



21-22 November 2024

ANALYSIS OF THE TOURISM SECTOR IN THE MARAMUREȘ AREA IN ROMANIA

Balcu Narcisa Larisa¹, Hategan Ionela Daniela, Ciolac Ramona¹, Marin Cornelia Diana¹

¹University of Life Sciences "King Michael I", Faculty of Management and Rural Tourism, Timisoara

Abstract: Maramureș is a county located in northwestern Romania. Thanks to the numerous tourism resources, both natural and man-made, tourists can practice various forms of tourism. For those who love nature, they can enjoy recreational tourism within the nature reserves in the area. Spa tourism can be practiced in Ocna Șugatag balneo-climatic resort. Considering the number of museums in the area, cultural tourism makes its presence felt. In addition to the cultural value of the area, ecumenical tourism but also dark tourism is noticed through the presence of the happy cemetery in Săpânta.

• Introduction

Flavorful and unique, Maramureș remains a land where traditional culture and customs are still alive. The stark green plains, the huge wooden gates carved with traditional motifs and the fairytale-like hamlets will make you want to return whenever you have the chance. If you're a nature lover, you're sure to love the breathtaking mountain and valley landscapes. More than 30 protected natural areas, linear meadows filled with grass in summer or snow in winter, mountains covered in evergreen forests, all mirrored in crystal clear waters spread across the region.

Results and discussions

The number of tourist facilities has increased over the years. In 1993 there were 31 and in 2023, 618.



- This increase shows that the area has developed and is of growing interest for tourists. It seems that tourists are turning to agritouristic guesthouses as an increase in their number can be observed, and they also have the highest share compared to other accommodation structures (figure 1).
- There is a steady increase in the number of tourists staying in the area. The favorite places of accommodation for Romanians are hotels, followed by agro-touristic guesthouses and tourist pensions. This growth is indicative of the fact that Romanians have begun to value more highly the places closer to tradition and nature.
- Foreign tourists started visiting and getting to know the area in 2008. It seems that the year 2018 was favorable for foreign tourists, as later due to the pandemic they decreased significantly. Over time they preferred hotels to other accommodation structures..

Conclusions: Tourism development is of importance for the development of the county's economy based on its internal potential. Tourism development has a great role in increasing the employment of the labor force and is a support for the development of the business environment. The strategy is centered both on the existing tourist resorts, but other tourism products should also be developed. The existing offer must also be diversified so that the tourist season can be extended for all types of tourism in Maramureș.