



UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA

"YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH IN APPLIED LIFE SCIENCES"

13-14 November 2025



VALORIZATION OF THE TOURISM POTENTIAL OF MARGINA COMMUNE, TIMIȘ COUNTY – PREMISES FOR SUSTAINABLE RURAL DEVELOPMENT

MICLEA DENISA¹, STĂNESCU VALENTINA¹, BERCIA IULIAN¹, SICOE-MURG OANA¹, MĂNESCU CAMELIA¹

¹University of Life Sciences "King Mihai I" of Timisoara, Faculty of Management and Rural Tourism, Timis, Romania

ABSTRACT. The paper analyzes the tourism potential of Margina Commune, Timiș County, and aims to identify the most effective ways to capitalize on it within the context of sustainable rural development. Located at the junction between the Lugoj Plain and the hilly area of the Poiana Ruscă Mountains, the commune benefits from valuable natural, cultural, and human resources that can form the basis of a diversified local economy. The research methodology combined statistical analysis of demographic and economic data with a qualitative evaluation of the local tourism heritage. The selected indicators were integrated into a multicriteria model that allowed for the estimation of the overall tourism potential of the locality. The results highlight a positive development dynamic of the community, supported by local involvement in rural tourism projects, the promotion of Banat gastronomy and traditions, as well as favorable road accessibility. However, the tourism infrastructure and promotional capacity remain limited, requiring strategic interventions. The paper proposes concrete directions for the development of Margina commune, such as the creation of thematic route networks, the digitalization of the tourism offer, and the establishment of public-private partnerships. Ultimately, it is concluded that rural tourism, based on local identity and community participation, represents a real opportunity for sustainable economic development for Margina Commune and its surrounding area.

INTRODUCTION

The topic addressed in this paper is “**Valorization of the tourism potential of Margina commune, Timiș county – premises for sustainable rural development**”, a topic of great interest because, in the context of socio-economic realities, the sustainable development of rural localities must be based on the efficient management and valorisation of existing resources.

RESULTS AND DISCUSSION

Geographical location. The commune of Margina is located in the eastern part of Timiș county, on the limit with Hunedoara county. Its location at the contact between the Lugoj Plain and the hilly area of the Poienii Ruscăi foothills gives the locality a special identity, located at the intersection of the Banat and Transylvanian areas.

