

HUNEDOARA COUNTY - A REGION THAT CAN BE VALUED THROUGH AGRITOURISM

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Abstract: *The Hunedoara region has a high agritourism potential, determined by the diversity of the natural setting, the richness of the cultural heritage and the existence of an infrastructure favorable to the development of rural tourism. The varied relief, which includes the Retezat, Șureanu and Poiana Ruscă massifs, as well as the Hațegului and Petroșanilor depressions, offers optimal conditions for the exploitation of natural resources and traditional agricultural activities. Through the coordinated exploitation of the natural, cultural and economic heritage, Hunedoara has the potential to become a regional model of sustainable agritourism development, capable of combining the preservation of traditions with the modernization of rural area.*

Key words: *Hunedoara, potential, agritourism areas*

INTRODUCTION

Due to its geographical location, the Hunedoara area falls into the category of intra-Carpathian depressions with a convergent character, being a space of interference and continuity both for the identity values of Romanian culture and for the demographic and economic flows that define its cohesion and functionality. It has numerous advantages, among which the following stand out:

- the special historical prestige that gives it a distinct image;
- the high quality of the natural and social environment;
- the solid reputation and favorable image of a recognized destination;
- the strategic position in the central-southwestern area of Romania.

From the vernacular architecture of traditional homes to the natural setting of remarkable geographical expressiveness, the analyzed rural space is distinguished by a special identity potential, capable of generating a deep attachment from the first encounter. The residents' accounts, imbued with authenticity and experience, reveal a way of life anchored in perennial values and in a harmonious relationship with the environment. The set of tangible and intangible heritage elements — traditional architecture, community rituals, annual celebrations and local cultural expressions — constitutes a legacy of undeniable value, the perpetuation of which is essential for maintaining collective identity. In this research, I aimed to highlight the importance of preserving and revaluing this rural heritage, based on the conviction that its revitalization, through a modern but respectful approach to tradition, can significantly contribute to the sustainable development and strengthening of the cultural cohesion of these settlements.

Agritourism [7, 9, 10, 16] can play a very important role in rural areas [1, 4, 11, 12] that are less known to those who want to spend a few hours or days in a more natural setting, [5, 6, 14, 15] away from the hustle and bustle of cities, an experience designed to bring nature closer to people; Visiting points such as those described in this work offers the tourist the opportunity [8, 13, 2, 3] to get to know more closely the life, customs and traditions preserved by the inhabitants of this area.

MATERIALS AND METHODS

The purpose of this research is to analyze and highlight the local resources of Hunedoara County – natural, cultural and traditional – that can be exploited through

agritourism, providing a theoretical basis for the sustainable development of rural tourism in the region.

The specific objectives are:

1. Identify and classify the local resources of Hunedoara County – natural, cultural and traditional – relevant for agritourism.
2. Analyze the potential for tourism exploitation of each category of resources, highlighting their opportunities and limitations.
3. Evaluate the relevance and attractiveness of the resources for tourists, based on the specialized literature and existing theoretical studies.
4. Propose theoretical strategic directions for the development of sustainable agritourism in Hunedoara County, based on the identified resources.

Table 1.

Methods-perception and description				
<i>Research Type</i>	<i>Purpose</i>	<i>Tools/Methods</i>	<i>Data collected</i>	<i>Useful for the research</i>
<i>Qualitative</i>	Understanding tourism perception	- Direct observations	- Perceived obstacles and opportunities	Provides context and details for interpretation
<i>Secondary Analysis</i>	Obtaining a theoretical and contextual framework	- County and national reports	- Ideas for development	Theoretical and comparative substantiation of conclusions

Source: own description

By integrating qualitative research with secondary analysis, both the perspectives and experiences of local actors, as well as the theoretical and statistical context, can be identified, providing a detailed and substantiated understanding of the agrotourism potential of Hunedoara County.

RESEARCH RESULTS

1. The Hunedoara Region could be called the "land between the mountains" because its villages are few, small and close together between hills and mountains. The Hunedoara region could also be called the "land of deposits" because within its borders there are iron ores, in Poiana Ruscă, at Teliuc and Ghelar, gold ores, most of which have been exploited since Roman times. Within its borders there is coal, in the Jiu Valley, at Petroșani and Vulcan, then copper, talc, marble and limestone. But the Hunedoara region is the region with a rich and turbulent history and in which today a new and strong life pulsates. Indeed, the Hunedoara Region contains traces of all stages of civilization and is designated as a region of origin of the Romanian people.

