



THE ANALYSIS OF THE AGRO-TOURIST POTENTIAL OF SIBIU COUNTY

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Abstract: Romanian rural area preserves still unaltered the traditional spiritual values, cultural values, of the Romanian people, the social-economic life and the picturesque scenery of these lands. These values give to the rural area favorable conditions for the development of tourist activities, especially agrotourism. The main characteristics of the tourist resources from Sibiu County are the diversity and the high value compared to the tourist offer of Romania. Along the County of Sibiu can be identified five ethno-folkloric areas, the main feature being the intersection of the Saxon culture with the Romanian one within the county: Marginimea Sibiului, Valea Tarnavelor, Tara Oltului, Valea Hartibaciului and Podisul Secaselor.

• Introduction

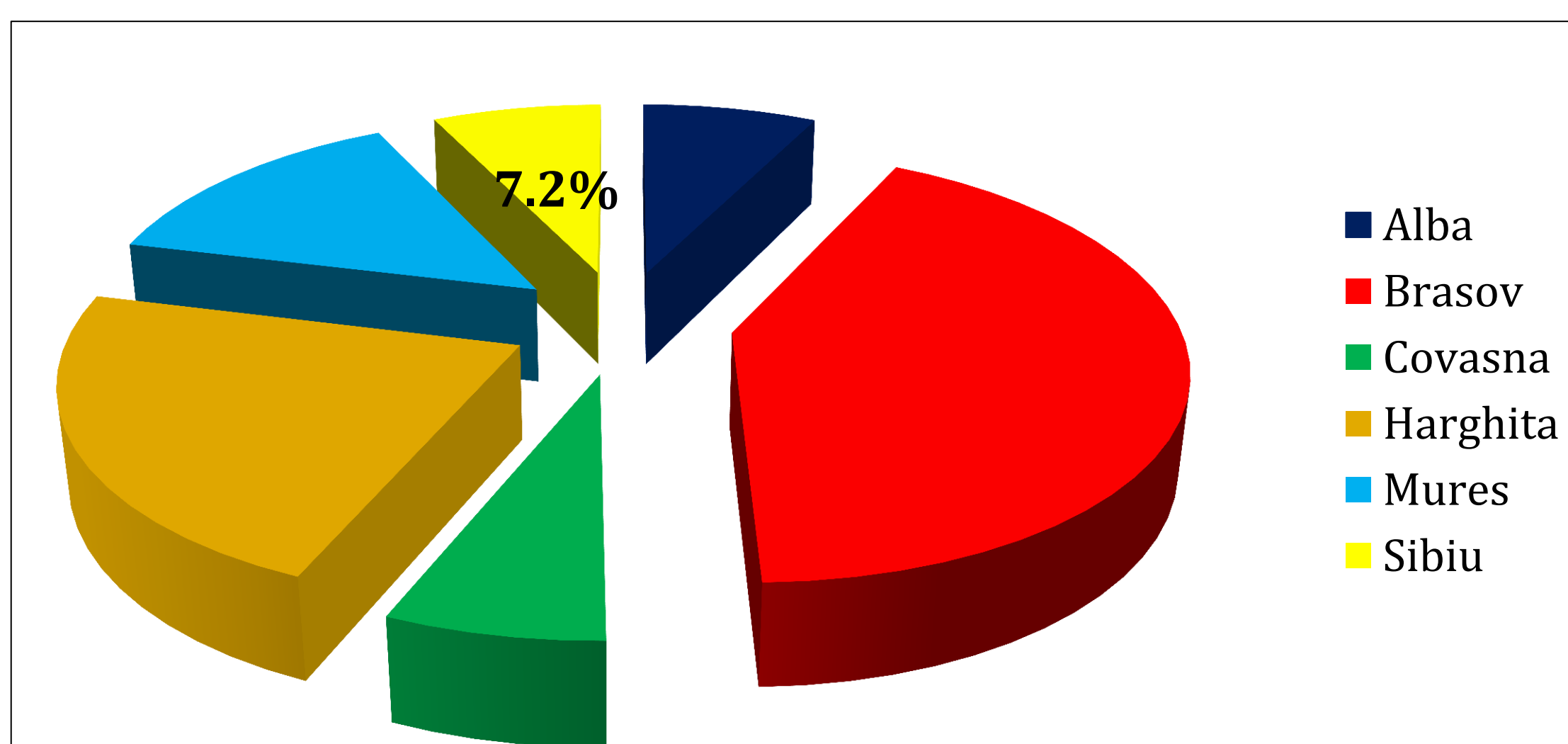
The valences of the rural environment represent an asset with profound connotations due to the environment in which the current economic and social life runs at national and international level. At present, agritourism is one of the most dynamic forms of tourism practiced in most European countries, but also in our country, stimulating the economic development by capitalizing the local resources from rural area. This form of tourism offers the opportunity for the residents to supplement their income by capitalizing the traditional household products and compensating the lack of jobs from the rural area, contributing to the development of human resources.