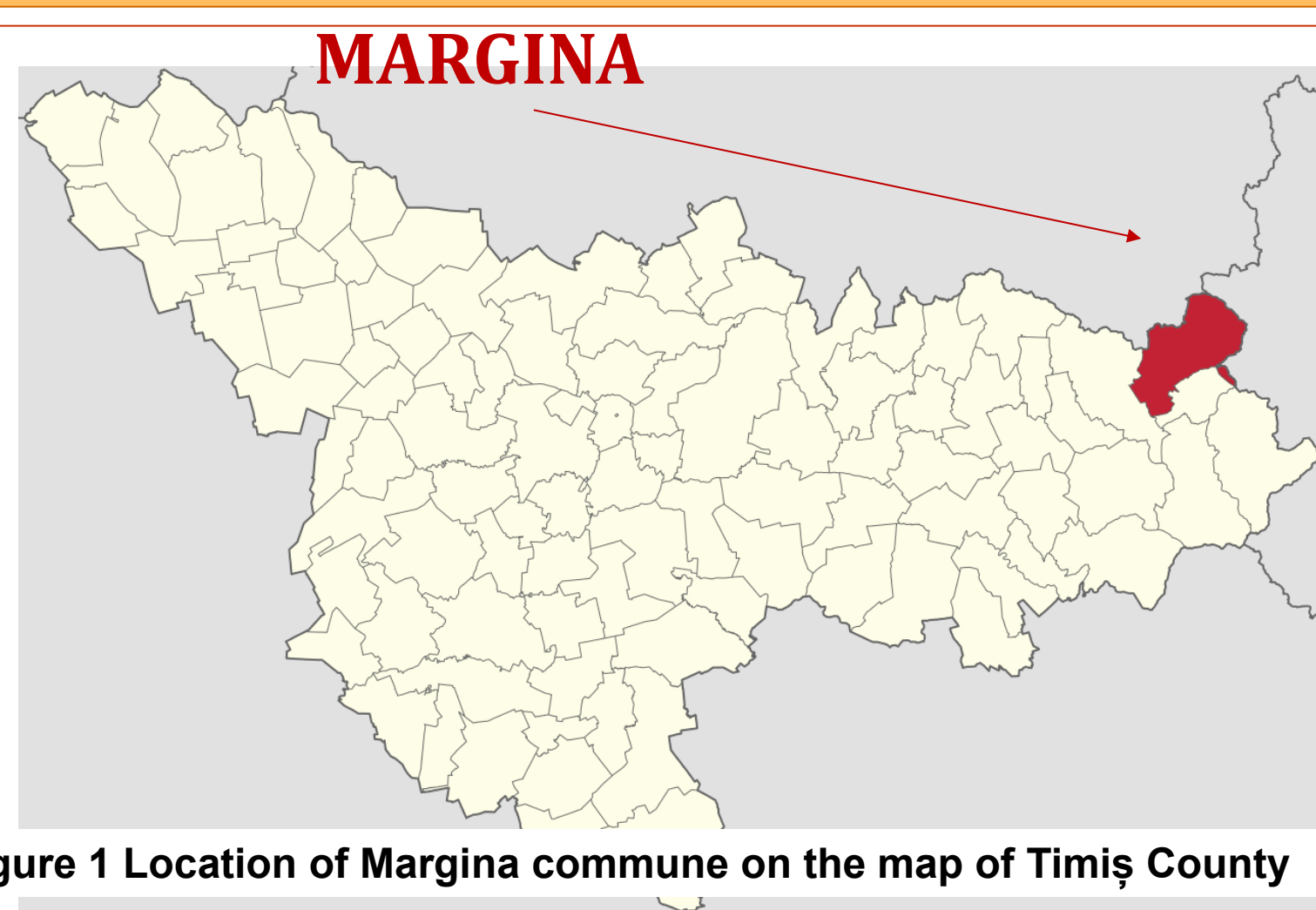


Figure 1 Location of Margina commune on the map of Timiș County

Analysis of the demographic resources of Margina. Analysis of the statistical data shows that Margina had 2447 inhabitants in **1992**, 2391 inhabitants according to the **2011** census, and reached 2189 inhabitants in **2024** (after a slight decrease).

Natural resources. The commune enjoys a diverse natural setting, characterized by hilly terrain, deciduous forests, natural meadows and numerous watercourses (Bega Poieni, Bega Luncanilor). These resources support recreational activities, hiking, and ecotourism, and the high biodiversity can be integrated into future green tourism projects.

