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RESEARCH REGARDING THE DEVELOPMENT OF RAU DE MORI COMMUNE. PROPOSING A DEVELOPMENT PLAN THROUGH RURAL TOURISM

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Abstract: *The commune of Rau de Mori, analyzed in this study, is one of the Romanian communes endowed with resources from numerous categories, both natural and anthropic, but the vast majority of them are insufficiently exploited and do not bring that "welfare" much dreamed for the local community. Thus, it is necessary to carry out a development plan, of the analyzed commune, regarding the possibility of capitalizing local resources through rural tourism. The success of this proposed plan is ensured by the involvement degree of inhabitants and local authorities, and by the extent to which they are aware of the importance of this capitalization possibility.*

• Introduction

Rau de Mori commune is located in Hunedoara County and is considered the most important commune from Retezat National Park, because many spectacular tourist attractions can be found on its administrative territory.

Economic activities specific to the commune are agricultural and tourist activities. According to the data centralized by the National Institute of Statistics, the total area of the commune is 38,612 ha, the urban land representing 464 ha, and the agricultural land 38,148 ha. The main agricultural crops are: potato, corn, wheat, barley, rye. The forest fund occupies 21014 ha. The forest and other lands with forest vegetation occupy 42.84% of the commune's surface and have a weight of 1.46%.

• Material and method

The main purpose of this research undertaken is to achieve some research regarding the development of Rau de Mori commune in order to propose a development plan through rural tourism.

• Results and discussions

The extremely diverse natural resources and high landscape quality, the wealth of historical and natural monuments, the multitude of parks and nature reserves, the existence of a relatively stable population over time, numerically and qualitatively, the agricultural land fund, especially the natural mountain meadows, the forest fund of high quality and diversity, the existence of an impressive number of historical, paleontological, biodiversity, economic and sociological studies and research, a hydropower system and a potential to expand the production of non-polluting green energy, constitute potentialities for general economic development and sustainable rural development.

Purpose of the plan	The specific objectives related to the proposal	The necessary measures on each specific objective	Actions related to each measure
Development of Rau de Mori commune through rural tourism activity	Centralization of existing resources	Making an inventory of natural resources, human resources, ethno-folkloric resources	- Identification of resources that can be exploited through rural tourism - The centralization of the aspects that highlight the local identity and the prioritization of their use as local values in the tourist product - Verification of the rules for carrying out tourist activity within UNESCO reserves and monuments
		Centralization information related to the tourist infrastructure	- Centralization of tourist accommodation units willing to work in partnership to achieve the specific product of the commune - Identifying the possibility of making the commune known by means of flyers with preliminary information about the "assets" of the area and about the accommodation possibilities
	Attracting all the local residents of the commune to actively participate in the capitalization of their own resources through rural tourism activity	Stimulating the emergence of local residents' interest in capitalizing on their own products through rural tourism	- Identifying the gastronomic and handicraft products from craftsmanship that represent the local specificity and the establishment of partnerships between producers and the owners of tourist structures
		Creation a rural tourism product under the commune's brand	- Making unique local products with an emphasis on traditional cuisine, ecological products, old traditions, natural resources from the commune
	Creating the possibility of carrying out an integrated rural tourism activity	The interest of the locals in the orientation towards rural tourism activities by preserving the ancestral lifestyle	- The introduction into the tourist circuit of old houses, which create the specific atmosphere of the commune, properly arranged to support the tourist activity - Preparing the locals to carry out tourist activities
		The establishment of integrated tourist services, accommodation + food + leisure, fully provided in the commune	- The orderly specialization of some locals only on the accommodation side, others only on the food side and some on the leisure side - Training of local residents on the conduct of activities in partnership
Providing consultancy in the field for those directly involved in carrying out the activity		Bringing specialist consultants	- The provision by local authorities of consultation centers - Ensuring periodic meetings

• Conclusions

Why is Rau de Mori commune worth capitalizing on through rural tourism? Because:

- the beginning of tourist activity was confirmed by the appearance of accommodation units;
- abundance of natural and human resources, some included in the UNESCO Heritage;
- local, gastronomic and agricultural products are not sufficiently exploited.