The two caves at Ohaba Ponor and Cioclovina in the Luncanilor platform mark the Paleolithic civilization here and certainly would not have been isolated from that of the Muierii Cave in the Gorj Mountains. Around them, traces of the Neolithic civilization have been found.

In the following ages, man is continuously present in this region on the same places, as shown by the Dacian fortresses of Costești, Piatra Roșie, Faierag, Blidaru, Grădiștea Muncelului. All of them formed a defense system on heights around which human settlements gravitated. The fortress of Grădiștea Muncelului, the true Samizegetusa, the capital of Dacia, of Burebista and Decebal, is the highest fortress in European history, at 1250 m.

The people of peasant farmers and especially shepherds living in these lands surrounding the feudal castles gradually climbed again onto the high plateaus of Pădureni, Luncani, and Mărginimi, organizing human settlements, terraced crops, orchards, "rooms" and "lodges" for summer pasture in the mountains. The aspirations of this people in the face of feudal oppression found their first concrete expression in the Doja revolution, whose waves continued in Hunedoara for a long time, stretching from Banat to Orăștie, and later in the uprising of Horia, Cloșca and Crișan, which, starting from the Zarand Mountains, spread throughout Hunedoara and the Apuseni Mountains. Of the ten commemorative trinity of this revolution, seven are in the Hunedoara Region and in Țebea under the Horea tomb Avram Iancu also rests.

The Hunedoara Region is therefore itself a fortress preserving vestiges and riches, which due to its varied relief, with the dominance of mountains and forests still constitutes today a unitary and well-cohesive economic geographical region and, like a true fortress, is connected to the rest of the country only through seven gates, relatively easy to defend and control.

Almost all human settlements in the Hunedoara Region are mentioned in documents starting from the 14th and 15th centuries, that is, since there are documents, because the permanence of human life in this part of the country, as we have shown, is attested by monuments. Of course, the shape and structure of the settlements resulted from the way the territory was occupied and from its relief, landscape and functions.

Thus, in the plains with low terraces, along the two lanes mentioned, deforested and cultivated with cereals and vegetables, most of the large villages of the clustered or compact type are found in this area, and almost all the urban settlements of the region, quite numerous by the way. Clustered villages, with larger or tighter households with a closed regime even along irregular streets, denote the antiquity of the settlements.

In the hills cultivated with cereals and apple trees up to the mountains, along the watercourses and along the roads, to the plains, the villages take the form of one or two lines, with households closer together in the valleys and more spread out on the hills. These villages are the most numerous because the hilly area is also extensive in Hunedoara.

In the Muncei area north of Mureș and in the Pădureni area with fir forests but with fields, pastures and apple trees, the scattered villages with households spread out on winding roads, on uneven terrain, dominate. Also in this relief level are found villages formed by groves made up of 5-10 households, at distances of 500-1000 m.

Further in the mountains or on high platforms, villages are found scattered even on ridges and on areas of tens of square kilometers, such as in the Sebeș Mountains: Grădiștea, Măgura, Luncanii then in the Metaliferi Mountains: Totești; Bulzeștii de Sus și de Jos, Tomnatecul, Grohotul and others. The households are at distances of hundreds of meters from each other, the movement is done more by foot, horse or sled, because even in summer with sled or târlia the hay from the "odăi" and dwellings, or the harvest of the fields on the peaks is transported on the slopes.

In Hunedoara, therefore, there was and is an intense life on the heights, as shown by the ancient mountain roads, "of the sheep" and "of the salt", either inland or in connection with the outside, far away, in the plains of the Danube and the Tisza.

2 The Petroșeni Depression was probably a stopping place for a while on the way over the peaks. Populated not long ago (only Câmpul lui Neag, Petrila and Maleea appear in documents from the 15th century), the depression developed and took shape as permanent settlements starting from the 18th century and especially after the opening of

the coal mines. The names of these settlements: Petroșeni, Bărbăteni, Uricani, Hobiceni, derived from the names of older settlements in the Land of Hațeg: Petros, Paroș, Râu Bărbat, Uric, Hobița, show the migration of peasants from Hațeg to the new places of work.

The initial architectonic aspect of the microrelief, characterized by the isolation of settlements – dwellings, sheepfolds, groves of households with a “fortified perimeter” was changed in a short time due to industrial development and the new and diverse population attracted by it. Today, in this microregion, a great diversity of architectural forms can be found together: old and new – Gorjane or Hațegane – old resumed and new adapted to the old.