• Material and method

The research is oriented towards knowing the role of agritourism in the economic growth of the Romanian villages. In this respect, we have analyzed some economic indicators that characterize the tourist activity and the accommodation capacity, the arrivals of the tourists, the number of overnight stays, the utilization rate of the accommodation capacity and the average length of the stay.

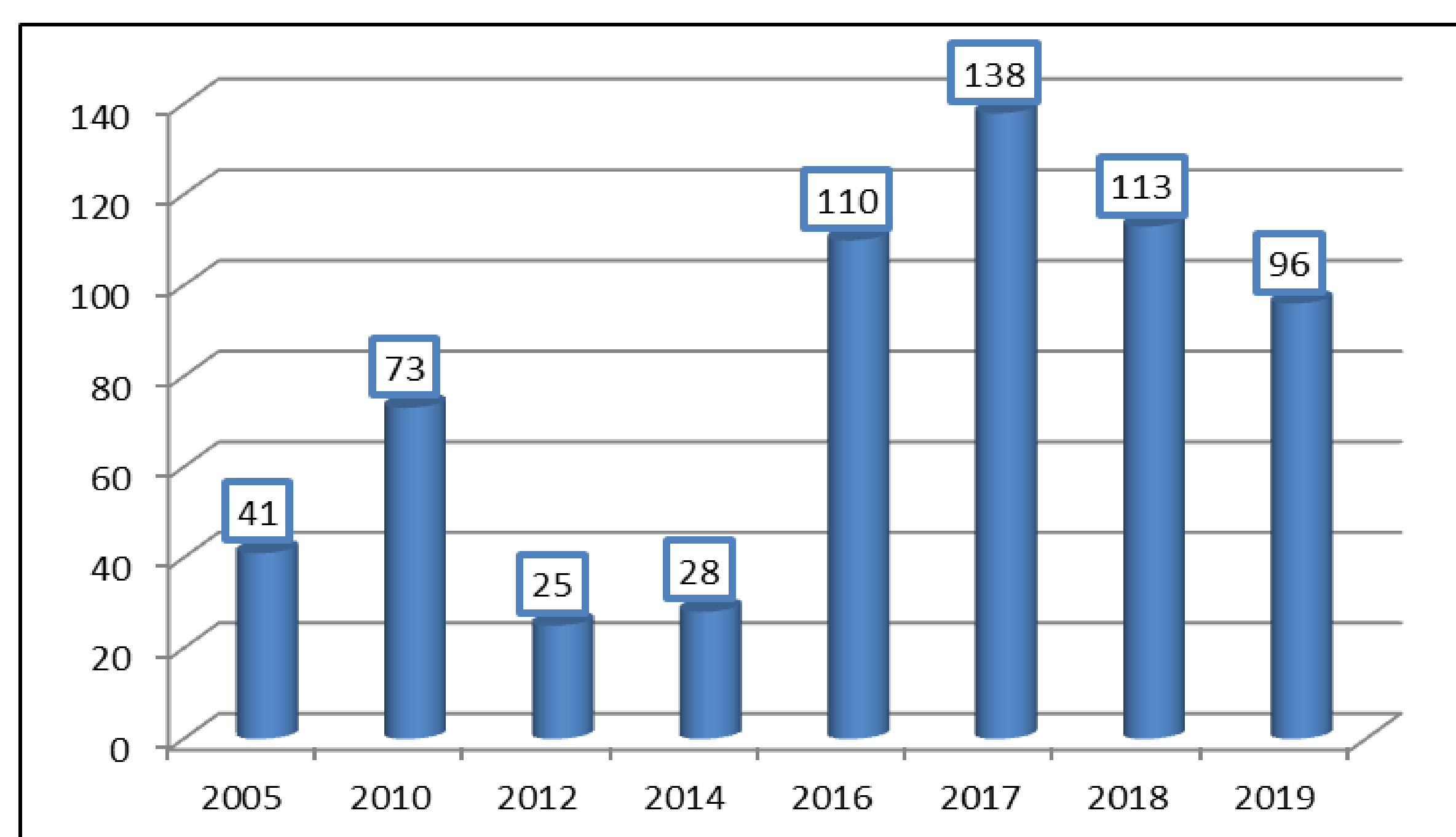
• Results and discussions

The distribution by county of accommodation facilities with accommodation function is uneven, the highest concentration being achieved in Brasov County - 42.3% from the total number of tourist units in the region. In Sibiu County, 7.2% of the total agritourism guesthouses are concentrated at the regional level.

