



## LOOKING FOR PROJECT PARTNER?

The Harghita Community Development Association (ADI Harghita) was founded in 2009 at the initiative of the Harghita County Council and with the support of 45 local administrations.

The goal of ADI Harghita is to create and maintain long-term cooperation with the county's local administrations and organizations working in the field of tourism, carrying out national and international projects, the purpose of which is to improve tourism, as well as maintain culture and the environment. At the same time, the association's goal is also to protect the environment, popularize the county's tourism, as well as launching services pertaining to the development of these.

Our main activity is: **development and popularization of tourism** (facilitating access to development possibilities for operators within the field of tourism; improving institutional frameworks in the tourism sector; organizing fairs, exhibits, tourism conferences; creating publications; participating in thematic projects (e. g. Mary's Way), popularizing religious and cultural tourism, etc.); development of programs and projects in the field of sustainable tourism).

The Harghita Community Development Association is a co-organizer in various programs, but it also has its own events, like the:

- Fools' Olympics
- "Székely Ízek" Gastronomy Festival

Since 2018, ADI Harghita also holds conferences and training courses to help the work, information and development of workers in the field of tourism, as well as people interested in tourism.

The Harghita Community Development Association is charged with the management, maintenance and popularization of [Visit Harghita app and website](#), which was made by the Harghita County Council and co-financed by the European Union as part of the Danube International INSIGHTS project. This is the only platform that answers to all questions a tourist has to know before visiting Harghita County.

Our association is interested in projects which contribute to the development and promotion of tourism, cultural heritage and as well to the conservation of the protected areas.

We would be honored to be your partner.



## PARTNER IDENTIFICATION FORM

PIC	936107231
OID	E10010156
Legal name of the organisation	Asociația de Dezvoltare Intercomunitară Harghita
Legal name of the organisation in Latin characters (if applicable)	Asociatia de Dezvoltare Intercomunitara Harghita
Acronym/Organisation's short name	ADI Harghita
Address	Piata Libertatii, nr. 5.
Country	Romania
Region	Centre
Post code	530140
City	Miercurea Ciuc
Website	<a href="http://adiharghita.ro">http://adiharghita.ro</a> <a href="https://visitharghita.com">https://visitharghita.com</a>
E-mail	szabokaroly@hargitamegye.ro
Telephone 1	0040 757 546 901

Profile	
Type of organization	Association
Is the partner organization a public body?	No
Is the partner organization a non-profit?	Yes
Is your organisation: a public body at regional/national level; an association of regions; a European Grouping of Territorial cooperation; or a profit-making body active in Corporate Social Responsibility?	<b>Our organization is a non-profit association of local administrations.</b>

Has the organization received any type of accreditation before submitting this application?	No
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Has the organisation received/applied for any EU grants?

Yes

## Background and experience

Please briefly present the partner organization. (e.g. its type, size, scope of work, areas of specific expertise, specific social context and, if relevant, the quality system used)

The name of our organization is Harghita Community Development Association (Asociația de Dezvoltare Intercomunitară Harghita), short name is ADI Harghita. ADI Harghita was founded at the initiative of Harghita County Council, on 17 December 2009. Our members are local administrations from Harghita county, Transylvania, Romania.

The goal of ADI Harghita is to create and maintain long-term cooperation with the county's local administrations and organizations working in the field of tourism, carrying out national and international projects, the purpose of which is to improve tourism, as well as maintain culture and the environment. At the same time, the association's goal is also to protect the environment, popularize the county's tourism, as well as launching services pertaining to the development of these. Our main activity is the **development and popularization of tourism** (facilitating access to development possibilities for operators within the field of tourism; improving institutional frameworks in the tourism sector; organizing fairs, exhibits, tourism conferences; creating publications; participating in thematic projects (e. g. Mary's Way), and popularizing religious and cultural tourism, etc.).

The Harghita Community Development Association is charged with the management, maintenance and popularization of **Visit Harghita app and website**, which was made by the Harghita County Council and co-financed by the European Union as part of the Danube International INSIGHTS project. This is the only platform that answers to all questions a tourist has to know before visiting Harghita County. The application offers information in Romanian, Hungarian and English about accommodations, restaurants, tourist attractions, the county's best-known legends and more. A unique feature of the mobile app is the audio guide, which is a first of its kind in Romania. To develop this app the community worked together, and thanks to this cooperation it has more than 7000 downloads.

