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EXPERIENTIAL TOURISM AND AGRITOURISM ACTIVITIES: STRATEGIES FOR THE SUSTAINABLE VALORIZATION OF NATURAL AND CULTURAL HERITAGE IN THE PIATRA CRAIULUI NATIONAL PARK AREA, ROMANIA

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Abstract:This study investigates the role of experiential tourism and agritourism activities in the sustainable valorization of natural and cultural heritage in the Piatra Craiului National Park area, Romania. The proposed research will use a questionnaire targeting tourists visiting rural destinations, particularly Peștera, Măgura, and Moieciu. The questionnaire will assess tourists' preferences, satisfaction levels, interest in recreational activities, and willingness to participate in authentic rural experiences. The collected data will be analysed using descriptive statistics and comparative methods. The study aims to identify sustainable development strategies that enhance tourist satisfaction, destination competitiveness, and local community involvement.



• Introduction

The pastoral identity of Peștera village is evoked by the verses inscribed at its entrance, which refer to ascending to mountain pastures, making cheese, and preserving it in fir bark. The inscription, identified through local observation, expresses the connection between the community, livestock farming, and the use of pastoral products. It can be interpreted as an expression of village identity that complements documentary information about residents' traditional occupations. Building on this cultural reference, agritourism activities can be developed around the stories and practices that give meaning to the rural landscape.

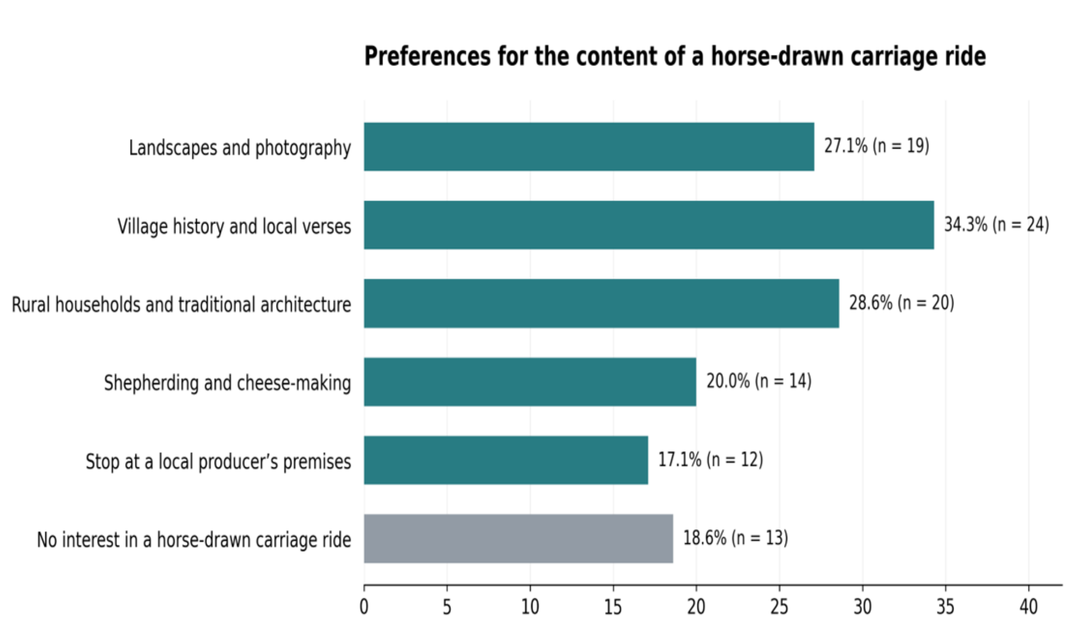
The proposals may follow a thematic journey through pastoral life, from the household and hay meadow to the sheepfold and the finished food product. Reciting the verses, explaining local place names, presenting traditional occupations, and meeting producers could turn a village visit into a participatory experience. These activities will require residents' involvement and consent, respect for their work, and adaptation to the seasonal schedule of household activities.

• Material and method

The demonstration analysis used a 15-question questionnaire addressing visitor profiles, interest in agritourism activities, and preferences regarding the valorization of pastoral heritage in Peștera village. The 70 simulated records were analysed by calculating frequencies, percentages, and mean scores; they do not represent responses collected from actual tourists.

• Results and discussions





• Conclusions

Sustainable tourism development in Peștera village can be supported through authentic experiences, such as guided walks, cheese-making demonstrations, and traditional craft workshops, designed to enhance tourist satisfaction and destination competitiveness. Local community involvement in organising activities and the equitable distribution of benefits, together with the protection of natural and cultural heritage, are essential conditions for implementing this strategy.Regular assessment of tourist satisfaction, benefits for local residents, and environmental impacts will enable adjustments to the tourism offering and evaluation of the effectiveness of the proposed strategies.