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IDENTIFICATION OF NATURAL RESOURCES POSSIBLE TO BE CAPITALISED THROUGH TOURIST ACTIVITIES FROM VARTOP AREA

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Abstract: Vartop area from Arieseni commune is part of Romanian communities with great tourist potential, being able to offer tourists a wide variety of tourist products, the defining emblem being multiple: the quality of the landscape, the warmth of the inhabitants, traditional occupations, customs, gastronomy, natural resources. Added to this is the awareness of the need to diversify local activities, and engaging in tourist activities can represent a solution for a sustainable "re-imagining" rural world, with all that is significant and comes with the possibility of ensuring the plurality of incomes following the exploitation: the reception structure by offering the accommodation space; own or local activities and resources by offering specific products and services.

• Introduction

For Romania, the structure of tourist heritage highlights, through its complexity, the chance of a safe future development. The inventory of natural objectives placed in service of tourism is and will certainly be involved in defining the basic motivations, in the organization of recreation activities, restoration of health or in the cultural ascent. The multitude and variety of these objectives are, undoubtedly, the guarantee of an upward evolution of tourism.

• Material and method

We chose as the research area, Vartop area, which represents a starting point for climbing and hiking trails in Apuseni Mountains. During winter, these places are full of tourists from the neighboring counties and from all over the country, who come here to practice winter sports, using Vartop Arieseni ski slope, for relaxation and for special landscapes of the Apuseni mountains.

Results and discussions

A possible development proposal could include the entire area, namely the creation of a traditional tourist village. This proposal starts from the premise that the area is visited (at a narrower level and more for the natural resources at present) by Romanian but also foreign tourists, so there are the starting bases of a development specific to the tourist activity. Directions with a "must have" character to ensure future development: [3,10]

- Improving the ability to lead/coordinate activity at individual and local level

- Improving the ability to create tourism products with a unique character, own "brand" and of the place

- Engaging and incorporating specific local resources into the tourist circuit so that the tourist activity generates a positive "smart" impact.

• Conclusions

This area has tourist potential, presenting a significant degree of tourist attractiveness, which makes the development of rural tourism opportune. A true mountain paradise, a perfect destination for tourists who want to relax, regardless of the season. Among the tourist attractions are the Rusty Pit, Scarisoara Cave, Coiba Mare Cave, the Cave under Zgurasti.

