



MANAGERIAL CREATIVITY IN ROMANIAN RURAL TOURISM – CASE STUDIES: MARAMUREȘ AND MOECIU-BRAN

ALEXANDRU IVANIC¹, MARIUS DUMITRU GRIGORE VLADU¹, CRISTIAN-ADRIAN VANCEA¹, MANUELA-DORA ORBOI¹, SIMONA CRISTINA CONSTANTINESCU^{*1}

¹University of Life Sciences „King Mihai I” from Timisoara, Faculty of Management and Rural Tourism, Romania

*Corresponding author's e-mail: simona.constantinescu@usvt.ro

Abstract: The paper analyzes the role of tourism manager creativity as a determining factor for the sustainable development of rural areas, highlighting the importance of innovation and strategic vision in capitalizing on local potential. The study explores the ways in which tourism managers can contribute to diversifying the offer, promoting traditions and involving the community in economic development processes. Examples of good practices and managerial solutions oriented towards protecting the environment, maintaining authenticity and creating a sustainable tourism experience are presented. The conclusions emphasize that creative management, based on adaptability and responsibility, is an essential element for transforming rural areas into competitive and sustainable tourist destinations.

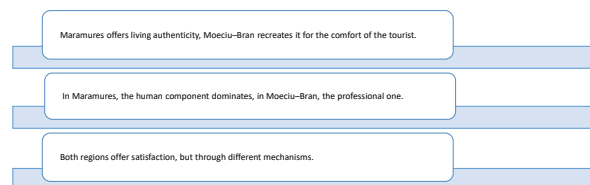
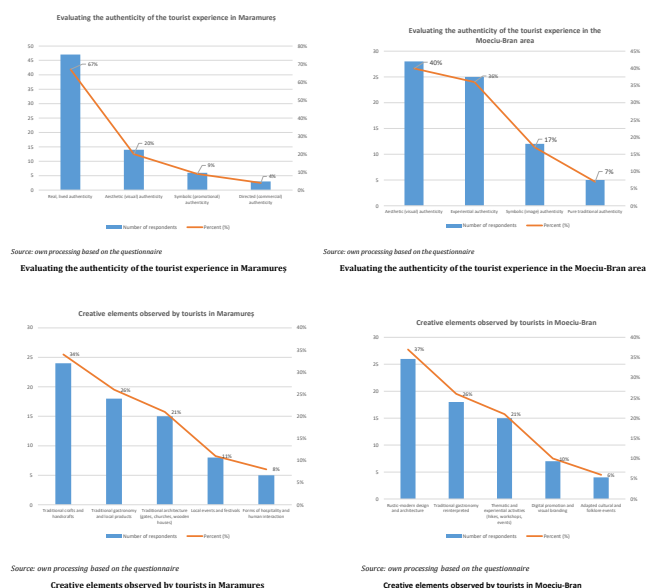
• Introduction

In this study, we aimed to analyze the strategic role of the manager in rural tourism through two representative case studies for Romania: Maramureș - model of traditional tourism and Moeciu-Bran - model of innovative tourism, comparing the two areas through the main dimensions, namely creativity, authenticity and the tourist's perception of the manager's role.

• Material and method

The research was conducted, for Maramureș, between February and April 2025, targeting 10 tourist guesthouses in the localities of Breb, Bârsana, Botiza, Ieud and Desești, and for Moeciu-Bran, the research was conducted between May and July 2025, on a sample of 12 tourist guesthouses in Moeciu de Jos, Moeciu de Sus, Bran and Șimon, using direct observation of tourist activities, semi-structured interviews with managers and the application of a questionnaire to tourists as research methods.

• Results and discussions



Source: own processing based on the questionnaire

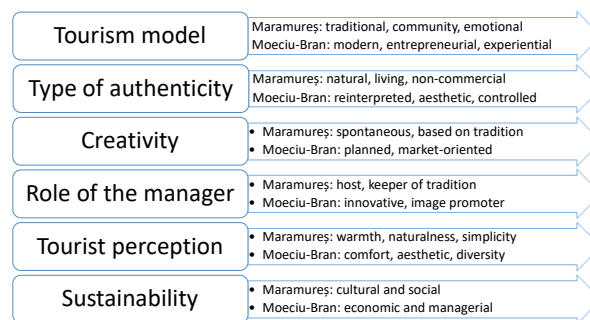
Comparative observations of tourism development models in Maramureș versus Moeciu-Bran

Comparative observations of authenticity in Maramureș versus Moeciu-Bran

Maramureș creates naturally, Moeciu-Bran designs consciously.	Moeciu-Bran capitalizes on visual aesthetics, Maramureș preserves the essence of tradition.	Creativity becomes a marketing tool in Moeciu-Bran.
---	---	---

Source: own processing based on the questionnaire

Comparative observations of authenticity in Maramureș versus Moeciu-Bran



Source: own processing based on the questionnaire

General comparative profile of the manager from Maramureș and Moeciu-Bran

• Conclusions

Both areas highlight the fact that Romanian rural tourism has significant potential if managed through creativity and adaptation to local specifics. Although the approaches differ, the common goal is to transform rural space into a sustainable, attractive and profitable destination, while maintaining the balance between tradition and modernity. In both Maramureș and Moeciu-Bran, local managers are becoming true promoters of community culture and values, adapting these resources to the demands of the current tourism market.