

Wallachian Vatra trail

The Carpathian holiday villages network

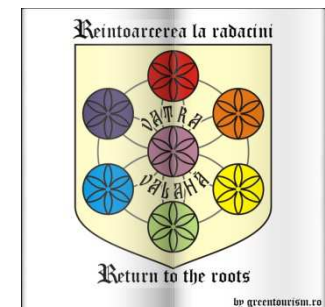
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Wallachian Vatra trail – the carpathian holiday villages network

- an integrated network of seven holiday villages, one in each country, setting the basis of a cultural wallachian trail across Carpathians
- a powerfull magnet for tourists from European countries (other than Carpathian countries), as well as for tourists from other continents
- a Carpathia sub-brand



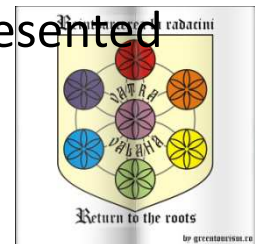
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Wallachian Vatra trail objectives

- The promotion of Carpathians as a unique sustainable destination,
- Facilitating access to authentic Vallachian culture of those who want to know the rural civilization, millenary traditions and great hospitality, tourists from the European countries other than Carpathian countries, and also world-wide tourists ;
- Creating a personal development environment where people rediscover the healthy, balanced, in harmony with nature lifestyle of vlach shepard;
- Minimizing environmental impact of tourism activity by using environmentally friendly materials and technologies used in the past by Vallachian ;
- Preserving the traditional agricultural landscapes rich in biodiversity in order to maintain the vitality of rural areas in the Carpathian region;
- Supporting the local economy by generating jobs and a steady income ;
- Rematerializing benchmarks of traditional Valachian architecture in the seven Carpathian countries which could be lost forever if not rebuilt and presented for the future generations.
- the development of cross-border tourism cooperation.

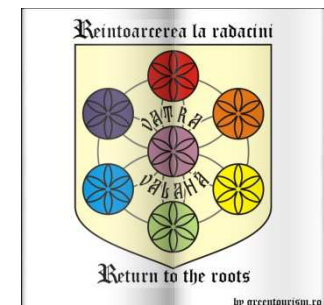


Wallachian Vatra trail financing

- public-private partnership mainly with direct funding from the European Commission
- Private investors



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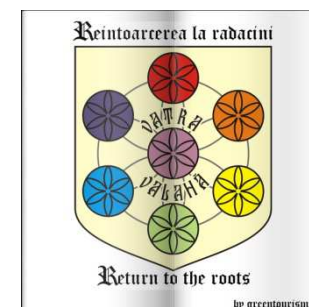


Wallachian Vatra trail steps for action

- **Setting the public-private partnership**
- **Applying for European funds and other sources**
- Each country will organize a **national brainstorming** with interested stakeholders for choosing the most suitable location and a single representative national house to be built in each of the 7 villages.
- **Building the village network.** Even the selected houses will be built in all 7 countries, the other buildings will be different and each village will have its own configuration, depending on local conditions.



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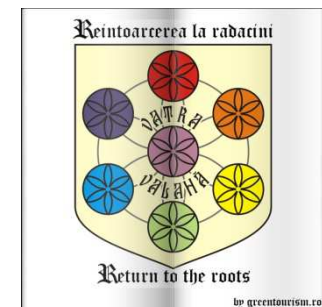


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- Supporting the establishment of such a Carpathian tourism destination contributes to the preservation of tangible/intangible Wallachian culture which is a common cultural heritage across Carpathians and could be one of the priorities of each Party in this implementation period.

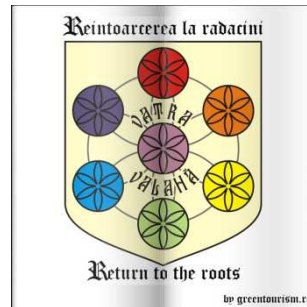


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Thank you!



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