Also in the Petroșeni depression, today, city or colony-type settlements alternate at a short distance, sometimes even merge: Lonea, Petrila, Petroșeni, Livezeni (in part), Vulcan, Lupeni, Uricani, with rural-pastoral type settlements, spread out in the east, more gathered between Petroșeni and Lupeni, Livezeni, Iscroni, Coroiștei, etc. and again scattered and with groves from Lupeni to the west: Uricani, Hobicani, Câmpul lui Neag.

Câmpul lui Neag, at the western end of the depression at the foot of Retezat, further away and more isolated from the row of villages on the Romanian Jiu through the Firiza gorges, still preserves and is the starting point, in this area, of the architecture of the households with “fortified enclosure”: of the dominantly pastoral households built of wood, isolated and therefore closed. The house and all the outbuildings are lined up and open around a square or polygonal courtyard, partially completed with covered fences as well.

The scattered villages, which gradually descended towards the road that winds along the Jiu River, the traces of fortified farmsteads that can be found from Câmpul lui Neag to Petroșeni, the economic life in the past strongly dominated by animal husbandry, both sheep and cattle, the wealth of lemons material for construction, indeed indicate as an old type of farmstead in this late-populated depression, the farmstead with the "fortified farmstead".

Later, the opening of the coal ruins attracted the entry of new specialized elements into the area (miners from Bohemia for example) and a transformation of economic life. This in turn brought about transformations in social life, including in architecture. The intrusions were felt especially in the east and center of the depression. Along this path, the fortified farmsteads between Petroșeni and Lupeni disappeared.

However, even today, especially between Câmpul lui Neag and Lupeni, new farmsteads with the "fortified farmstead" appear reinforced in various forms, built of stone or brick and covered with tiles. They mainly feature a larger dwelling, on two levels and with the facade facing outside the courtyard, towards the road or towards the household-agricultural plot.

The type of low house with pillars and arches on the entire facade, or only on one side of it, is common throughout the depression.

The type of old low house, made of wood, with a porch, without a lintel, possibly with a pantry extending to the level of the pillars, is encountered less and less.

In conclusion, the architecture of the Petroșeni depression is rich in examples of adapting the new to the old and vice versa, and of processing into an organic whole some influences from Gorj - the carving of pillars and beams, because here, in fir wood, the details that are obtained in oak wood from Gorj cannot be achieved, but also because almost the entire Hunedoara architecture stops at expressing the constructive form. This resulted in the evidence of architectural forms and elements as well as the variety of volumes.

3 Hațeg Land, an old and powerful Romanian center, an autonomous "district" for a long time, occupies the largest intra-Carpathian depression of the Hunedoara region. Shaped like a triangle, its boundaries are clear: to the east the Sebeș Mountains separate it from the Mărgineni region, to the south the Retezat Mountains separate it from the Petroșeni region, and to the north it is bordered by the Cernii meadow and the Pădureni region. The villages below the Retezat foothills are connected by the road that runs through the middle of the "country".

The Hațeg Land has flat areas where agriculture has been practiced since ancient times, being also called the "bread plain". The villages are mostly located at the contact of the plain with the mountain; a few are located along the Râul Mare River, which originates from Retezat and passes in a northeasterly direction roughly through the middle of the land. It encompasses the "countries" as a complementary land and part of the Retezat Mountains. The type of settlement today is the gathered one. Here and there, inside a few small villages, groves about to gather can still be distinguished. The streets form irregular fabrics. The villages below the mountain, previously hidden in the mountain, have come out and have pulled themselves towards the valley, as close as possible to the places of cultivation. Sometimes when the village is on the edge of one of the main roads "of the country", a tendency to spread along the road is observed.

The old types of houses that formed the majority of constructions until the beginning of this century were usually made up of two rooms: either a room and a pantry, or a room and a porch. In both cases, the house had a porch in the front, called aci "târnaț". Placed on a low foundation made of boulders, the house was built of beams, joined at the ends and which usually extended along the entire length of the wall; they remained unplastered. The roof was made of straw or shingles, on wooden rafters; the entrance to the attic was made through the attic above the porch. Wooden poles were placed over the straw, which served to protect the straw from the wind. No windows or chimneys were built in the roof with the straw roof: the smoke from the stoves in the house rose into the attic, spread and slowly crept through the straw. Over time, the straw roofs hardened so much that if the householder wanted to demolish his house, he had to cut them down with an axe. The height of the walls was low: they seemed flattened by the height of the roof. The ratio between the height of the walls and the roof was in the Hațeg Country of 1: 1.5 going up to 1: 2. The roof, although high, did not reach the proportions it has to the north, in the Apuseni Mountains, where the proportion reaches 1: 3.

