



AGRITOURISM - FORM OF PROMOTING THE SPECIFIC VALUES OF THE MARAMURES RURAL AREA

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Abstract: Rural tourism, but especially agritourism is the activity that allows the superior capitalization of the cultural resources of the rural area. Maramures County is recognized for the richness of rural cultural values but also for their preservation and promotion. Maramures is a unique destination, located in the heart of Europe, which has carefully preserved the culture, traditions and lifestyle of the peasant from ancient times. The region takes the place of a testament of the traditional, of a romantic era of simplicity and moral values that nowadays we only read or hear from our grandparents.

• Introduction

The Romanian area is among the few in Europe where the traditional and spiritual valences are preserved, still unaltered, especially the ethno-folkloric ones, the socio-economic life and the environment. Through these qualities, the rural environment offers favorable conditions for the development of rural tourism and agritourism. Romanian villages have a wide variety of tourist resources: ethno-folkloric traditions and values, historical and art monuments, unpolluted natural environment and with diverse potential.

In the field of tourism, agritourism has a relatively small share compared to other categories, but by improving the quality of supply in this field, and by expanding the areas of agritourism, nationally, there are hopes that this share will increase systematically.

• Material and method

In order to indicate the importance of agritourism in promoting the Maramures rural area, we made an analysis of static data on indicators specific to tourist supply and demand, which indicate the intensification of rural tourism activity in this territory. Thus, we analyzed both the number of accommodation units, the degree of comfort of their use and the intensity of tourist traffic and the average length of stay.

• Results and discussions

In the analysis of the tourist offer, a special emphasis is placed on the analysis of the tourist accommodation units, especially on the types of tourist units but also on the analysis of the existing and functioning accommodation capacity.

From the total of 262 accommodation structures, 56.11% are agritourism guesthouses, Maramures County being recognized as a remarkable agritourism destination. For the hotel accommodation structure, the value of the indicator is around 12.59%.

In 2019, most agritourism guesthouses were registered in Ocna Șugatag, 20, decreasing, compared to the previous year, but holding a share of 17.69% of the total number of existing agritourism guesthouses in Maramures County.

In the analysis of the tourist demand, a series of indicators are used, the most important aiming: the arrivals of tourists, their overnight stays and the average length of the stay, etc.

The arrivals of tourists in the agritourism guesthouses, from Maramures County, registered increases of 201.19 times. The total number of tourists registered in the accommodation units in Maramures County represents 19.99% from the total number of tourist arrivals, at regional level. From these, 93.02% are Romanian tourists and 6.98% foreigners.

The evolution of the number of agrotourism pensions, on the localities of the county

	2005	2010	2015	2016	2017	2018	2019
MM	66	104	79	104	147	144	147
Barsana	2	4	8	7	7	5	5
Botiza	25	26	6	8	11	9	9
Coltau	2	3	3	4	5	5	5
Moisei	1	2	2	7	9	10	10
Ocna Șugatag	7	12	11	13	26	20	21
Poienile Izei	3	7	7	10	10	9	10
Vadu Izei	3	9	8	8	13	12	12
Valea Chioarului	1	2	2	2	2	2	2

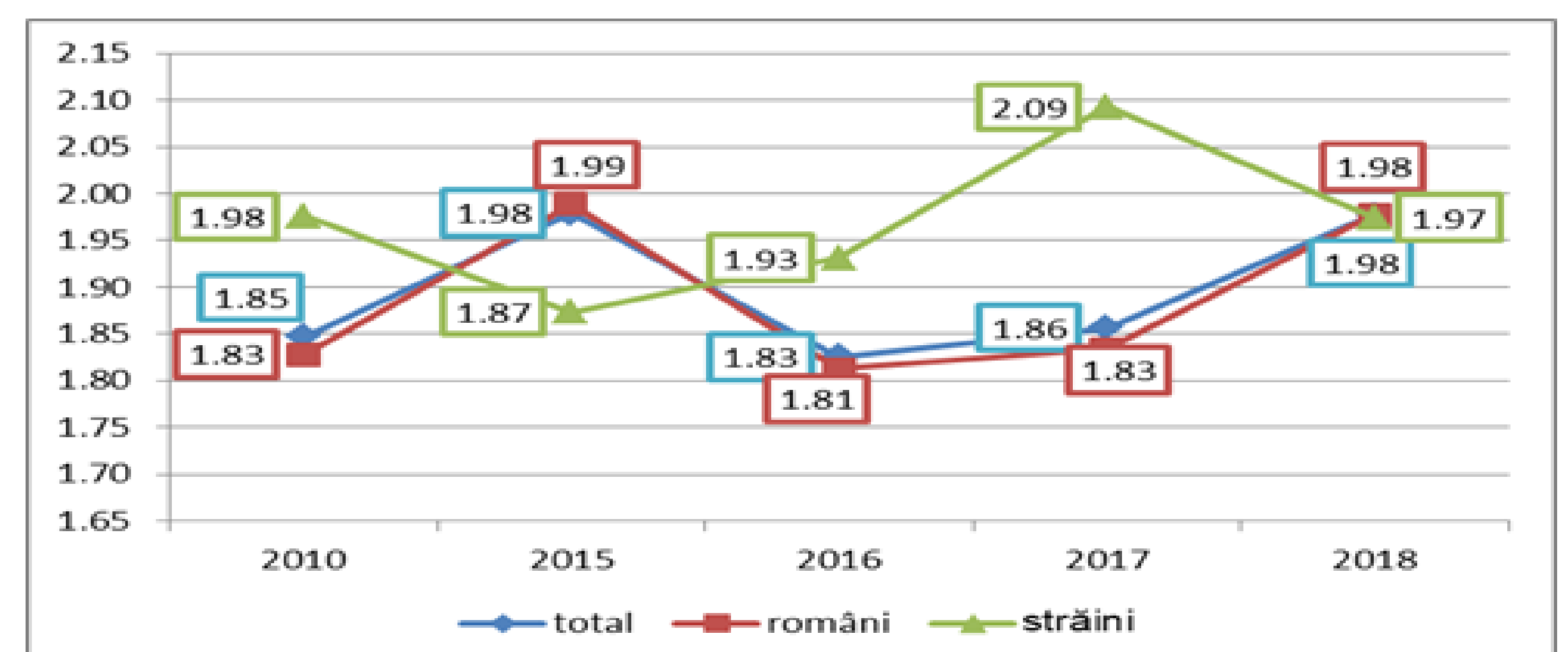


Figure 1. Average length of stay in agritourism pensions, Maramures

The tourist indicator - the average length of stay, calculated for the agritourism guesthouses, existing in the North-West Region, indicates an increasing tenure from 1.85 days/tourist, in 2010, to 1.98 days/tourist in 2018. The ascending trend of the indicator, the average duration of the stay was maintained in the case of Romanian tourists, the increase being of 8.20%. For foreign tourists, the indicator value, for the period 2010-2018, shows both decreases and increases, reaching in 2018, the same value as in 2010, 1.98 days/tourist.

• Conclusions

The varied and diversified tourist potential, the relief forms combined differently on the county territory, the favorable climate for practicing the tourist activity throughout the year, the rich faunal and floristic resources, the natural balneomedical factors and the cultural-historical and architectural richness of the Maramures County, transform it into an attractive tourist destination, both nationally and internationally.

Having a high tourist and agritourism potential, Maramures County, enjoys a special tourist attraction, being possible both the practice of hiking but especially the practice of winter sports.