



16-17 November 2023

ANALYSIS OF RURAL TOURIST RESOURCES FROM THE FAMOUS VILLAGES OF BRASOV COUNTY

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Abstract: *The tourist potential of Brasov County combines elements of the natural setting with cultural and historical values. The objective of the research carried out is to analyze a representative tourist area for exceptional rural resources, having as a starting point the opinions of tourists expressed on one of the representative tourist sites, and based on the conclusions drawn to come up with future directions to support the area thorough tourism.*

• Introduction

Tourism is the only economic branch that capitalizes on natural potential and historical, cultural and artistic heritage. Brasov County represents one of the most varied areas in terms of the tourist offer from Romania both in terms of natural objectives (monuments of nature, nature reserves, national parks), winter sports, extreme sports - mountaineering, paragliding, hang-gliding, hunting and fishing as well as and historical-archaeological objectives (fortresses, castles, churches, museums, etc.).

• Material and method

- The methodological approach involves a combination of methods from the collection of information from secondary sources, already existing with the collection of primary information through studies carried out within the area under study. Three representative tourist centers from Brasov County were analyzed: Moieciu, Fundata and Viscri, based on the opinions of tourists expressed on www.tripadvisor.com. [15] Based on the conclusions drawn, future directions were issued to support the tourism development of the area.

Results and discussions

The area under study already has a certain tourist visibility, as it appears from the study carried out starting from the information found on one of the most representative tourist sites. But obviously there is place for better, therefore three priority directions should be followed in support of efforts to capitalize on tourism

The results of the three general directions for supporting the capitalization of resources from the studied area through tourism

Attracting local people to "tell the story of the area" and more attention to the development of [tourism](#)

Greater attention and openness to the development of tourist activity

Obtaining a genuine tourism product

The creation of original tourist products, based on consumer requirements, with an emphasis on highlighting local resources and [products](#)

Possibility of obtaining considerable income

Increasing the visibility of the area through SMART partnerships between tourist structures in the area and tourism operators

Possibility of smart use of local resources

Ensuring both the possibility to obtain the genuine tourist product and to [sell it](#)

• Conclusions

- The surroundings of Moieciu commune satisfy multiple tourist needs: from relaxation to various historical or thematic tours. On the site that was the basis of our research from a statistical point of view, by far the richest number of opinions centralize the Bran Castle, the Bran Village Museum, the Palamari Cultural Center and the combination of different categories of resources (natural, artisanal, etc.).