

ASPECTS REGARDING THE DEVELOPMENT OF RURAL TOURISM IN ALBA COUNTY

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Abstract: *Through the variety of landscapes, the richness of the natural heritage, the specificity of the different ethnographic regions, the liveliness of the traditions, and the hospitality of the inhabitants, the rural environment fascinates all those who love travel, also having the opportunity to discover the culture of those areas. The return to nature is the result of the need for relaxation, health, physical and spiritual comfort and is a valid motivation for all categories of age, sex, social status. The modern man does not break from the natural way of life, and his contact with the rustic environment has effects in maintaining the balance. Transylvania is a place where nature shows its pure beauty, almost untouched by the artificial, where the air is still fresh and the time does not rush to escape like elsewhere.*

Introduction

Alba County is a county of Romania located in Transylvania. From the point of view of traditional culture, Alba county is made up of parts of several distinct ethno-folkloric areas: Tara Motilor, Tara Mocanilor, Secuimea. Transylvania includes the central parts of Romania, respectively the Depression of Transylvania and the Carpathian slopes that are inclined towards it. On the territory of Transylvania are the counties of Alba, Bihor, Bistrita-Nasaud, Brasov, Cluj, Covasna, Harghita, Hunedoara, Mures, Salaj and Sibiu.

Material and method

To carry out this work we used different sources of information, starting from specialized materials regarding the notions of rural tourism and agritourism, describing the region from the ethno-folkloric point of view and the tourist potential and, continuing with the statistical data resources that allowed carrying out the analysis of the agritourism activity carried out in the studied area.

Results and discussions



Figure 1. Alba County

The evolution of accommodation structures, at the regional level, in the period 2000-2021, indicates a growth trend, a situation also found at the regional level. For Alba county, a global increase of 6.2 times is observed, compared to the year 2000

