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THE ANALYSIS OF SOCIAL IDENTITY OF RURAL COMMUNITIES FROM MARAMURES MOUNTAIN AREAS

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Abstract: The Maramures area, chosen for research, is one of the most well-known and why not the most representative areas in terms of highly original resources from the rural community. The region benefits from an advantageous geographical position for transregional flows likely to stimulate the cultural market and intercommunity dialogue, as well as extensive transport and communication networks, which favor the circulation of creators and cultural goods and services. The purpose of the research undertaken is to provide an overview of the current level of local development, but also to carry out a SWOT analysis for the rural communities in the analyzed area.

• Introduction

Maramures is formed as a distinctive administrative entity in the post-war period, by uniting four famous areas: historical Maramures (southern part), Chioar, Codru and Lapuș. All four areas united under the Maramures title have specific particularities, differentiated development degrees and aspects of local popular culture, of great value, specific to each community, some of these resources [12,14,15] being also known at the international level. As an administrative-territorial entity, the Maramures area includes 2 municipalities, a number of 11 cities and a number of 63 rural communities of the commune type. [13,11]

• Material and method

As a research methodology, the case study method was used, and in terms of the stages followed, they followed the natural route of specialized research, involving documentation, information gathering, information processing, and then the interpretation and preparation of the relevant conclusions to be included in the actual thesis.

Results and discussions

Maramures means a specific community, a certain way of life, but also a certain way of living.

Geographically: - positional advantage from the location close to the border - high natural potential, derived from existing resources, the mountain area being located within the Maramureș Mountains Natural Park	Geographically: - long distance between big cities and communities in the mountain area
Demographically: - homogenous multiethnic character of the population in the analyzed area - positive demographic growth and the existence of the young population - high interest from the young population to return to the countryside	Demographically: - the phenomenon of external migration quite intensified in some rural communities - demographic concentration in certain areas - aging of the rural population - the lack of direction and specific measures to maintain young people in the rural environment
Economically: - high potential derived from multiple resource categories - high potential for diversification of economic fields - the existence of highly sustainable crafts that can capitalize on a wide range of resources	Economically: - the category of services with a not too high degree of diversification - the lack of a market for handicraft products with a unique character/high originality - reducing interest in agricultural or specifically rural occupations, although they could revitalize certain communities [7,8]
In terms of services: - interest in public-private partnerships and the large number of existing LAGs - suitable infrastructure for supporting various socio-economic activities	In terms of services: - insufficiently diversified services - non-utilization of the area's resources through tourist services

• Conclusions

The beneficial aspects of the analyzed area are:

- Original traditions, internationally known, but also the ability to preserve them by passing them on to future generations;
- Representative cultural heritage and included in the UNESCO heritage (8 wooden churches and the Vesel Cemetery);
- Revitalization of crafts with the help of European funding;
- Cultural institutions that capitalize on the values and events in the area (Art Museum in Baia Mare, Maramureș Museum in Sighetu Marmăției);
- The emergence of partnerships for the capitalization of cultural heritage and popular traditions.