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R ^{MADE IN} O M A N I A



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Romania is becoming a name more and more well known in the European landscape. More and more people are declaring themselves captivated by this vibrant and colourful land, which has not yet become a standardised tourist product. Romania is undoubtedly a place which has every chance of attracting the attention of those tourists who are in search of the authentic, as the phenomenon of globalisation has not yet taken hold here.

Ask one hundred people and each will give you a different reason as to why Romania is worth visiting... Each will have found what he or she is looking for. And in Romania there are indeed many things to discover.

In what follows, we shall list a few of these reasons and try to identify the features that define Romania. The result will be a portrait sketch which, we hope, will entice you to come here. Each of you will fill

in this sketch your own impressions, the details and adventures with animate any journey.

1 Romania is the best place in which to explore the Europe that lies at “the gates of the Orient”.

Let yourself be seduced by its blend of east and west, by the efficiency and dynamism characteristic of the west, and the carefree relaxation of the east! There are places here where you will feel the thrum and the pulse of the present, and others where you will feel as though you have been transported from the present back to the inaccessible past.

2 Romania is a country unique among the mainly Slavic nations of south-eastern Europe, a land where the language spoken is Latin in origin.

Many Romanian words will probably sound familiar to speakers of the Romance languages who come to this land that borders Bulgaria, Hungary, Serbia, Moldova and Ukraine. The Roman legions, under the Emperor Hadrian, crossed the Danube in 101 A.D., conquered the Dacians, and colonised the southern regions of Dacia. The archaeological remains of ancient *Dacia Felix* can still be seen today.

3 In Romania you will find a whole new world just waiting to be discovered.

The magic of the lie of its land and myriad natural curiosities, the blend of archaic, anachronistic, kitsch and modern, the picturesque customs that have survived in many places, and the spectacular cities with their eclectic architecture all make up a world of surprising diversity.

For those who don't care for the beaten track and prefer the unpredictable, making discoveries for themselves, Romania is the ideal choice.

4 It is in Romania that the Danube ends its journey. Before emptying into the Black Sea, the river forms a spectacular delta, which has been declared a Biosphere Reserve.

After rising in the Black Forest in Germany, the Danube crosses ten countries and four capitals (2,860 kilometres). Immediately after entering Romania, the Danube forms a wild gorge, between Baziaş and Drobeta-Turnu Severin, whose most spectacular stretch is named the Cauldrons.

With a surface area of 4,178 km², the Danube Delta is, in terms of size, the twenty-second largest in the world and the third largest in Europe. It is home to the largest area of compact reed beds in the world. According to the RAMSAR Treaty, it is a Wetland of International Importance, and is listed as a UNESCO World Natural Heritage site.

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The Danube Delta is a labyrinth of channels, swamps, lakes, sandbanks and endless corridors of reeds

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In a mountain village scattered among the hills, bringing in the hay is a real challenge

Following pages:
Snow-covered limestone crest in the
Piatra Craiului Massif at sunrise