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## MARAMURES RURAL AREA-DESCRIPTION AND ANALYSIS

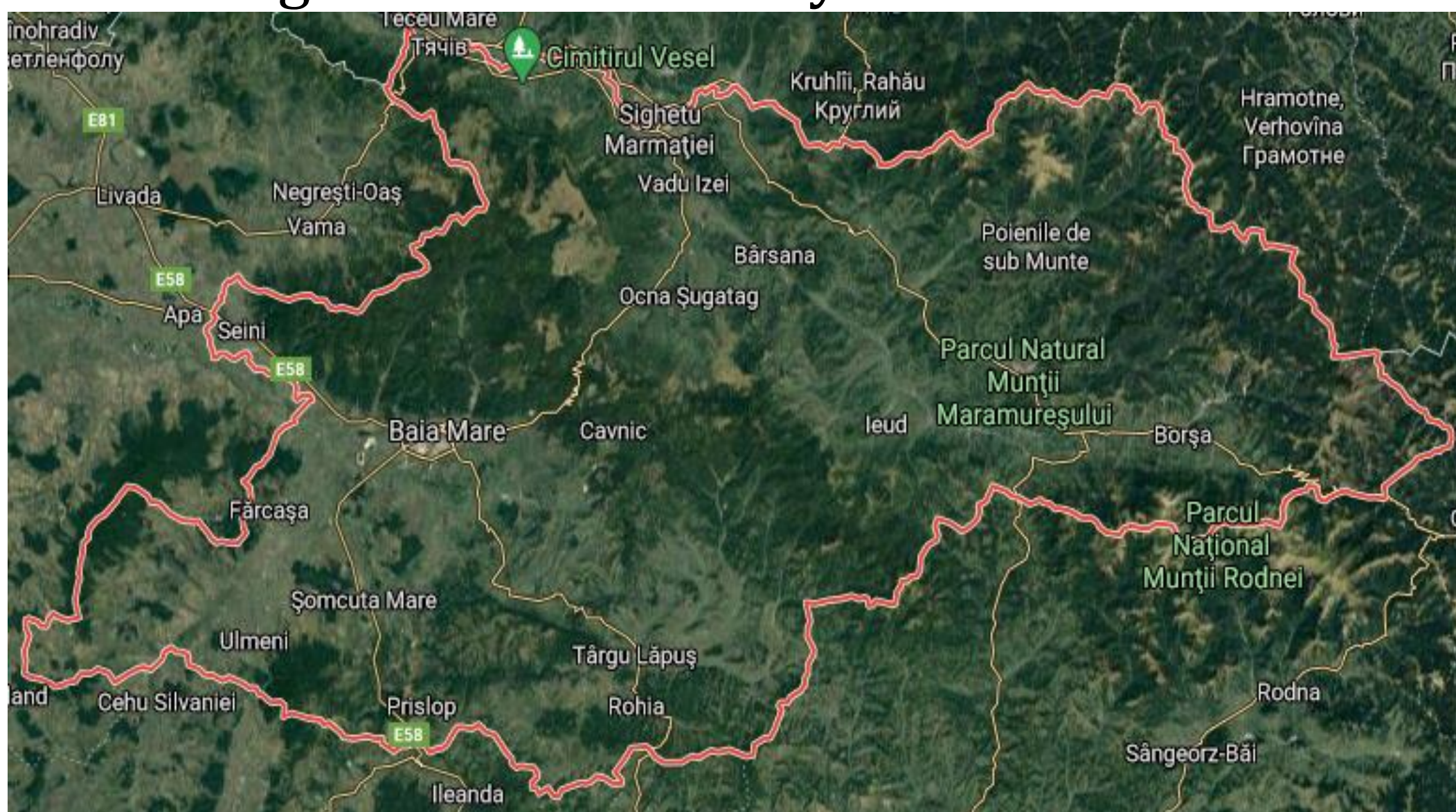
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**Abstract:** Maramures is a corner of Europe, very little known, with a strong concentration of cultural values, which favor the movement of creators and of cultural goods and services. The main purpose of this paper is to study and bring in front some aspect about rural area, by: highlighting the rural area of Maramures, in terms of predominant resources, analysis and highlighting of strengths and key issues, identifying and proposal of some main directions of action.

### • Introduction

- Maramures County is located in the North West part of Romania (figure 1), has an area of 630,436 ha of which 449,009 ha mountain area representing 71% from the county's area according to the delimitation made by the Order of the Minister of Agriculture and Rural Development no. 355/2007. The mountainous area belonging to the Eastern Carpathians represents 43%, the hilly area (hills, plateaus and foothills) about 30%, and the low area (depressions, meadows and terraces) the remaining 27% of the county area.



- The region enjoys an advantageous geographical position for transregional flows likely to stimulate the cultural market and inter - community dialogue, as well as extensive transport and communication networks, which favor the movement of creators and of cultural goods and services. The multiethnic structure of the population in the region generates complex lifestyles that stimulate cultural consumption, intercultural communication and the diversity of cultural goods and services and a greater availability to participate in cultural life.

### • Material and method

- The main purpose of this paper is to study and bring in front some aspect about rural area, by:
- highlighting the rural area of Maramures, in terms of predominant resources,
- analysis and highlighting of strengths and key issues,
- identifying and proposal of some main directions of action

### • Results and discussions

- Maramures is waiting for the spectacular nature to be discovered, through its: snow-capped white peaks, vast forests, waterfalls and natural streams, the diversity of plants and animals long extinct in other parts of Europe.
- The beneficial elements* that constitute advantages for the studied area can be summarized as follows:
- Enormous tourist potential of the region due to both the geographical position and the cultural heritage of the cross-border region of Maramures.
- Particularly rich cultural traditions, valued by events with international resonance and which constitute the premise of intercultural dialogue and transnational relations (Winter Festival of Customs and Habits "Marmatia", Maramures County, national camp of wooden icons Rohia, Maramures County etc.).
- Development of spa tourism due to salt mines in the region.

#### Main directions of action

Promoting regional development projects
Continuation of programs for conservation
Continuation of public-private partnerships
Correlating the means and logistical and financial capacities of the entire region
cooperation for the development of cultural industries
Development of programs and projects within the Euroregions
Support of twinning programs with localities from other countries

### • Conclusions

- The basic requirement is that of good management, careful "gardening" through the selective capitalization of the traditional experience, through modernization adapted to the geo-climatic specificity at the level of households and through development at the level of rural communities Maramures.