

53rd World Congress FIJET, September 17 – 25/2011, Congress Theme: World Cultural Heritage in Travel Press

(Explore the Carpathian garden)

Between 17 and 25 September a.c. Romania hosted the 53rd FIJET Congress (World Federation of Tourism Journalists and Writers). The congress was attended by over 200 journalists from 30 countries. The 200 foreign journalists were from all EU countries but also of countries such as Russia, Ukraine, Turkey, Lebanon, Egypt, Tunisia, USA, Canada, Panama, Mexico and Venezuela. 25 journalists were of our country - Tourism Press Club - PressTour - FIJET Romania; CACTUS was represented in the FIJET Romania by two of its members.

FIJET is the oldest professional association of travel writers and journalists in the world, is a nonprofit organization founded in Paris in 1954. Federation is the largest international professional organization profile, with a total of more than 800 members from over 40 countries.

Since 1971, FIJET awards personalities of tourism destinations, under the name “Pomme d’Or” (“Golden Apple”), so far 43 such awards were granted, of which Romania has four. The year 2009 marked as special year in this respect, Romania being the first country to receive three such awards of excellence: the ecotourism area Mărginimea Sibiului, for Danube Delta Biosphere Reserve, and for an airline company. Previously, Romania was awarded with the Golden Apple in 1975, Bukovina being the chosen destination.

FIJET holds an annual congress, each time in another country, an event that promotes a particular aspect of world tourism. Some of the countries that hosted the last congress are Turkish (last year), Austria, Spain, Argentina, Tunisia, Colombia, USA, Egypt, Croatia, Morocco, Slovenia.

This year’s event, run from September 17 to 25, in Bucharest and other cities in the country, was organized by the Ministry of Regional Development and Tourism in partnership with FIJET and support of local authorities and operators in the field. In the documentation trip, journalists participant at the Congress had known tourist areas such Bukovina and Bran, Sighisoara and Sibiu.

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Photo: Ștefan Baciu