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THE CAPITALIZING ON THE TOURIST POTENTIAL OF THE RURAL AREA OF BRASOV COUNTY THROUGH TOURIST ACTIVITIES

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Abstract: Rural tourism, but especially agritourism, is the activity that allows the superior exploitation of the cultural resources of the rural space. The Danube Gorge region represents the territory where the remarkable beauty of the landscapes and the biological diversity can be capitalized under the conditions of the unaltered preservation of traditions, and the improvement of life quality of the communities is the result of the economic activities of the inhabitants, carried out in harmony with nature.

• Introduction

Rural tourism can contribute to the capitalization of resources and to sustainable development at the local or regional level through the sustainable use of tourist resources, maintaining the natural, cultural and social diversity of the rural area, the integration of service provision activities in the planning and strategy of local development, supporting local economies in the socio-economic development of the community but also in protecting nature and cultural values.

• Material and method

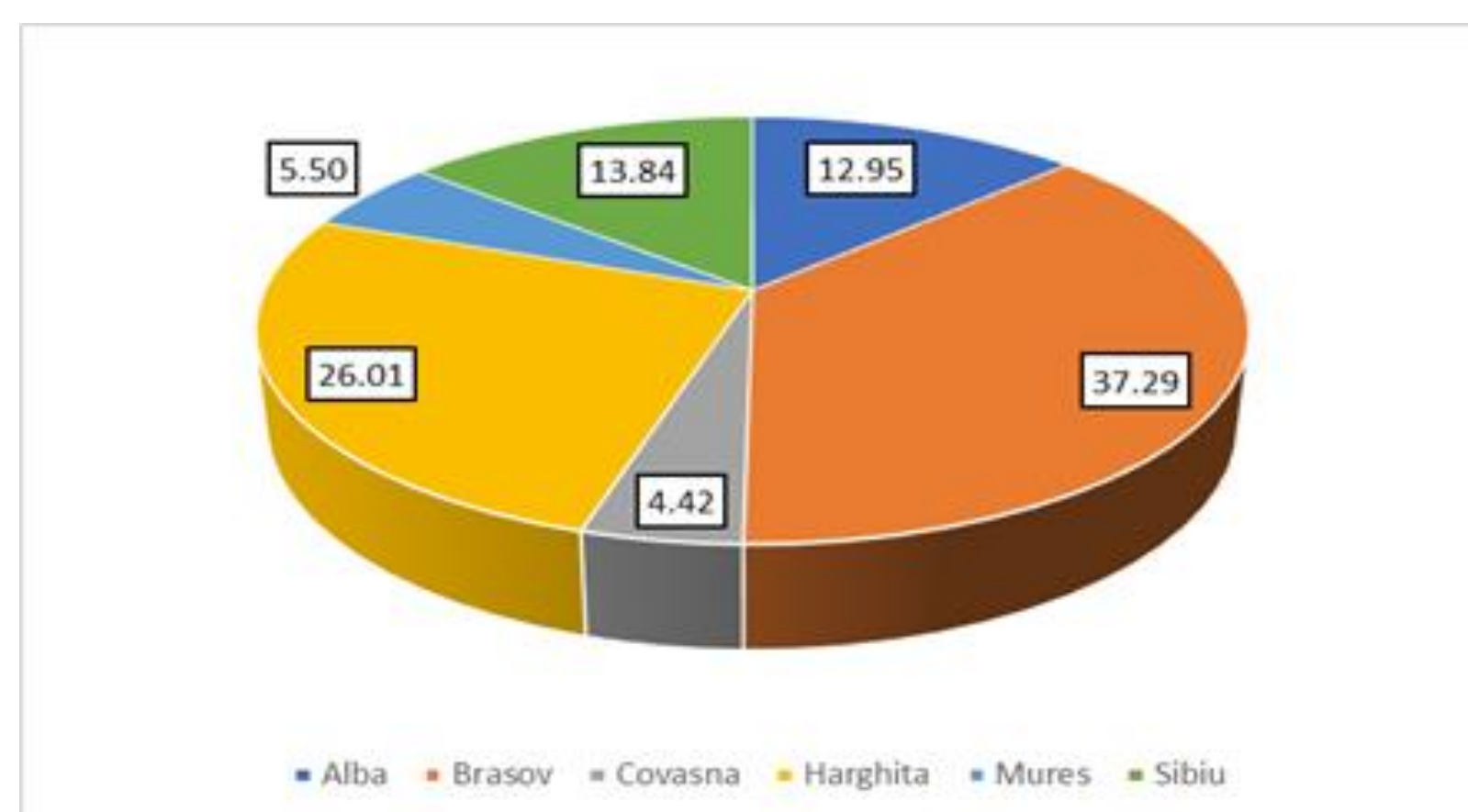
In order to indicate the importance of agritourism in promoting the Brasov rural area, we made an analysis of static data on specific indicators to tourist supply and demand, which indicate the intensification of rural tourism activity in this territory. Thus, we analyzed both the number of accommodation units, the degree of comfort of their use and the intensity of tourist traffic and the average length of stay.