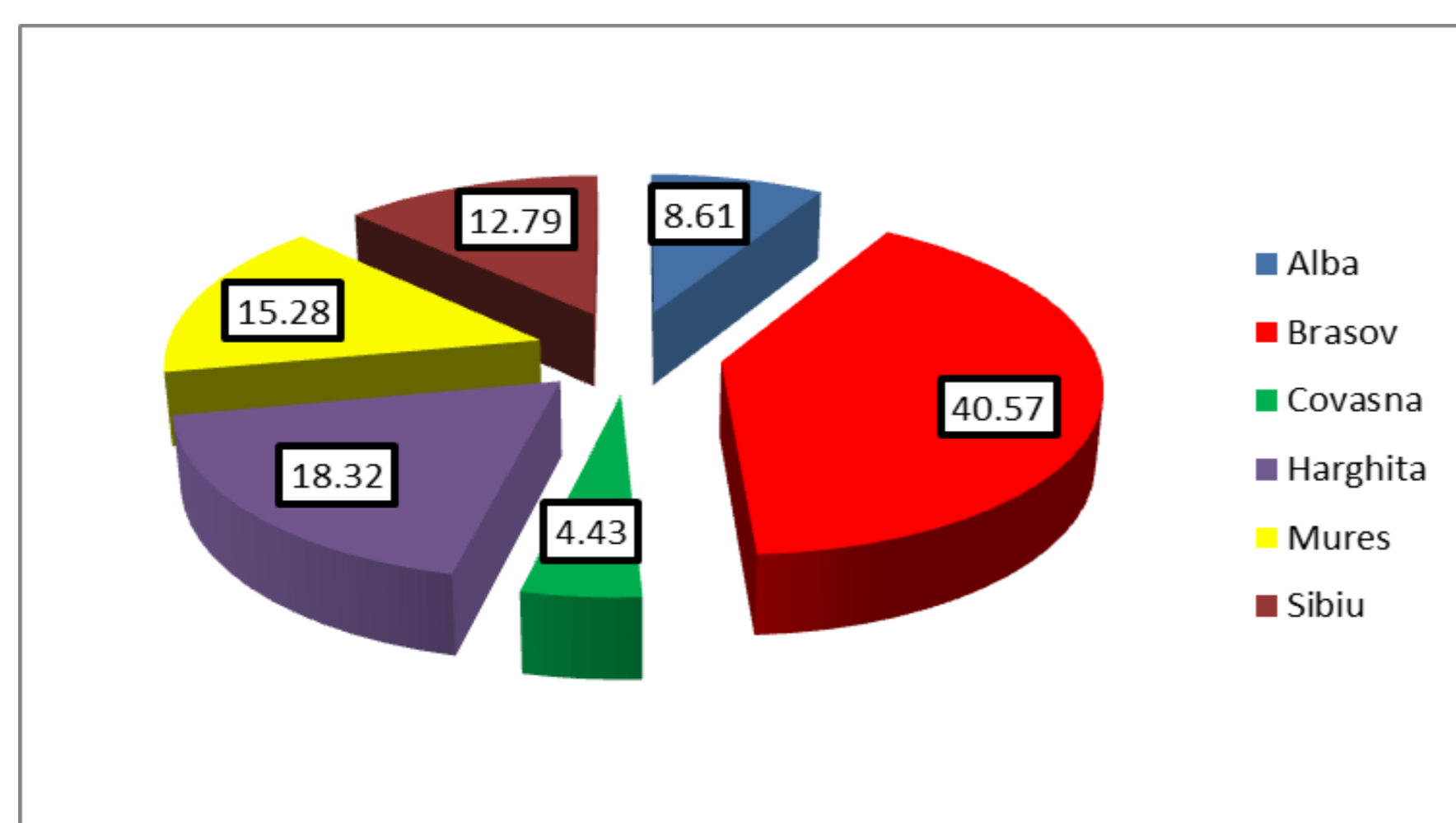


Figure 2. Distribution of accommodation structures, on the component counties of the Central Region

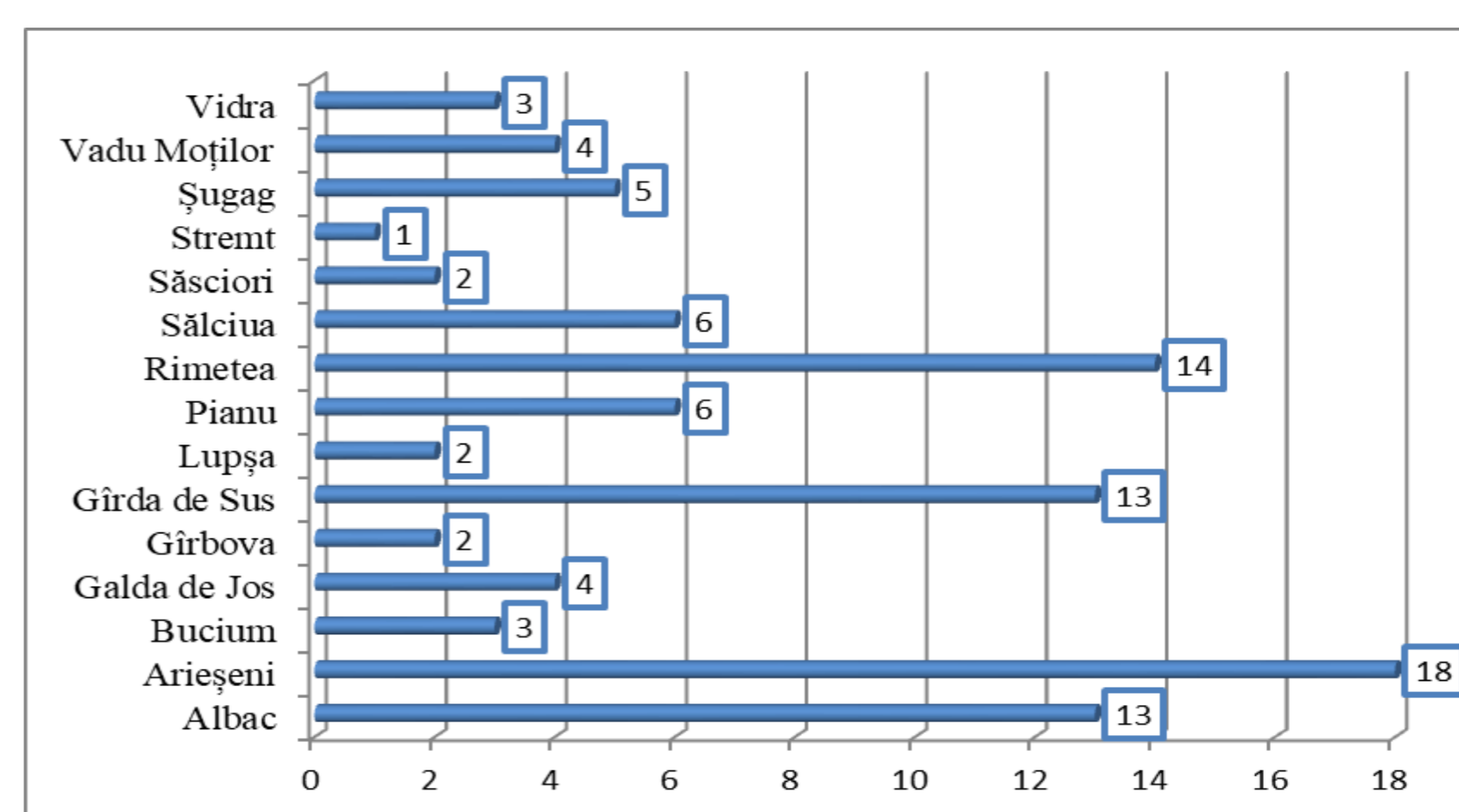


Figure 3. The distribution of agritourism guesthouses among the localities of Alba county

For the period 2005-2021, an increase in the number of agritourism guesthouses and the identification of new localities that practice this form of tourism can be observed. In 2021, a number of 4 localities (Albac, Arieșeni, Garda de Sus and Rimetea) owned 48.74% of the total number of agro-tourism guesthouses in Alba county.