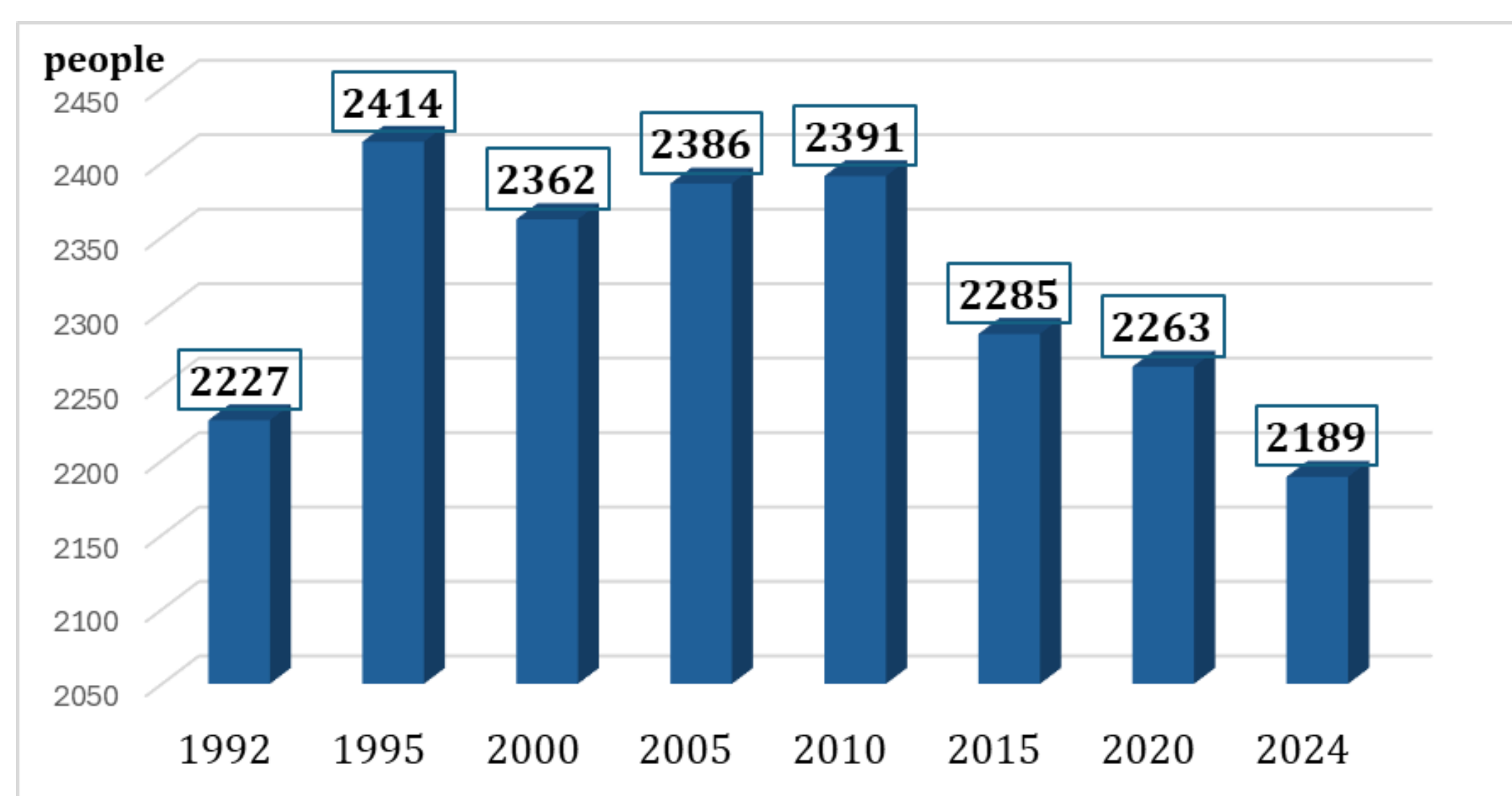


Figure 2 Evolution of population in Marina during the period 1992-2024

Economic analysis of Margina. Regarding the economy of Margina, agricultural activities predominate: crop cultivation, animal husbandry, hay making. However, there are also small industrial activities, as well as activities in the services sector – tourism rural, agri-tourism and trade in agricultural product – are also present. Of economic importance for the locality was the vinegar factory of Margina, a strong local brand.

Tourism. The area where Margina is located is beautiful and picturesque, with a remarkable tourist heritage, which combines natural, cultural and ethnographic elements. The most representative tourist attractions in the area are: The “Cuvioasa Paraschiva” Wooden Church in Margina, The Wooden Church in Coșevița, The Wooden Church in Zorani, Românești Cave, Transluncani, traditional Banat households, traditional local events, craft workshops and others.



