



## Sibiu Goes Green.

Our Journey towards a  
Quality and Sustainable  
Tourism Destination

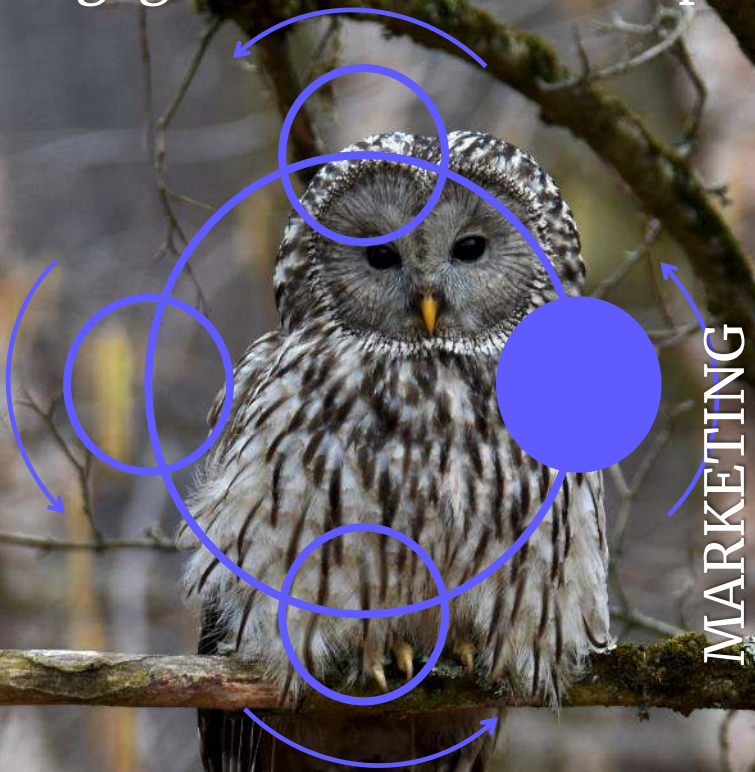


# KEY PRIORITIES

Engaged Local Partnership

Monitoring

SMART destination



MARKETING

Quality & Value for Visitor experience

Community benefits

Capacity-building and Skills



Policies

Ecotourism destinations

Sustainable development

SMEs

Mobility

Hiking  
Years

ETGG2030, LookUP

## Benefits

Consolidated Network of Engaged  
Tourism Managers in Community-based  
tourism destinations.

Genuine Ambassadors for the Cultural  
and Natural Landscapes.

Supporting Locals to have a future in  
their own towns/villages.

Small-scale accommodation in a human-  
scale tourist destination.

Increased awareness about the  
importance of properly communicating  
sustainability to customers and staff.

## Challenges

Overwhelming management procedures  
for family-run accommodation units.

Measuring and monitoring metrics.

Inappropriate waste public  
infrastructures.

Unwise attitude of clients towards  
resource savings.

Unpredictability of the travel market  
due to crises.

Few opportunities for green  
investments.

# Sibiu City



## Jules Home

- Beautifully restored historic spaces in the citadel of Sibiu, transformed into large, bright rooms with a contemporary design.
- New Transylvanian Cuisine in a medieval courtyard.
- Slow Food principles and strong partnership with local producers in the region.



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# Sibiu City



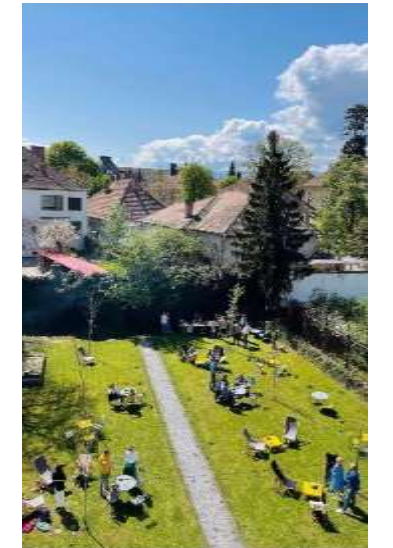
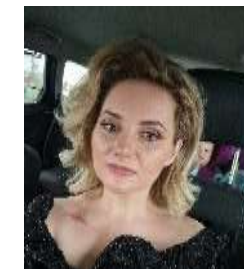
## Hotel Republique



- Villa (residence outside the fortified walls) refurbished into a guest house with a large garden and complete tranquility.
- Supports access by electric cars which are then replaced by bicycles and walking tours offered by the reception.
- Attention to details and cost optimization through digitalization and new technologies.



