

ROMANIA INSPIRED BY TOURISM DEVELOPMENT IN BULGARIA



Sparked by recent criticism Romanian government decided to apply successful strategies of neighboring Bulgaria to develop local tourism industry.

Romania recently published its ambitious plans for the development of its sea resorts. **The aim of the Romanian government is to take advantage of the experience of the neighboring Bulgaria that boosted the development of its tourism sector through privatization and investment policies.**

"Romania needs to study such strategy to convey the state property into private hands as it has been done in Bulgaria," said the Romanian Minister of Tourism Elena Udrea, quoted by Tourprom.ru. "The flourishing tourism of the Black Sea coast has to be privatized," Ms. Udrea, who plans to attract more investments from foreign countries.

The statement of Minister Udrea came in response to the criticism of the German tour operator TUI, which drew attention to the remarkable progress witnessed in recent years in the Bulgarian tourism industry, comparing it with the passivity of Romania to attract foreign investors.

"Whereas Bulgaria, thanks to privatization, made significant progress, Romania, unfortunately, failed to ensure the inflow of foreign investment. I am referring to the presence of international hotel corporations, which are very sparsely represented in Romania as well as the pace of development in the tourism sector, which is by 7-8 years behind Bulgaria," said TUI manager, Detlev Hohne in an interview for Deutsche Welle.

His words came as a bombshell to the Bulgarian side, accustomed to the fact that foreigners consider this part of the Black Sea coast no more than a brutal concrete jungle, under the guise of the "For Sale" notices.

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