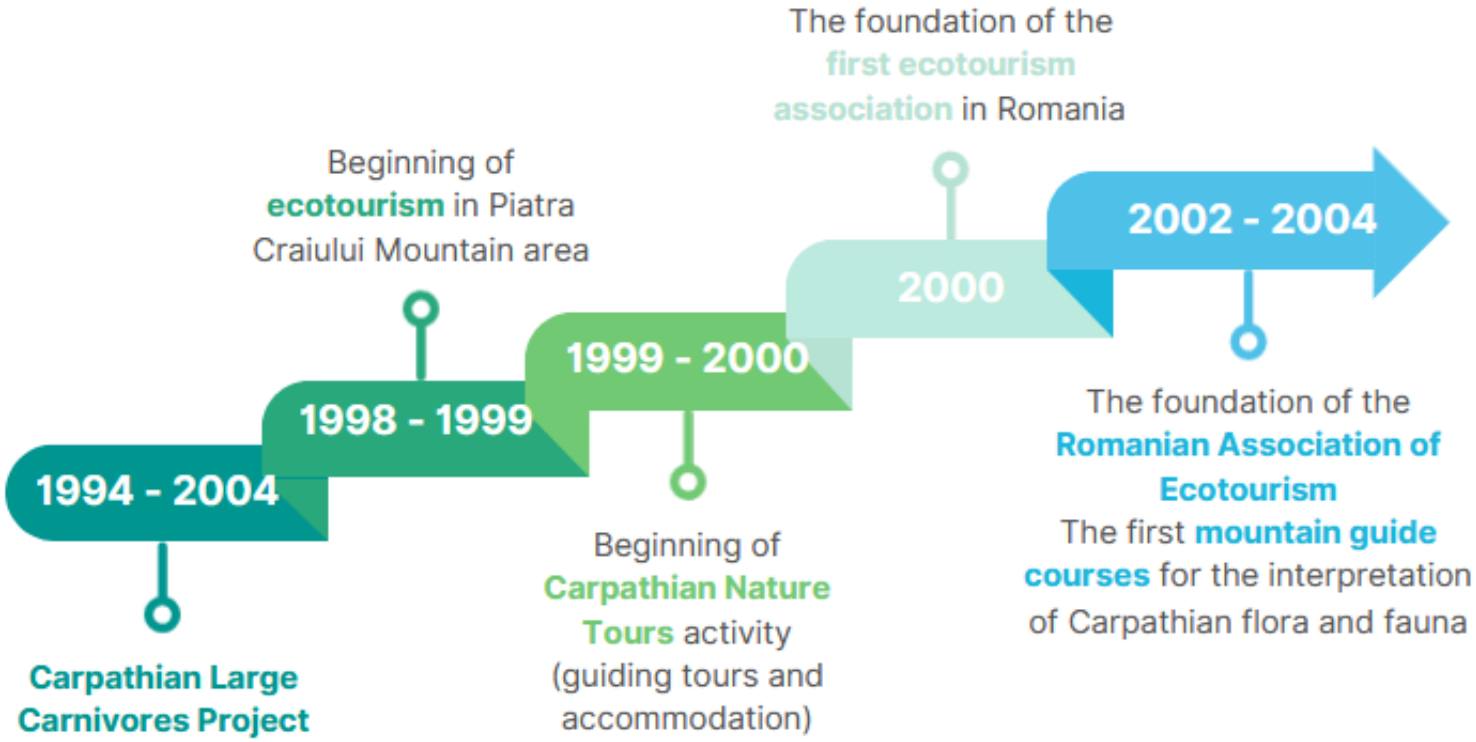

It all started with the wolf...

Source: Piatra Craiului National Park Facebook page

Carpathian Nature Tours and Guesthouse Villa Hermani

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Asociația de Ecoturism România

aer
Asociatia de Ecoturism din Romania

Carpathian fauna and flora

Carpathian Nature Tours team and engagement in local community

Strategic Options for Southern Romanian Carpathians

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Challenges	Initiatives
1. Depopulation (out-migration and ageing population)	Hiring local people Supporting, mentoring and empowering local people to become entrepreneurs
1. Disappearance of traditional practices	Supporting local production (integrating local production in the business, processing local raw materials, and selling them through various channels)
1. Biodiversity losses	Raising awareness about the importance of biodiversity (including among local youth)
1. Weak governance	Empowering and supporting the local community to engage with public authorities and to be active citizens

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Thank you!

Photo credits:

Slide 2: MOVING, Mapping of value chains, MOVING (https://www.moving-h2020.eu/)
Slides 3: Carpathian Nature Tours, Hermann Kurmes
Slide 4: PCNP Administration (https://www.facebook.com/apnpc)
Slide 5: Carpathian Nature Tours, Hermann Kurmes
Slide 6: Piatra Craiului National Park, Dan Dinu (www.dandinu.ro); PCNP Administration (https://www.facebook.com/apnpc)
Slide 7: Carpathian Nature Tours, Hermann Kurmes
Slide 8: Carpathian Nature Tours, Hermann Kurmes
Slide 9: Piatra Craiului National Park, Dan Dinu (www.dandinu.ro)

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