• Results and discussions



Brașov is a county in Romania located in the south-east of Transylvania and which includes the historical regions such as the Bârsa Country, Făgăraș Country and part of the Craiesc Land.

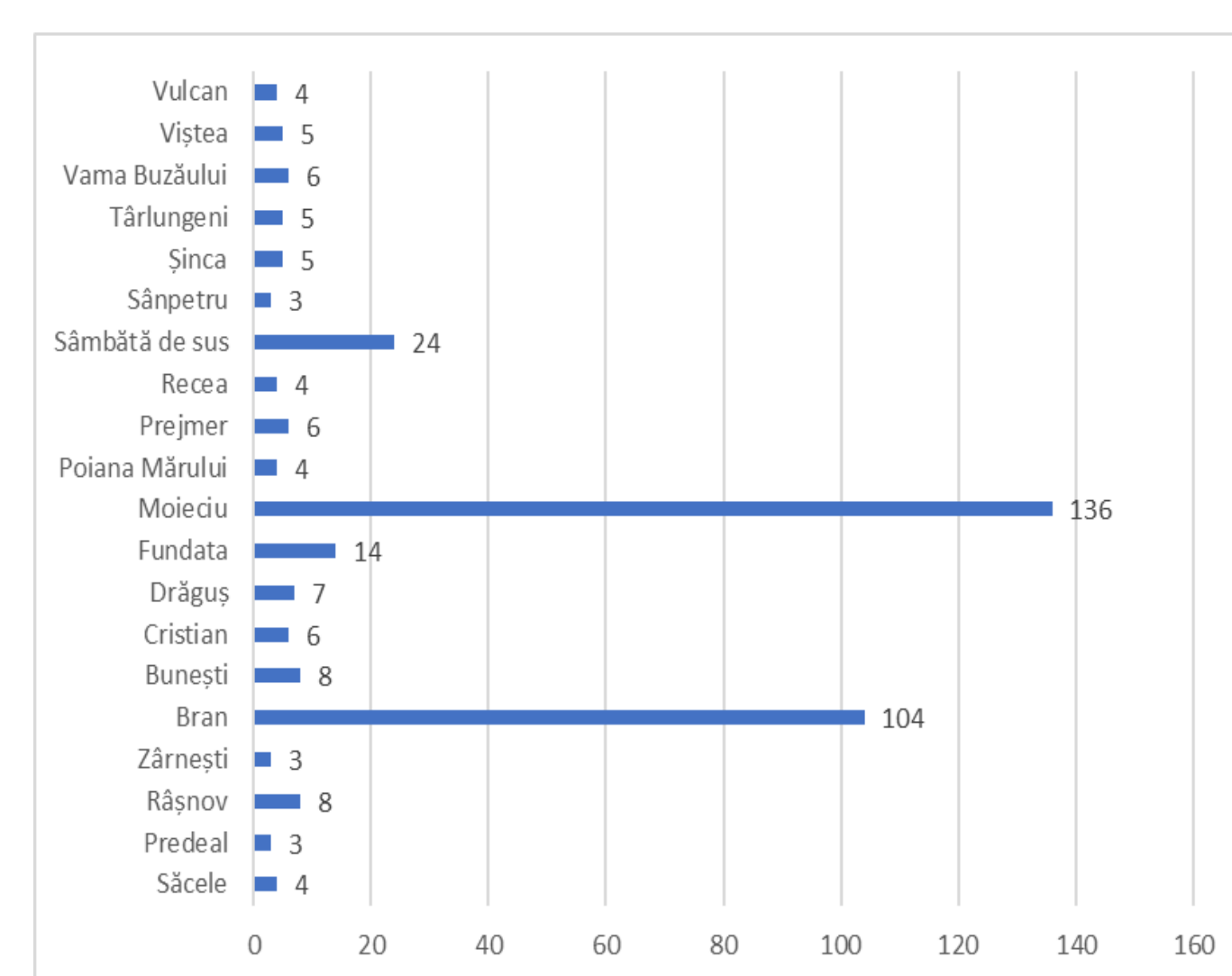
Having a rich tourist potential, Brașov county represents a combination of natural resources with the cultural and historical values of the region. The diversified and very complex tourist offer of Brașov county provides the necessary conditions for the practice of numerous forms of tourism.