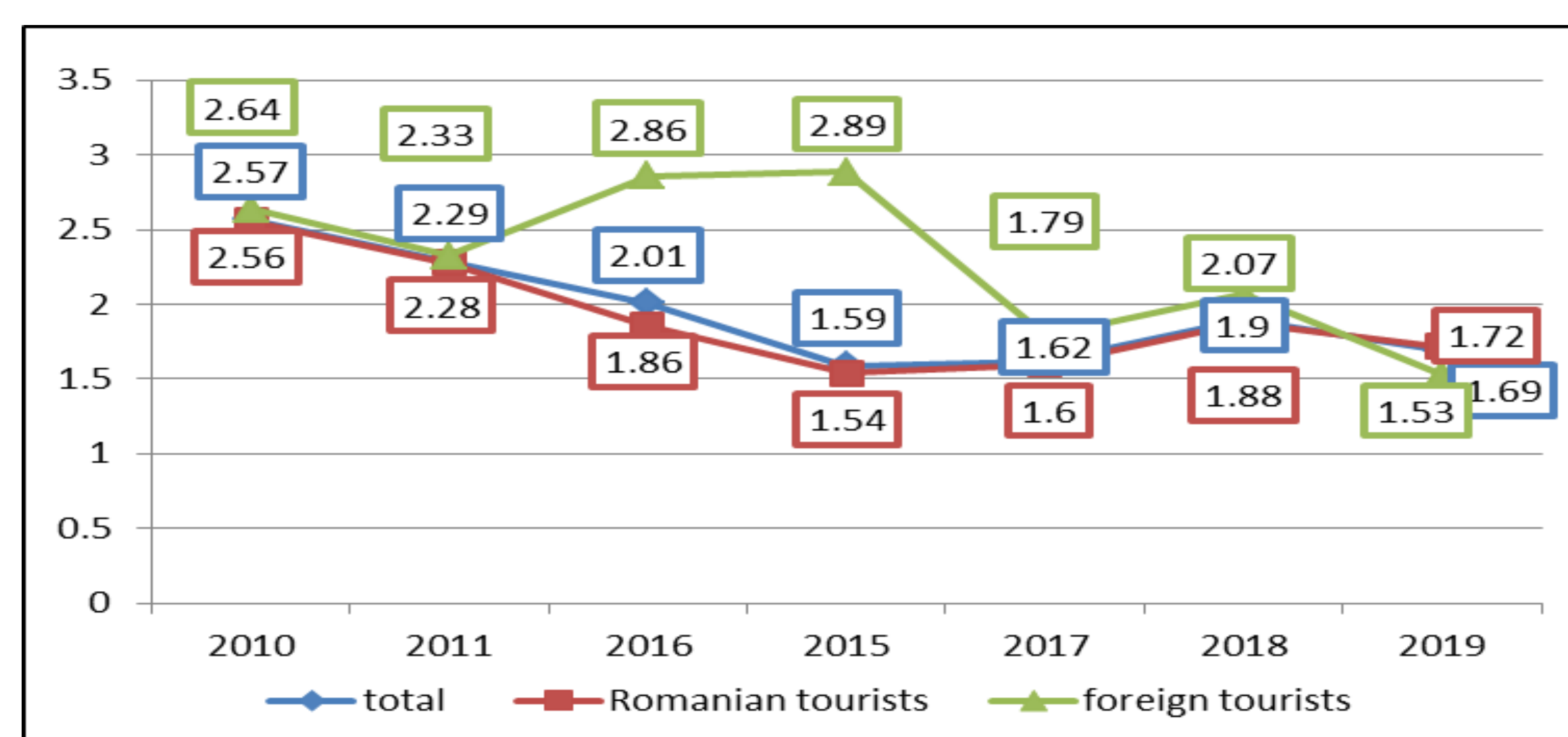


The structure of the tourist accommodation units, by the counties of the Center Region

On the whole of the accommodation units, at the level of Sibiu County, there is an increase of 165.76%, in the period 2005-2018. In the case of agritourism guesthouses, the increase is 168.29%. In recent years there has been a reduction in the number of agritourism guesthouses. The variety of natural and anthropic tourism resources of Sibiu County offers the possibility to increase the number of foreign tourists who visit these places. The preferences of foreign tourists are oriented towards cultural, health and wellness tourism, and currently these forms are being exploited in a limited extent.



The evolution of the agritourism guesthouses number in Sibiu County



Average length of stay, Sibiu County, 2005-2016

Regarding the evolution of this indicator, during the period 2010-2016, there is a decrease in the duration of the stay. At the regional level, the decrease is 31.25%, while in the county it is higher, 5.71%. In 2016, the average duration of stay in Sibiu County is 1.65 days/tourist, lower value to the regional average, 2.5 days/tourist. The average length of stay in agritourists guesthouses is 1.69 days per tourist.

• Conclusions

Tourism is one of the economic branches that have experienced the fastest expansion in the last decades. The economic benefits of the tourism industry are multiple. The tourism industry generates a significant number of jobs, and investments in this area have a relatively short amortization period. The local economy as a whole benefits from the development of tourism. Tourists create additional demand for consumer services and goods, thus stimulating the tertiary sector of the economy (services, trade, craft industries, etc.). At the same time, tourist localities tend to have a more developed public service and infrastructure.