

ACTIVITY REPORT / 2014

The AMFITEATRU Foundation capitalized on internal accumulations and partnerships, concentrating resources towards structuring activities into programs with clear social and economic outcomes, while adding new internal and international approaches and collaborations.

Social economy, creative industries, scientific research, direct knowledge of local communities, improvement of program and activity contents, and the professionalization of hospitality are not mere statements or formal phrases/words, but are genuinely reflected in our programs.

Creative Industries

- Initiation of the project "Identities and Experiences of Communities - Vectors of Economic and Social Development", through which 8 Social Economy Structures (SES) will be established, alongside multiple websites, mobile applications, photo albums, tourist guides, etc.
- Initiation of the Amalgam project, which will culminate in the "Caleido" International Theater Festival.
- Events to highlight human potential through the "People of Change" program (VIP Awards and Superlatives).
- National Salon of Tourist Photography.

Responsible Tourism

- Financing and organization of the International Forum for Responsible Tourism, 3rd edition, April 4–6, 2014, Târgu Jiu.

Health Tourism

- February 14, 2014 - Establishment of the "Transylvania" Regional Balneotherapy Tourism Cluster.
- April 15, 2014 - Establishment of the "Romania Health" Medical Cluster (the Amfiteatru Foundation also acts as the cluster manager).
- Working visits were carried out at the cluster's member units by health and tourism specialists.

- Financing and organization of the Seminar "Medical Performances and Health Destinations", January 29–30, 2014, Bucharest.
- Financing and organization of two editions of the International Health Tourism Forum:
 - March 21–23, 2014, Bucharest, 4th edition;
 - October 24–26, 2014, Bușteni, 5th edition.
- Ensuring conditions for visits by opinion leaders (both Romanian and foreign) to member medical units of the cluster.

Human Capital

- Over 450 graduates of courses in the field of tourism.
- Over 600 participants in workshops, job fairs, entrepreneurial counseling, etc.

Management and Consultancy

- Management of the "Romania Health" cluster.
- Preparation, documentation, and writing of projects for cross-border cooperation programs.
- Finalization of 2 European-funded projects:
 - "Integrated program for the development and counseling of unemployed people from rural areas, with a view to developing tourism in Constanța County, Mangalia Municipality" - ID 88329;
 - "Sustainable development of tourism through professional training and counseling of unemployed people from rural areas in Mureș County" - ID 87283.

SCIENTIFIC ACTIVITY

- Launch of the education and research program in the form of a separate entity (without legal personality) - CEDCA.
- Development of cooperation with organizations and publications of international prestige.
- Production of editions 1 and 2/2014 of the publication *International Journal for Responsible Tourism*.
- Creation of the IJTR supplement dedicated to health tourism: *Health...*
- Editing of the publication *International Journal for Human Capital Development*.

- Editing of the publication *International Journal for Public Management and Politic Development*.
- Elaboration of the tourist marketing strategy for Călărași County.