

The specific objectives

1. Re-functionalization of Precinct I of Deva Citadel historical monument complex during the implementation period of the project.

Through the re-functionalization of Precinct I and its reintroduction into a coherent tourist circuit, together with precincts II and III, rehabilitated between March 2013 and March 2016, it will determine the functionality of entire monument, creating the premises for the development of historical cultural tourism, the promotion of history and the traditions of the area, the organization of cultural and artistic events and manifestations in a much more attractive setting than at present, boosting local economic development. The administrator of the heritage objective estimates a 5,1%/year increase in the number of tourists/visitors in Precinct I.

2. Creating the visibility of the heritage objective through the creation of promotion materials for Precinct I and digitization.

The digitization of heritage has social, cultural and economic benefits and can be a solution for preserving cultural heritage for archives, libraries, museums. The digitization of the local heritage has not only a direct economic stake, but also an important social and cultural contribution for the entire local community. The digitization of cultural contents is a way to ensure the sustainable development of culture, attracting a new audience, internationalizing the access to cultural resources, improving relations with users, facilitating the information circulation. The work plan in the field of culture (2015-2018) of the Council of the European Union established as a priority the identification of ways to create a European tourist offer based on the capitalization of cultural and intangible heritage as a factor of competitiveness and attraction of new forms of tourism, of which Romania must be a part. Through the classic methods of promotion. Together with digitization, the visibility of the heritage objective and the number of tourists/visitors are increasing, determining a sustainable economic development, based on the exploitation of cultural resources.

Financing

The project is financed by the European Union from the European Regional Development Fund, through REGIO-Regional Operational Program 2014-2020, Priority Axis 5 – Improving the urban environment and conservation, protection and sustainable exploitation of cultural heritage, Investment Priority 5.1 – Conservation, protection, promotion and development of natural and cultural heritage.

The Objective of the project

Capitalizing on the touristic and cultural potential of the urban area „Deva Citadel Hill”, cultural-historical tourism infrastructure, in order to support the sustainable integrated economic development of tourism and related activities in the Municipality of Deva, Western Development Region. The general objective of the project intends to support the fulfilment to the specific objective of the investment priority by increasing the number of tourists/visitors of the heritage objective, which will boost the income growth from tourism and related sectors, thus contributing to the boost of the local development.

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Project co-financed by the European Regional Development Fund through the Regional Operational Programme 2014-2020

Title of the project: „Rehabilitation of the urban area Deva Citadel Hill, a natural and historical monument with high touristic value in the Municipality of Deva –

Refunctionalization of Precinct I”, SMIS code 122812

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„Rehabilitation of the urban area Deva Citadel Hill, a natural and historical monument with high touristic value in the Municipality of Deva – Refunctionalization of Precinct I”, SMIS code 122812



The journey continues!

Target group

The entities that are targeted and that will benefit from the results of the project, directly or indirectly, are the following:

Direct beneficiaries

1. Romanian and foreign tourists numbering over 100.000 people;
2. Economic agencies – providers of tourist and related services;
3. The population, represented by about 500.000 inhabitants of Hunedoara County;
4. The initiator of the project – the Municipality of Deva and the Administrator of the heritage objective.

Indirect beneficiaries

1. Public authorities from Hunedoara County;
2. Romanian and foreign travel agencies;
3. About 70 Romanian and foreign specialists (historians, archaeologists, museographers, etc).

The effects of the project on the beneficiary are of two types:

1. Financial – the project will generate direct income by charging taxes for visiting the Precinct I.
2. Economic – the completion of the project will lead to an increase in local budget revenues as a result of the economic development of the project's impact area.

Total project value: 23.154.195,52 lei

The contribution of the European Union:

18.697.012,87 lei

The duration of the project implementation:

(02.03.2016 – 31.12.2023).

with possibility of extension

Funded activities

In order to achieve the results of the project, the following activities will be carried out: the development of the technical project and execution details, its verification and obtaining the Building Permit, the acquisition of information and advertising services, the acquisition of technical design verification services, the acquisition of site management services, the acquisition of external financial audit services, the acquisition of consulting services, the acquisition of preventive archaeological research services, the acquisition of technical assistance services from the designer, the acquisition of works, the acquisition of digitization services, information and publicity of the project, project management, external financial audit of the project, site management, technical assistance from the designer, preventive archaeological research of the works, execution and reception of the works, digitization of the heritage objective, preparation and submission of payment/reimbursement requests, including the request of final reimbursement.

Expected results

1. A restored/protected/preserved heritage objective;
2. 100.000 visitors in the first year after the completion of the project implementation;

We predict a 5,1% increase in the number of visitors per year starting with the second year of the project's sustainability;

3. A digitized heritage objective;
4. A promoted heritage objective.

