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TOURIST RESOURCES AND THE RURAL AND AGRITOURISM POTENTIAL OF HUNEDOARA COUNTY

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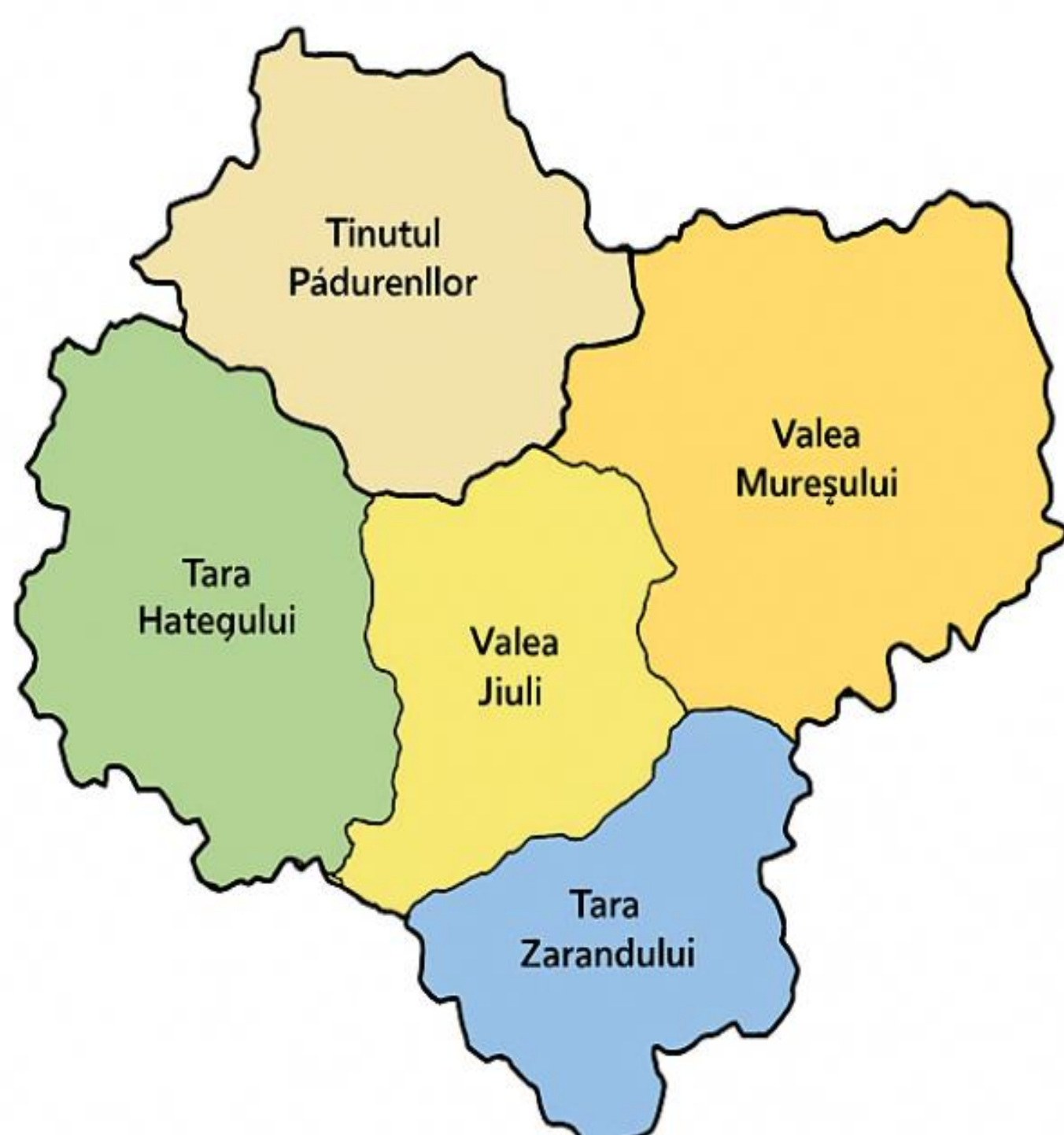
Abstract: Hunedoara County's natural and cultural diversity creates significant opportunities for rural and agritourism. The study identifies key zones for sustainable development, highlighting the importance of heritage and tradition-based tourism.

• Introduction

Hunedoara County is transitioning from its industrial past toward a sustainable tourism model. Its diverse landscapes and cultural heritage, including Corvin Castle and the Dacian fortresses, reveal a strong potential for rural and agritourism development rooted in authenticity and tradition.

Material and method

The analysis used documentary review, statistical data, and field observations to evaluate rural tourism in Hunedoara County. The SWOT method was employed to structure the main factors affecting development potential.



• Results and discussions

Hunedoara County combines diverse natural landscapes with rich historical heritage. Key rural tourism areas, Hațeg Country, Jiu Valley, Mureș Valley, Padurenilor Land, and Zarand Land, show strong potential for sustainable development. SWOT analysis highlights rich resources and traditions as main strengths, but also demographic decline and weak infrastructure as key challenges..

Strengths	Weaknesses	Opportunities	Threats
Natural & cultural diversity	Rural depopulation	EU funding	Aging population

• Conclusions

Hunedoara County combines rich natural and cultural heritage with strong rural tourism potential. Key areas like Hațeg Country and Jiu Valley can drive sustainable growth if local strategies address demographic decline and infrastructure gaps.