ADI Harghita also holds **conferences and training courses to help people working in tourism**.

We support young people with mentoring and we create opportunities for them to participate on exhibitions, conferences, workshops and exchange of experience in Romania and abroad. We cooperate with several institutions and organizations in the field of youth from Romania (e.g. Sapientia University, Youth Association from Transylvania, Márton Áron High School etc.) and from European countries (ex. Vidéken Jó! Alapítvány, Abyss of Mind Foundation etc.), and organize workshops, events for young people regarding the tourism and culture. The association involves young people from local schools and from Sapientia University in the everyday activities (event organization,



participation on exhibitions in Romania and abroad, traineeship, youth exchanges, researches for the county's tourism strategy). Nowadays we work with more than 30 youngsters continuously (15 high school students and 15 university students). From 2018 Harghita Community Development Association participates in youth exchange projects.

## What are the skills and expertise of key staff/persons?

Harghita Community Development Association has a team of 8 members of different educational background and curriculum. In our organization we have 1 executive director, 2 project managers, 1 project officer, 1 marketing specialist, 1 tourism agent, 1 accountant and 1 lawyer. Thanks to its experience and the expertise of its staff ADI Harghita has become a point of reference on the territory for tourism, culture and environmental protection in Harghita county. We work with many volunteers at our events that have different experience.

**Karoly Szabo** (project manager): he is the executive director of the Harghita Community Development Association from 2018 (<http://adiharghita.ro>). University degree in Sociology. He has considerable experience in project management, strategic planning, business strategy and public procurement. He has experience in the field of communication and organization development, as well as in strengthening early NGO-s. He was the vice-president of the Transylvanian Carpathian Association (<http://www.eke.ma/>), and he is the president and founder of the Ciuc Region Transylvanian Carpathian Association (nearly 200 members from 2010). He was the executive director of Ciuc Region Association of Entrepreneurs (<http://csve.ro/>) between 2011 and 2015 and also executive director of the IT Plus Cluster (<http://www.itpluscluster.ro/en>) between 2013 and 2015. Between 2017 and 2019 he was the member of the presidency of Harghita Business Center - start-up and entrepreneurial center of Odorheiu-Secuiesc (<http://hbcenter.ro/en/>).

Karoly Szabo has experience in Erasmus+ projects as expert: Entrepreneur+ Development of Entrepreneurial Skills and Competences in the Vocational Education, which aims to develop a teaching methodology, providing on-line and off-line tools in combination; but also provides cross-border networks and a student-teacher supporting system to have a solution on "how to" teach entrepreneurial skills and competencies in the VET; UseWine project's objective is to achieve the transition of the Wine SMEs from a conventional business model to a model such as TBL which leads to sustainable growth. He often gives lectures about different topics within the tourism on conferences, forums and events in English, Hungarian and Romanian. As the executive director of the ADI Harghita he has significant role to encourage and help the cooperation between local stakeholders of the tourism sector (accommodations, restaurants, tour inform offices, self-government, universities etc.). He and his team represent the region on national and international exhibitions.



Karoly Szabo is often invited to local schools and university to speak about topics for students (career, entrepreneurship, start-up culture etc.).

**Zelma Szekely** (project officer): four years experience in project management and event organization. University degree in Economics and further specialization (MSc) in Management and Leadership. Zelma is the project officer of ADI Harghita from 2018. She was assistant manager at Ciuc Region Association of Entrepreneurs (<http://csve.ro/>) between 2015 and 2016 and executive director between 2016 and 2018. At Ciuc Region Association of Entrepreneurs she worked in the SKILLS+ Soft skills development programme for micro-companies in ICT Sector project (Erasmus+ KA2 Strategic Partnerships for vocational education and training - <https://skillsplusproject.eu/>).

**Julia-Dalma Marton** (tourism agent): she is responsible for providing assistance to our potential tourists, offering advice and opinions on where to go and local tourist attractions, events and customs. Graduated in international tourism in high level of universities in Budapest (Hungary) and Brasov (Romania) subject as travel, tourism, languages, accommodation services, catering, business studies, economy, management and tourism marketing. Between 2006-2011 she has experiences in participation on national and international tourism fairs and exhibitions, professional forums and training courses by representing the Harghita Tourism Association member staff and taking a relationship maintenance with the partners and communities in tourism industry. Organizing and participating in study-tours in some European destinations like Hastings (UK) (<https://www.hastings.edu/>) or South-Tyrol (Vinschgau) by collecting professional experiences in destination tourism management. She also act as a referent tourism in Bogat Community Development Association ([www.bogatregio.eu](http://www.bogatregio.eu)) in a tourism information office.