This type of house does not present decorations - neither plaster, nor color, nor notches - their beauty lies in their proportions and picturesqueness. The old farm is characterized by a single "detour" of the house and the stable, separated from the "yard" with the haystacks and trees, by the barn.

The new farm is characterized by a clear separation of functions. The barn through which communication is also carried out separates the detour of the house from the detour of the cattle, and behind it is the vegetable garden. Use The usual layout of new two-row houses is as follows: upstairs there is a room where people sleep and a second room where they keep their clean clothes furnished similarly to the first: downstairs, the plan is usually also composed of two rooms, a kitchen ("comnie"), in which, in addition to the tools necessary for preparing food, there are also furniture so that the residents can sleep here, and a second room, which is usually a pantry or a cellar. The material from which these houses are built gives them a new appearance: the foundation uses stone as a material, but this time brick, to support the weight of the construction; the walls are built of bricks. The hipped roof has a tile covering. Gable roofs are rare. Towards the mountains where wood is more accessible to people, the new types of dwellings, while maintaining the plan

formed by rows of rooms, use all wood as the construction material for the first floor and roof; the ground floor is usually built of stone.

The courtyard gates in Hațeg, especially in newly built households, take on a special importance: they are made of solid brick, plastered, colored, and decorated with plaster ornaments. The usual type is the gate, consisting of two entrances: a larger one for carts, and a smaller one, through which people circulate. The appearance of the streets dominated by the new buildings proves the influence of Saxon villages, wall dwellings, connected by massive gates also made of wall.

Specific to the western part of Hațeg are the wooden gates with dovecote. Carved pillars and wooden tracteries are very rare. Plaster ornaments appear on houses: at the entrance, on the wall facing the street, on the stables, on the gates, and on the fences. The motifs are very varied: vegetal, animal, geometric, symbolic. Their beauty is enhanced by the skillful use of color.

4 The Pădureni Region is one of the most picturesque and isolated areas of our country. It occupies the plateau formed by the eastern ramifications of the Poiana Ruscă Massif, which are separated at the fingers of a hand between the valleys of the Dobra flowing north and the Zlăști, Runcul and Cerna, which flow eastward, meeting at Hunedoara. It is bordered by the Mureș plain to the north, and by the Hațeg Country to the south. To the east, these ramifications abruptly stop on a line: Teliuc, Hunedoara, Nandru, which at the same time constitutes an economic and ethnographic threshold. Penetrations into this region are very difficult, but once the thresholds are crossed through narrow and inhospitable valleys on roads with steep slopes and flooding in summer, ridge roads open up on the plateau, with villages and wide perspectives. Sometimes the roads turn into simple footpaths, which, passing over steep slopes, connect one village to another.

The isolation of the region from cities determined the occupations of the inhabitants: herding, agriculture on terraces or in narrow river meadows, mining and working in the forest. The locals make long journeys to work at industrial enterprises in the surroundings. On a single peak, the influence of modern economic life began to be felt. This is the penetration that is made along the road that, climbing from Hunedoara either along the Govășdia valley or via Teliuc, reaches up to Ghelar and follows the peak through Poenița Voinii, to Vadul Dobrii, from where it descends into Banat. The contact with the city and the closer economic connection with the industrial area caused the change in an accelerated pace of life in the villages closer to the Ghelar-Vadul Dobrii road. The newest architectural elements in the entire researched area were also found here.

The predominant material used in the construction of houses and annexes is wood. In the construction of walls and roof trusses, wood is used exclusively. In roofing, it appears in the form of shingles, along with straw and tiles. Stone appears as an element of some importance in construction only at the plinths of houses, especially those with floors. Buildings whose walls are made entirely of stone are only found in stables (except for Poenița Voinii).

Two main subzones can be distinguished in terms of the type of organization of the house plan. In the Cerna Valley, the dominant type consists of two rooms connected to each other and having the porch only on one side of the front side. It is a plan that is also found in other areas in the Apuseni Mountains. The first room is the porch, where the "chimney" (chimney) is located under which the fire is made. The second room is for living. On the plateau, the dominant type is the one formed by two rooms without internal connection between them, each having an entrance that opens onto the porch that extends along the entire facade.

