

**RESEARCH ON THE FEATURES WITH CUSTOMIZED AREAS
WITH DEVELOPED AGRITOURISM FROM
CENTRAL REGION OF ROMANIA**

**CERCETĂRI PRIVIND TRĂSĂTURI CARE PARTICULARIZEAZĂ
ZONELE DEZVOLTATE AGROTURISTICE DIN REGIUNEA
CENTRALĂ A ROMÂNIEI**

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***Abstract:** The twentieth century is the century of speed, large transformation of civilization, of great discoveries, but also the period that puts more emphasis on return to roots, the unpolluted environment, relaxation, traditional products. Many EU governments recognize that agrotourism and rural tourism are one way that can save agriculture, also that "in the next 20 years tourism will be part of the economy and rural tourism and agrotourism will become the tourism of future." The reason? Authenticity of rural areas is a quality becoming more demanding in terms of present life. Synonymous with a vacation with little money spent in nature, agritourism, love and become increasingly popular across Europe. Entrepreneurs pioneers in this area are begun this activity in the '60s, in villages in the Alps Mountains. Then, they were imitated everywhere by others and thus has developed and perfected this activity, whose purpose remains unchanged: to offer tourists accommodation and gourmet specialties in rural areas, at some affordable prices, all in a beautiful 100% natural area unaltered by any recent evidence of progress and civilization.*

***Key words:** rural tourism, agrotourism, rural areas, Central Region*

INTRODUCTION

For tourist activities, Switzerland has been one of the first countries that since 1884, by exploiting the Swiss Alps, have called the activities of

rural tourism, „tourist adventure". In this country more areas were assaulted by visitors, asking for lodging houses, hostels and hotels available.

The popularity of agrotourism has increased in the recent years. From the individual initiatives has reached to a real alternative for leisure. In the majority of rural settlements, defining emblematic is multiple: landscape quality and warmth of the people, works of art and technique of folk, traditional occupations, costumes, customs, traditions, cuisine, local resources, etc. Romania offers great opportunities for tourism development, practice of this is even necessary in the current period.

Agrotourism is currently an active presence in more than 1,300 households, and especially the mountain and piemountain of Romania.

Agrotourist most developed areas are:

- *Alba County*: Aris Valley, Rimetea area;
- *Brasov County*: Zarnesti, Moeciu, Fundata;
- *Covasna County*: Ghelinta, Miclosoara, Arcus, Ilieni, Malnas, Bixad, Tufalau, Cernat, Hatuica, Biborteni;
- *Harghita County*: is the second county in the metter of agrotourist develop, owning 21% of households from the Region; agrotourist areas are Zetea, Red Lake and Lake Saint Anna, Lazarus, Sarmas, Tulghes Charter , Zetea Vărşag, Joseni, Ciumani, Atid;
- *Mures County*: municipalities Sangeorgiu Forest, Meadow Tree, Stanceneni, Rastolita; Mures Valley towns: Alunis Brancovian, Deda, Stanceneni, Niraj Valley towns: Eremitu, Campu Fortress, Calugareni, and Bereni; villages in the plain area: Taureni, Zau de Campie, Saulia si Faragau, Small Tarnava Valley towns: Ghindari, Adamus Bagaciu and Ganesti; Saschiz town of Big Tarnava Valley;
- *Sibiu County*: owns 15% of households in the Region. The area were agrotourism is most developed is Marginimea Sibiu area and Rasinari commune.

RESULTS AND DISCUSSIONS

In terms of agro-tourism, *Valley of Aries* is the most developed area of the county called “Tara Motilor”. Western Mountains, live at high altitudes, is an ethnographic area and a nature that offers diverse

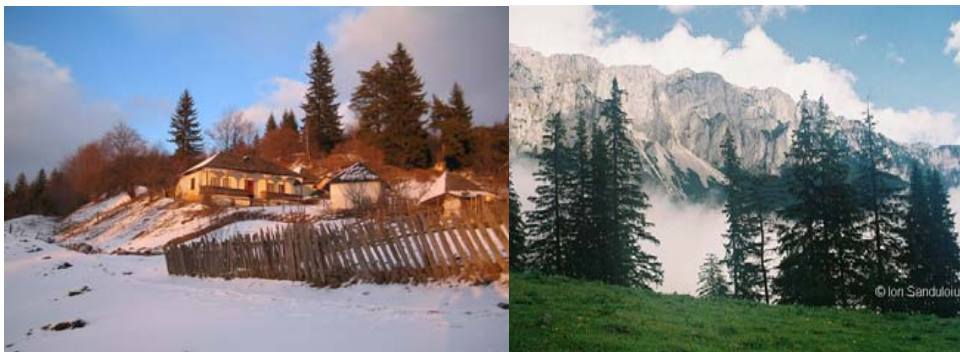
opportunities for recreation. Here is one of the most important karst areas in Romania-Scarisoara Glacier Cave, Ionele's Cave, Keys of Ordancusa, etc. Aries Gorge. Important locations for vacancies in the Western Mountains are Arieseni, Abrud, Albac, Avram Iancu, Horea, Scarisoara where tourist can visit wooden churches, traditional households. Ampoița, Rimetea and Salciua are other places where there is accommodation in agrotourism system, being placed in areas of high tourist interest in Trascau Mountains.