Since 2016 she is an operator member of the Cluster of Tourism Management Association "Székelyföld". Székelyföld (Szeklerland) includes 3 counties: Harghita, Covasna and Mures. The advantage of the organization is that it is a group of professionals who are familiar with the theory and practice of the industry and they can influence decision-makers with their arguments.

**Zelinda Pall** (marketing and public relations specialist): she has a BA and MA degree in Communication and PR. She has experience in event organization, writing, managing Facebook, Instagram, YouTube, Google+ pages, blogs, websites and also has digital skills (Microsoft Office, Adobe programs). She has experience with social and traditional media, as well as social science researches, mostly about digital immigrants, digital natives and the digital divide. She was the group leader of the Romanian group in Cultures around the Europe Youth Exchange project implemented in 2019.



Legal representative	
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## Previous Projects

EU Programme	Year	Project Identification	Applicant organization
Erasmus+ Youth Exchange	2020	2020-2-HU01-KA105-079100	Vidéken Jó! Alapítvány
Erasmus+ Youth Exchange	2020	2020-1-TR01-KA105-084758	Kiyikoy Doga Sportlari Kulubu Dernegi
Europe for Citizens	2020	Leap - 617629	Via Charlemagne
Erasmus+ Youth Exchange	2020	2020-1-RO01-KA105-078602	ADI Harghita



Erasmus+ Youth Exchange	2020	2020-1-PL01-KA105-078163	Abyss of Mind Foundation
Erasmus+ Youth Exchange	2019	2019-1-PL01-KA105-064044	Abyss of Mind Foundation
Erasmus+ Youth Exchange	2019	2019-3-HU01-KA105-077750	Vidéken Jó! Alapítvány
Europe for Citizens	2018	REVISION - 2018-3302/011-001	Commune de Haybes
Erasmus+ Youth Exchange	2018	2018-3-HU01-KA105-060011	Vidéken Jó! Alapítvány

Webpage: <http://adiharghita.ro>

Facebook: <https://www.facebook.com/ADI.Harghita/>; <http://bit.ly/VisitHarghita-FB>

Instagram: <http://bit.ly/VisitHarghita-IG>

## About Harghita County

With a total area of 6339 km<sup>2</sup>, Harghita county is situated in the central part of Romania. To the west it borders with Mureș county, to the south with Brașov and Covasna counties, to the east with Bacău and Neamț counties, while to the north it neighbours Suceava County. Harghita County was created after the dissolvment of the Mureș-Magyar Autonomous Region during the last administrative division of the country in 1968, and lies mostly on the territory of the former Ciuc and Odorhei regions.

Besides the beauties of nature, the sites of built heritage are also popular tourist destinations. Due to its geographic position, Harghita County can be regarded as a link between East and West – both as far as its natural features and as far as the aspects of its cultural and religious life are concerned. From an ethnographic point of view, Hungarian traditions successfully blend with Romanian and – in certain regions – with Armenian traditions. The Dârjiu fortified church is a UNESCO World Heritage site. Among the other notable monuments are the Mikó Castle in Miercurea Ciuc, the Lázár Castle in Lăzarea, the Armenian Catholic church and the Armenian dwelling houses in Gheorgheni, the 'Székely-attacked fortress' in Odorheiu Secuiesc and the Moglănești wooden church. The interiors of several churches in the Ciuc and Odorhei regions feature mural paintings of the Saint Ladislaus legend. Ruins of medieval forts can also be visited.

Harghita County is primarily a rural area. Its main source of attraction resides in the intimate relationship of its inhabitants with nature and in the always renewing, living traditions. Folk culture and traditional husbandry practices - values that have already been forgotten in West-Europe – are part of everyday life here, which can be easily noticed while travelling across the countryside. The spectacular Szekler gates decorated with ancient motives prove that folk culture is alive in the region.

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Tourists are welcome to take part in organised programs where they can be initiated in the ins and outs of pottery, weaving or wood carving, are offered the possibility to bake home-made bread or to have rides on horse-drawn carts. The traditional balls organised in the villages of Harghita County offer wonderful opportunities for learning folk dances.