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# Mărginimea Sibiului



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## Rudi&Ella Guesthouse Săliște



- Former craftsmen's houses (blacksmith and wheelwright) converted into holiday rooms for a long stay.
- Playgrounds and outdoor leisure opportunities for children and their parents.
- Starting point for hikes and bike tours in the Carpathian Mountains.





# Mărginimea Sibiului



## Casa cu Povești Râu Sadului

- Mountain running and guided hikes on the Transhumance trails.
- Archaic cheese specialties served at sophisticated picnics.
- Sleeping in the hay and growing wood in new forms of hospitality.



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## Villa Abbatis Apoș

- Promotes through horse riding the discovery of medieval villages and natural landscapes in the least intrusive way, on former cart paths and animal trails.
- Creates job opportunities in crafts (tiling, masonry, carpentry), organic farming and horse care.
- Total involvement in saving an almost lost community due to emigration.







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# Alma Vii 104 Alma Vii

- Traditional houses renovated with their own teams of craftspeople.
- Guest house ladies who facilitates the cultural exchanges of visitors with the local community.
- "Whole village" projects through which the Mihai Eminescu Trust Foundation is involved in the sustainable development of rural communities.





# Alma Via Guesthouse Alma Vii

- Traditional Saxon house restored by journeyman with furniture and decorations specially designed for these rooms.
- Large dining room converted for dining and small family events with contemporary cuisine based on local ingredients.
- Sightseeing experiences centered around the Fortified Church and outdoor activities: horse riding, biking and hiking.





Transylvanian Highlands



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# Casa Noah Richiş



- Offers a lifestyle close to nature and soul.
- Promotes simplicity with good taste.
- A modern hub of village resources, they encourage cultural exchanges in their cosmopolitan community.





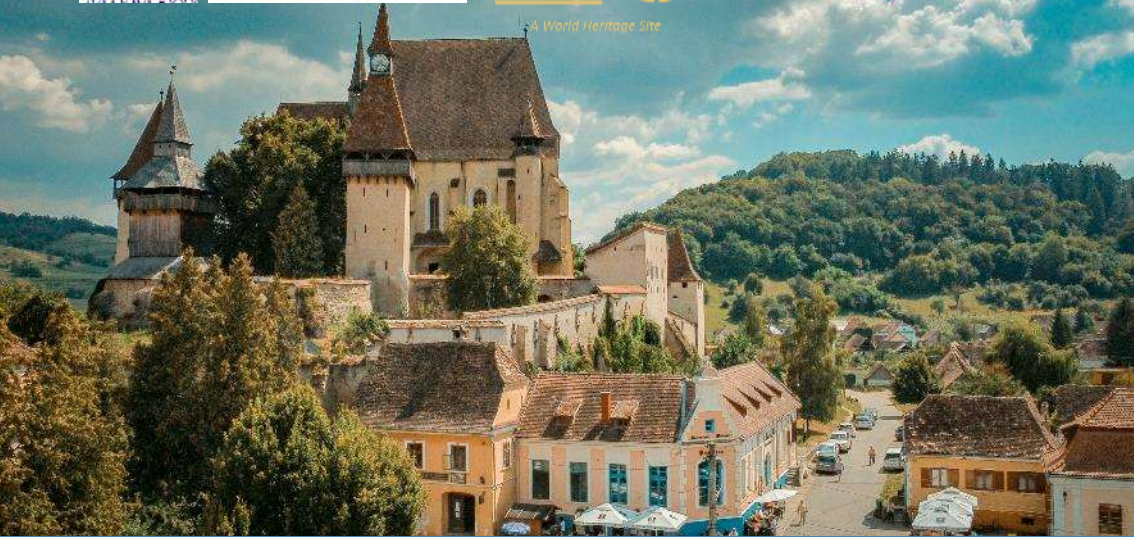
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# Copşa Mare Guesthouses Copşa Mare

- Pioneers in Transylvania for the stylish way of restoring and furnishing guest rooms.
- Innovation in cuisine with local ingredients.
- Experiences with and about the local community, supports biodiversity research in the Eco certified destination Transylvanian Highlands.





# Oppidum Guesthouse Biertan

- Peasant house in the immediate vicinity of the fortified church – UNESCO site.
- Large courtyard and garden which helps to relax after visiting cultural sights or hiking on Via Transilvanica.
- Local breakfast with seasonal products.



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## Bassen Pension Bazna

- Saxon house transformed into guest rooms with a relaxation garden and a sensory path.
- Answers to many visiting requirements, from hikes along the long-distance trail Via Transilvanica to salt treatment stays.
- Involves guests in the preparation of meals and encourages them to experience the entire panoply of local attractions.



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