The main aesthetic features of old houses, especially those covered with straw, consist of their proportions. These houses have a characteristic silhouette through which the influence of the architecture of the Apuseni Mountains is recognized, from which the Pădureni Land is separated by the narrow plain of the Mureș. The roof is, as in the Apuseni Mountains, three times higher than the walls of the house. This ratio decreases as the transition to newer types of houses is made, to finally make a leap to the new two-story houses, where the ratio is 2: 1, meaning the walls are twice as high as the the low tiled roof.

In new houses, very rarely, cottages and somewhat more often the tracery of the balustrade on the first floor porch intervene in the beautification. Columns with a square or rectangular section predominate, with semicircular arches between them.

The gazebo, used exclusively as a defense for the entrance, very rarely, both in single-story and double-story houses. The porch, almost always present, is placed exclusively on the facade. The only variation of the porch results from the fact that sometimes it occupies part of the facade, and sometimes it extends along the entire facade.

Finally, the gates, one of the constructions of the peasant courtyard on which a rich ornamentation usually develops, in the Forest Land is reduced to rudimentary forms, devoid of any decorative element.

5 Mărginimea. The people of this region, occupied with shepherding, are called by the farmers of the plains "momarlani" or "mărgineni". The western cline of the Șurian massif in the bend and above the Strei is the Lunca platform, with prehistoric traces, with Dacian fortresses and Roman forts, with scattered hilltop villages, with cheekbones and pastures. The Northern cline, furrowed by the waters of Grădiște, Orăștie, Argirul and Sebeș, bears on the heights, above the forests, scattered villages and dwellings among the pastures.

Finally, between Sebeș and Secaș to Sibiu, the gathered and only sometimes scattered hilltop villages of Mărginimea proper stretch on the platform. On this narrow strip of land, the most powerful pastoral center of our country has been located since ancient times: the shepherds from these parts went with large flocks of thousands of heads as far as the Crimea, the Kuban, the Dobrudja steppe, the south of the Danube and even the mountains of Bohemia in a large transhumance movement.

The documents of the time attest to the special rights and privileges of these shepherds, in their passage over the mountains on the territory of Wallachia, and their great roads are marked by numerous villages founded by them and which retain in their names the mention "ungureni" granted by the locals, which recalls their origin. This strongly developed occupation gave the villages of Mărginime a prosperity that distinguished them from the situation in other areas and which in Poiana Sibiului, the most important of the Romanian villages, gave rise to a large-scale peasant architecture, in which types of dwellings with one or two rooms are not found.

From the old architecture of the area, only remains can be seen today: the characteristic constructions of long ago were those located in the form of a household with a fortified enclosure, suitable for the shepherd life of the inhabitants.

These fortified houses can also be found in Poiana, hidden among the new houses. Their remains can also be recognized in the animal shelters located in the mountains of the other villages throughout the Borderland. The fortified house here is similar to the usual type: a courtyard surrounded by a strong fence with a roof; on the sides of the courtyard, the house buildings face inward. The material used in their construction was wood. The type of house, both old and new, has a plan consisting of two large inhabited rooms, between which there is a porch, in the porch is the hearth for cooking. The houses often

have two rows of rooms: below is the cellar, and above are the living rooms. In newer houses, living rooms also appear on the ground floor.

The usual building material is wood, most often plastered and then painted. The predominant color in older houses is blue, in newer ones various colors appear. The high roof is in four waters. However, the side waters are very inclined, almost vertical, so that sometimes the roof appears in two waters; in it small openings are left for lighting the attic and where the smoke comes out.

In newer buildings, brick and tile appear as construction materials, especially in villages located in the valley; their plan remains the one described above. The appearance of these latter constructions shows the influence of Saxon architecture from nearby villages, both through the varied proportions and colors and through the use of stucco, but the motifs of Romanian stucco are the folds, much simpler, whether they are floral or geometric (especially crosses). Sometimes on the outer walls are painted by folk craftsmen real paintings with religious or historical themes.

Characteristic for both new and old houses are the small niches made in the street wall of the houses and gates in which crosses and icons or, more rarely, cups of water for passers-by are placed.

In the immediate vicinity of the Romanian villages there is an important group of Saxon settlements (Miercurea, Gârbova, Apoldul de Sus and de Jos). The architecture of these villages strongly influenced the new architecture in the Romanian villages, and even the organization of the households.