Figure 3 The “Cuvioasa Paraschiva”
Wooden Church in Margina



Figure 4 Transluncani - Western Transalpinia

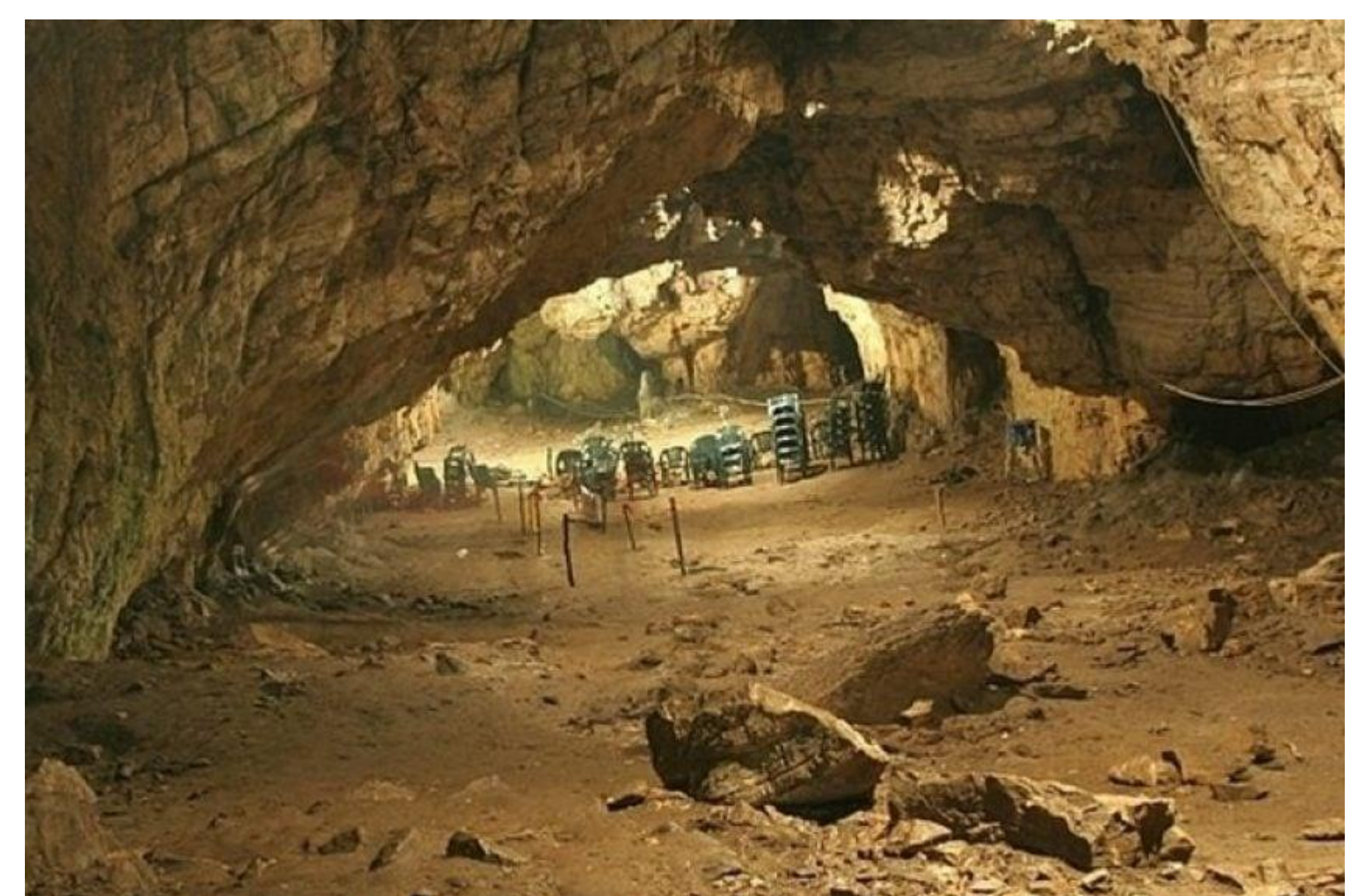


Figure 5 Românești Cave

CONCLUSIONS

The analysis highlights the fact that Margina can become a representative model of sustainable rural development based on local heritage. Although the economy is still predominantly agricultural, the commune's tourism potential - based on natural, cultural and social resources - offers real opportunities for economic diversification. Increasing local competitiveness depends on the capacity of the administration and the community to attract investments, to capitalize on existing resources and to develop the infrastructure necessary for sustainable tourism. In the future, Margina can become a reference pole for rural and ecological tourism in the eastern area of Timiș county, integrating into the regional tourism development networks of the Mountain Banat.