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# ALBA COUNTY – CURRENT STATUS AND PERSPECTIVES FOR TOURISM ACTIVITY

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**Abstract**: *: The paper analyzes the tourist activity in Alba County in the period 2021–2025, following the relationship between the expansion of the supply, the demand for accommodation, the duration of the stay and the territorial and seasonal distribution. The method combines INS statistics with the documentation of heritage and strategic directions. The results show the increase in the number of structures and the existing capacity, especially through apartments and rooms for rent and through agrotourism guesthouses. The perspectives concern the integration of cultural, mountainous, rural and wine products, the coordination of suppliers and the evaluation of the use of infrastructure.*

## • Introduction

Alba County brings together cultural-historical resources, mountain and karst landscapes, rural heritage and winemaking traditions. Alba Iulia, the Apuseni Mountains, the Sebeș Valley and the wine-growing localities offer different contexts for the development of tourist services. However, the existence of resources does not automatically indicate the volume of demand, the duration of visits or the use of infrastructure. The research problem concerns the transformation of this potential into a uniformly distributed territorial accommodation activity, throughout the year. The article follows the entire registered accommodation activity, and compares localities with different profiles. The questions concern the evolution of the offer, the change of the stay, the concentration of overnight stays and seasonality, in order to substantiate the development prospects.

## • Material and method

The theoretical documentation includes the analysis of the County Strategy 2021–2027 for Alba County, the sources made available by various heritage administrators and tourist routes, consulted until October 28, 2026. The statistical analysis for the period 2021–2025 is based on data collection and processing from INS TEMPO-Online.

## • Results and discussions

**Table 1. Dynamics of tourist supply, demand and seasonality in Alba County**

| Indicator | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Structures | 305 | 333 | 357 | 399 | 409 |
| Existing places | 7 273 | 7 798 | 7 864 | 8 581 | 8 799 |
| Places-days | 1 711 700 | 2 182 758 | 2 503 909 | 2 762 490 | 3 969 777* |
| Arrivals | 184 719 | 231 640 | 252 738 | 266 806 | 263 773 |
| Overnight stays | 336 089 | 429 477 | 464 850 | 469 672 | 466 631 |
| Overnight stay/arrival | 1,82 | 1,85 | 1,84 | 1,76 | 1,77 |
| Net Utilization % | 19,63 | 19,68 | 18,56 | 17,00 | n.i. |
| Gini Arrivals | 0,264 | 0,231 | 0,210 | 0,218 | 0,222 |
| Gini nights | 0,279 | 0,256 | 0,230 | 0,223 | 0,226 |

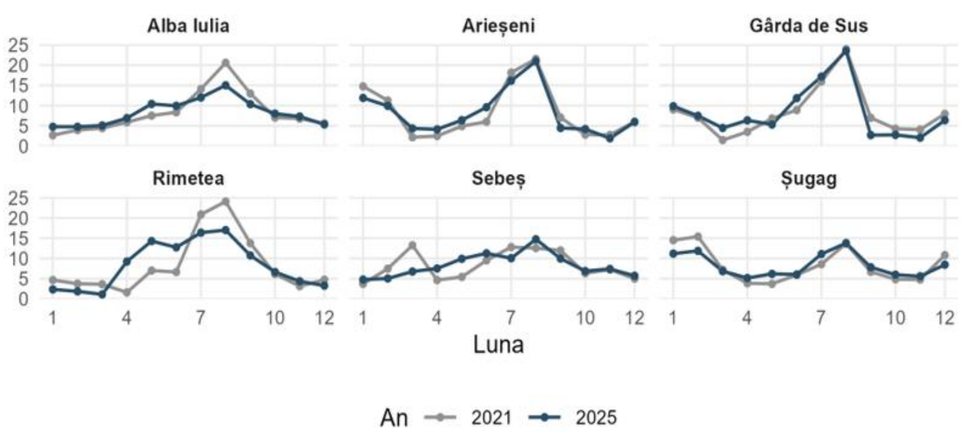



**Figure 1. Monthly distribution of overnight stays in selected localities**

The proposals for enhancing tourism in Alba County pursue three complementary directions: integrating cultural heritage into itineraries, developing rural and mountain experiences, and organising wine tourism products. Their implementation requires coordination among providers and verification of available services.For the cultural component, accommodation in urban centres can serve as a starting point for routes connecting attractions across several localities. Programmes may include visits to monuments, museums, workshops, and events, scheduled so that the itinerary justifies an additional overnight stay. Before marketing these packages, operators must confirm access to attractions, compatible opening hours, travel times, and transport options. Alternatives are also needed when certain activities become unavailable.

In rural and mountain areas, packages can combine accommodation with guided excursions, outdoor activities, and local gastronomic experiences. Their content must be adapted to the season, accessibility, route difficulty, and providers' capacity. Information supplied to tourists must specify activity duration, required equipment, participation conditions, and cancellation policies. Cooperation with local guides and producers can diversify the experience, but any economic benefits must be documented.

The wine tourism component involves integrating tastings with transport, meals, and accommodation. Packages must identify participating wineries, operating periods, booking conditions, and included services. Organised transport can support itineraries involving tastings at several locations, while accommodation can be included when the programme's duration justifies an overnight stay.

For all three directions, a shared monitoring framework should record providers, operating periods, package components, bookings, overnight stays, and the use of each service. Evaluation may also include cancellations and tourists' comments on organisational arrangements. This information enables providers to adjust their offers based on observed demand and operational difficulties. Longer stays, increased tourist expenditure, and participation by providers from several localities are objectives to be evaluated, rather than guaranteed outcomes of the proposals. Periodic package reviews should draw on these records and the actual capacity to deliver services.

## • Conclusions

In the 2021–2025 period, Alba County registers a diversification of the accommodation offer as it is concentrated in certain types of structures, Territorial results differ throughout the county. The reduction of county seasonality coexists with divergent local developments. The integration of cultural, mountainous, rural and wine products is a justified direction, which requires coordination and monitoring.