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## ASPECTS REGARDING THE NATURAL AND ANTHROPOLOGICAL TOURIST OBJECTIVES OF ZLATNA AREA, ALBA COUNTY

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**Abstract:** The town is located on the upper course of the Ampoi Valley, it is extremely rich and diversified on a relatively small surface, being concentrated many natural and man-made tourist attractions. The beginnings of the history of Zlatna in the written sources are placed in the Daco-Roman era, when it was called Ampelum. The town of Zlatna wants to be a possible attractive tourist destination. Zlatna, through the development strategies, aims to develop a diversified tourist offer, based on a modern tourist and cultural infrastructure, which includes a multifunctional center, diversified accommodation units, a tourist information and promotion center. The locality could thus offer quality services to Romanian and foreign tourists of all ages, interested in cultural, monastic and leisure tourism, services that respect, preserve and capitalize on local resources, services developed through collaboration between all interested agencies, public authorities, but also economic agents.

### • Introduction

Zlatna is located in the western part of Alba County, 36 km west of Alba Iulia municipality. The locality occupies an area of 26,683 hectares (4.27 % of the total area of Alba County), of which the largest area (54.51%) is forests and other wooded lands - 14,545 ha. The administrative territory of the locality consists of the town of Zlatna and 18 villages. The Zlatna Depression stretches from east to west, being drained longitudinally for a distance of over 15 km by the Ampoi River. The maximum width of the depression is about 8 km in the central area.

### • Material and method

The methods and materials used in this paper are aimed at the analysis of the natural and anthropological tourist attractions of Zlatna. The aim is to highlight all the resources of this area, which is less promoted. Zlatna has the potential to become a dynamic, competitive and prosperous community, but also attractive for investors and able to ensure a high quality of life for its inhabitants.



The situation of accommodation structures in the analyzed area (number)



Tourist arrivals in the area

### • Results and discussions

•The natural resource and tourist attractions are Cheile Feneșului, the Poiana Narciselor from Negrileasa, the Bulbuci Stone, and the limestones of Valea Mica.



Natural Reserve “Piatra Bulbuci” “Poiana Narciselor” from Negrileasa Nature Reserve “Cheile Caprei”



Limestone Reservation from Valea Mică or “The Finger of God”

•Tourist attractions with anthropic resources include the Orthodox Church Zlatna I, the Orthodox Church Zlatna II, the Roman Catholic Church, the Reformed Church, the Monastery Buna Vestire Pătrîngeni or the Monastery Negraia, the Orthodox Church Feneș, the Administrative Palace of the City of Zlatna (the seat of the mayor's office)



Avram Iancu and Petru Dobra; Reformed Church The Castle from Zlatna Săruni Refuge



The Roman Catholic Church, Zlatna Orthodox Church I and II Kendeffy – Horvath Manor

**Conclusions:** As can be seen from the presentation of the area we can conclude that this area has a high tourism potential, not used its full potential. In the presented area advantage is the existence of NGOs in the field of tourism and environmental protection, the existence of cultural events (International Ethnographic Film Festival, Romance Contest), marked tourist routes, an agreement centre and an integrated sanitation system of the locality. A very important aspect that is not developed in the area concerns agrotourism, which would help a lot of the inhabitants of the area. A very important aspect is the possibility of accessing non-reimbursable funds through external funding programmes specific to the tourism sector and the existence of structural funds supplied by the Union budget for the development of rural areas and the protection of biodiversity. An important aspect that should attract the attention of the local authorities would be the opening of accommodation units in Zlatna.