In the case of the capacity in operation for agro-tourism guesthouses, the share held by Alba county, at the regional level, is 12.20%. With this value, Alba county ranks fourth in the top counties in the Center region, after Brasov, Harghita and Sibiu counties. This is due to the fact that in the agro-tourism guesthouses in Alba County, the seasonal nature of tourism is more pronounced.

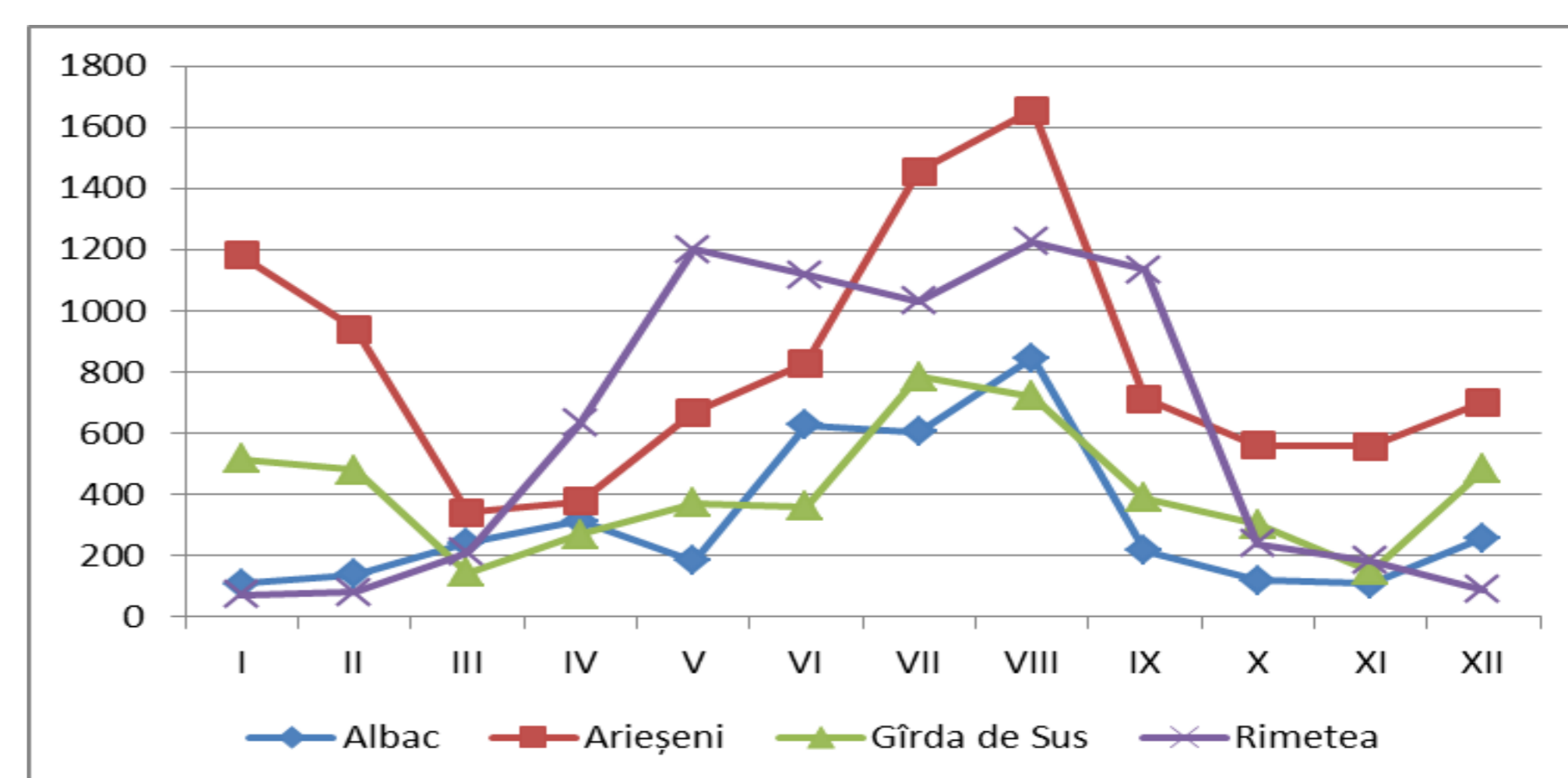


Figure 4. Seasonality of tourist activity, in agro-tourism guesthouses, Alb county

Conclusions

With a special natural landscape, historical monuments, the preservation of traditions and elements of ethnography and folklore, Alba county offers tourists multiple possibilities for spending free time. The potential of Alba county allows the optimal practice of agrotourism. This form of tourism practiced in the countryside uses the agrotourism household as the main tourist reception structure. At the same time, it represents an effective way of capitalizing on existing local resources in the countryside