The distribution of agritourism guesthouses, at the level of the Central Region, 2022

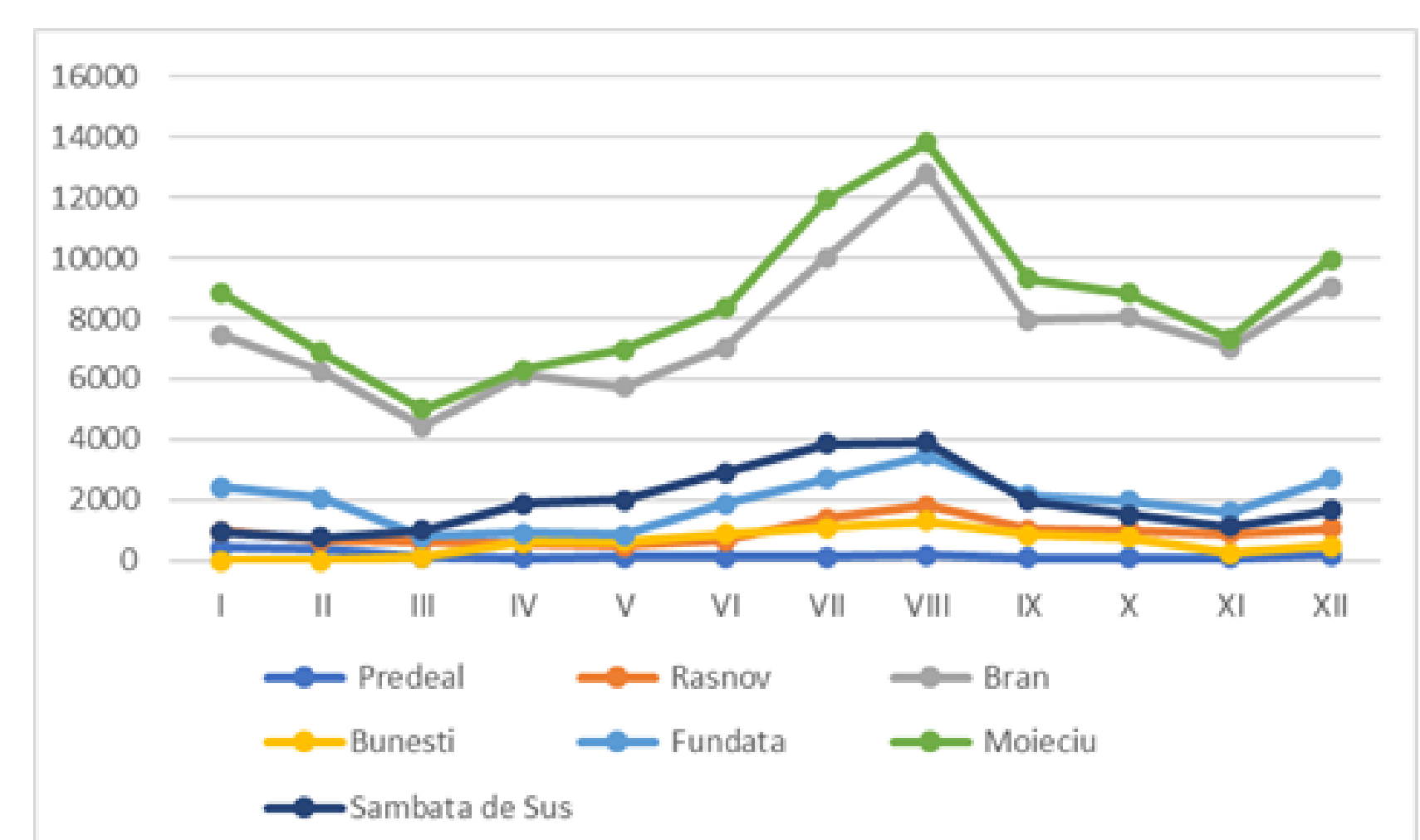
Agritourism guest houses have an uneven distribution, both at the regional level and at the level of each county. Brașov County is the county with the most agritourism guesthouses, in the Central Region.

In Brașov County, agritourism is mainly practiced in the area of the Bran villages (Fundata, Moeciu-Bran) and in Poiana Mărului, areas that have a rich agritourism potential materialized in natural, historical and cultural resources, as well as in the Săcele-Târlungeni region, from the immediate vicinity of the city of Brașov. From the 380 agritourism guesthouses registered in 2022, at the level of Brașov County, 84.21% are concentrated in the ethnographic area of Bran-Moeciu, Poiana Mărului and Săcele-Târlungeni.



The main localities that own agritourism guesthouses, in Brașov county, 2022

The analysis of tourist arrivals in agritourism guesthouses from Brașov County, during the months of the year, indicates a deeper concentration of them in the months of July-August and December-January, these periods being marked by vacations and holidays, as well as the winter holidays.



Seasonality of tourist activity in agritourism guesthouses in Brașov County, 2022

At the level of Brașov County, there are also reductions in the total number of overnight stays and by category of tourists. In the case of foreign tourists, the decrease is very large, 89.38%, still lower than the regional average.

•Conclusions

The development and modernization of the existing infrastructure at the level of the Center Region and Brașov County has made tourism one of the economic priorities of the area, offering numerous business opportunities. This is supported by the tourist potential of the area represented by both natural resources and numerous historical and cultural elements, traditions and customs that are preserved in the rural areas of the region.

The further development of agritourism services in the rural areas of Brașov County requires, in addition to the necessary invitations to modernize and diversify the tourist offer, competitive at the national and international level, a series of measures aimed at promoting the studied area as a tourist area of national and international interest.