The Saxon villages are of a gathered, compact type, the dwellings being built of stone and brick and covered with tiles. Their plan resembles the Romanian one: two large rooms with an awning in the middle and a partial porch on the facade and on the ground floor a cellar, usually used for storing wines.

The houses are massive, almost uniform and have large, strong, high gates on the street, also made of stone. The streets here have the appearance of perfectly aligned wall constructions. The interior of the Saxon courtyards is clean: they are usually paved. The household is often divided into two courtyards. The stable, located towards the back of the courtyard, connected to the house by massive walls, has, outside the cattle room, a shed where tools and a cart are kept; hay is kept in the stable attic.

The usual decoration of the houses and gates is the color (white, yellow, orange, whitish green predominate) and the plaster decoration using intricate, baroque motifs, inspired by the city.

6 The plain and hills of the Mureş River begin in the east with the plain of Alba-Iulia and Sebeş. The fact that buildings are usually crowded, in the majority of villages in the Mureş corridor, their sunlight is insufficient, the dampness penetrates the walls and rises up to under the windows, often even higher. The streets are almost all paved, with narrow sidewalks and drainage ditches.

In the villages in the west of the Mureş corridor, the households are getting bigger, the regime is becoming open, the plantations are rich, and in the courtyard of the hills that border the Mureş plain, the villages are spreading out, the streets have a sinuous route, the courtyards have irregular shapes. The settlements of the gathered type, dominated in this area, resulted from the successive division of some household lots initially with a large front. This reduction of the lot led to a tighter organization of the household and later, under Saxon influence, to its closure towards the street.

Two main types of households are distinguished:

1. Households from the eastern part of the Mureş plain that were built according to the model of Saxon households with a small front to the street, completely enclosed with a

strong wall and a massive gate. In these households, the house is placed with the narrow side aligned with the street; also aligned or more set back; in front of the house is the summer kitchen with an adjoining room, then in the continuation of the house, is the summer kitchen with an adjoining room, then in the continuation of the house, or broken further back, across the entire width of the lot, the cattle stables and the barn. Beyond the stables, the vegetable garden and trees that can be reached by passing through the barn. Some of these households, few in fact, have the stables and the barn as an extension of the house, connected by a shed.

2. The households in the villages further away from the influence of the Saxon settlements, going westwards along the Mureș valley and northwards and southwards towards the heights or the valleys between them, begin to widen towards the street, to take on more irregular shapes, to have a different grouping of buildings in the yard. Thus the house is placed sometimes with the small side, sometimes with the large side, parallel to the street, either on the alignment or withdrawn from the alignment. A characteristic of the architecture in this microregion today is the aspect of uniformity and massiveness of the elevation, with all the diversity of plans. This is due to the new brick and tile construction that has almost completely replaced the old materials. Examples of architecture from before 1900, with walls of rammed earth, woven wicker or beams with thatched or shingle roofs, are a rarity. In newer houses, the porch is closed to the street first by a simple arch, then by a window like the two in the room, sometimes having a shutter like these.

CONCLUSIONS

The main agritourism areas with significant potential to support the development of rural areas in Hunedoara County are taking shape around regions with relevant economic, cultural and natural resources. The development prospects of the localities in the analyzed area are closely linked to a series of measures and initiatives aimed at stimulating the tourism potential of the area, such as:

- Elaboration and implementation of coherent regional tourism development strategies;
- Support of promotional activities and tools, such as brochures, online platforms, maps and tourist guides;
- Participation in tourism fairs and organization, at regional level, of an annual salon dedicated to promoting tourism products specific to the county;
- Promotion of the county's tourism offers nationally and internationally;
- Organization, in various locations of the county, of international tourism fairs and seminars;
- Creation of an official website intended to promote tourism at county level;
- Developing an integrated network for reservations and centralizing accommodation offers;
- Supporting family associations, guesthouse owners and rural micro-enterprises to diversify tourist services that highlight local specifics — folklore shows, traditional craft workshops, accommodation in authentic households, ethnographic museums, etc.;
- Valorizing through tourism the tangible and intangible cultural heritage — handicrafts, crafts, traditional architecture, customs and popular events;
- Rehabilitating and preserving traditional buildings in rural areas, with the aim of protecting cultural heritage and integrating it into the tourist circuit;
- Carrying out information and promotion campaigns dedicated to agrotourism and rural tourism, to increase the attractiveness of the area among visitors.

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