Handicrafts and crafts were smaller due to the industrialization of areas nearby that have attracted labor. Handicraft production, with a low market, unsupported by adequate measures, is in a continue regress. There was no recovery network of artifacts from the Western Mountains.



Images from Valley of Aries

In *Brasov County* there are several areas with a high concentration of households in Zarnesti, Buzau area, Fagaras, Viscri, Bran. Bran area, the most important agrotourist area, contains many villages which are located on about 20 km long, of which the most common are: Moieciu, Pestera, Sirnea.



Images from Brasov County

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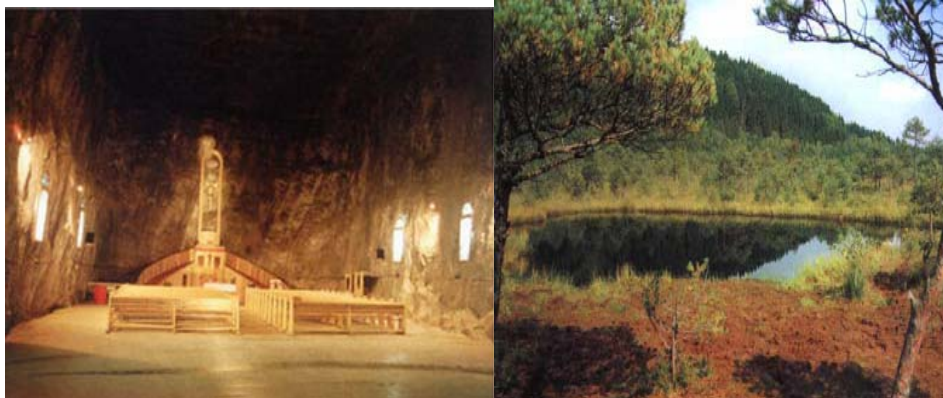
In *Covasna County* there are over 80 households with over 250 rooms that can accommodate ~ 500 tourists. Localities with high potential for agrotourism are municipalities Ghelinta, Miclosoara, Arcus, Ilieni, Malnas, Bixad, Tufalau, Cernat, Biborteni.

Here, with the Romans were colonized Székely border guards, who had the main center Targu Secuiesc city. Basic occupations were shepherding, forestry, agriculture. Targu Secuiesc was the main craft center where it is worked furniture for the villages from the areas around and other leather products and hardware.



Settlements are usually added, but there are scattered settlements. Old architecture was from beams with hipped roof and doors height mark the membership at nemes social category.

In *Harghita County* there are important areas for agrotourism at Zetea, near Hasmas mountains, to Red Lake and Lake Saint Ann and also in Mures Spring area. Municipalities where it can still develop agrotourism are: : Praid, Lazarea, Sarmas, Tulghes, Carta, Zetea, Varsag, Joseni, Ciumeni.



Images from Harghita County

Rural tourism in *Mures County* has taken a major evolution since 1996, when there was only one household with 20 places classified by the Ministry of Tourism, leading in 2002 at 40 households with a total number of accommodation places of 639 seats. Natural tourist potential is

concentrated in the north-east of the county, in mountains villages. Mures county have been declared tourist villages the following locations: Gornesti, Bezid, Meadow Tree, Stânceni, Black-Meadow Tree, Rastolita, Galaoaia, Borzia. Potential tourist villages are Gurghiu and Lapusna.



Images from Mures County

In Mures peasant architecture, stands out more than 40 wooden churches from the valleys of the Mures, Niraj and Gurghiu. Among the crafts practiced include weaving straw, the rush, husk and tied in villages Simbriasi, Campeni Roten, Chendu, Viforata.

There were pottery centers that have died, to documentary value we mention the potteries from Deda and Saxon pottery center from Saschiz. Interior textiles have been made in Gurghiu Valley, Mures Valley and in villages at the foot Calimani Mountains; also Hungarian worked textiles at Alunis or Sovata area and Reghin.

Sibiu Marginime area comprises pastoral villages at the foot of Cindrel Mountains. It includes 18 old villages with majority Romanian population: Boite, Sadu, Raul Sadului, Talmaciu, Talmacel, Rasinari Poplaca, Gura Raului, Orlat, Fantanele, Sibiel, Vale, Saliste, Gales, Tilisca, Rod, Poiana Sibiu and Jina.

Traditional occupations practiced by the inhabitants of this area are sheep breeding, sheep, particularly in villages around north-west area. Icon painting on glass is practiced in Marginime by 200 years, the icons Museum from Sibiel keep icons crafted in the style area.

Among specific habits to the Marginime, the most important are those related to winter holidays. Thus "Lads carols" and "Juniors Fog" are two of the most popular.

CONCLUSIONS

Starting from two basic elements of agrotourism, namely: production and use through its production and promotion of traditional household, we can say that at present the rural tourism and agrotourism are in an early phase, with some localities, where this activity is better developed. Hilly and mountain areas are those showing the highest potential for agrotourism due to the air and water quality and landscapes of rare beauty.

The implications of agrotourism development in rural localities, they find their place in a concept called the multiplier effect of this activity, with positive influences on the environment, agriculture, infrastructure and food processing industries, and services from various fields.

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