

AUTHENTIC RURAL TOURISM, ENGINE OF RURAL DEVELOPMENT IN PRAHOVA COUNTY. CASE STUDY: MĂGURENI VILLAGE

Irina Adriana Chiurciu, Elena Soare, Carina Dobre
*University of Agronomic Sciences and Veterinary Medicine of Bucharest,
 Faculty of Management and Rural Development*

Abstract: The article analyzes the development of main tourism economic statistical indicators from 2018 to 2022 in Prahova County, one of the seven counties in the South Muntenia Development Region. For the purpose of this article, the authors analyzed some available indicators for Prahova County, such as: the index of net use of tourist accommodation capacity, the existing tourist accommodation capacity, the number of tourist reception structures, arrivals of tourists and overnight stays in tourist reception structures. In addition to the fact that it has the highest degree of urbanization in the country, as well as that of diversification of activities and industrialization, Prahova county benefits from a varied relief and an exceptional natural setting, with tourist objectives, which are points of attraction for tourists Romanians and foreigners. During the analyzed period, tourism performance registered a slight upward trend in general, due to the rich resources and accommodation infrastructure at its disposal. Through the case study, the article presents how authentic guesthouses can contribute to the revitalization of the rural area.

• Introduction

Prahova County has an area of 4716 km² with all types of relief. For this reason, here there is a series of soil and subsoil exploitation systems, which contribute to the support of several types of economic activities. Prahova County is one of the favorite destinations for the residents of the capital, as it is located at a relatively short distance from Bucharest and offers a wide range of ways to spend free time. Tourists arriving here have a wide range of accommodation options. In recent years, more and more people have preferred to stay in agritourism guesthouses. During the analyzed period, Prahova county had 45 accommodation structures from the previously mentioned category, each of them having its own particularity.

The study was carried out in Măgureni, a village in Prahova County. It is composed of three villages: Cocorăstii Caplii, Lunca Prahovei and Măgureni. At the 2002 census, 6,630 inhabitants were counted, all but three of whom were ethnic Romanians. 97.3% of inhabitants were Romanian Orthodox, and 2.6% were Adventist.

• Material and method

In the paper, a series of indicators specific to the tourism sector were analyzed, such as: tourist reception structures with tourist accommodation functions, by types of structures, comfort categories and tourist destinations; existing tourist accommodation capacity; arrivals and overnight stays of tourists; the index of net use of tourist accommodation capacity. The specified indicators were presented and analyzed at the level of Prahova county, for the period 2018-2022. The statistical data were provided by the National Institute of Statistics and specialized materials were also consulted.

• Conclusions

Analyzing the example of Măgureni Village in Prahova County, where there is an agritourism guesthouse that highlights the history and traditions of the area, we can conclude that during the studied period, agritourism represented an important source of income for Prahova county, which valued the natural beauty of the places and traditions perpetuated from generation to generation.

It offered jobs to the residents, the opportunity to carry out their activities near the residences, to sell the products obtained in the small family farms and, why not, to capitalize on their talents in the art of traditional crafts.

Acknowledgement: This paper was supported by the project "AUTHSCORING - Evaluation of the authenticity in rural pensions in Romania", No 844/30.06.2023 - winner of internal competition of University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania, 2023

• Results and discussions

In the year 2022, 45 agri-tourism guesthouses operated in Prahova County (Fig. 1), with 794 places to stay (Fig. 2) Overnight stays in the agri-tourism guesthouses were 46,991 (Fig. 3).

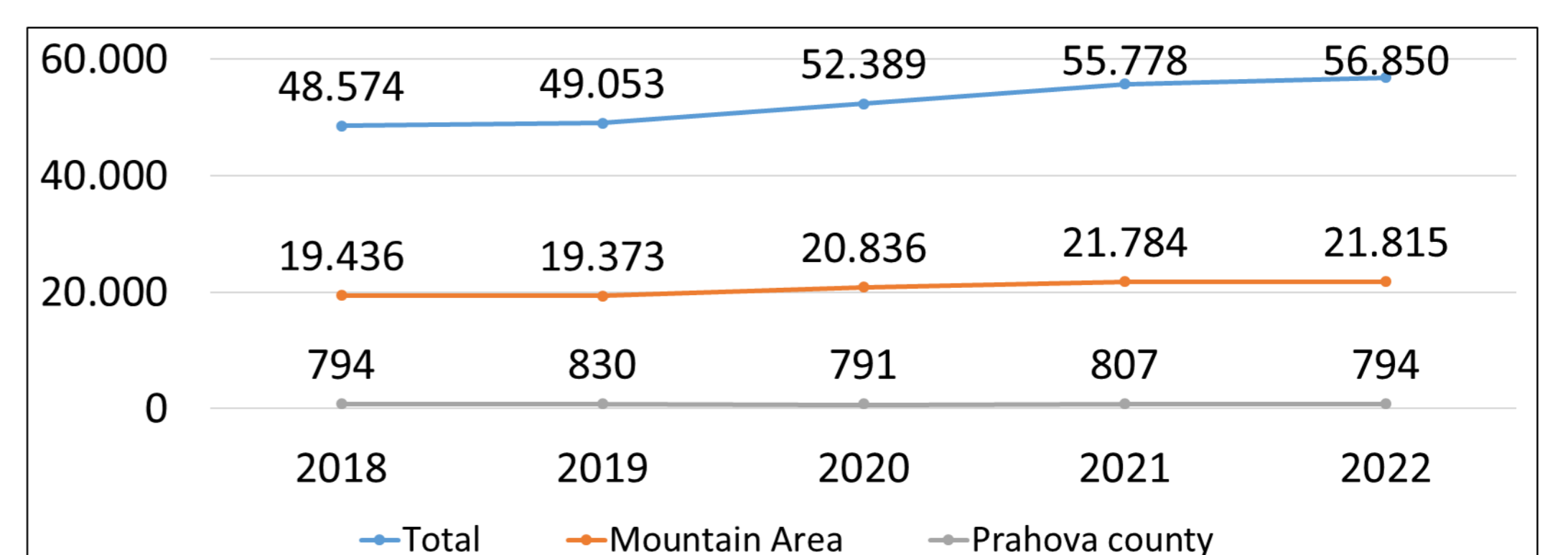
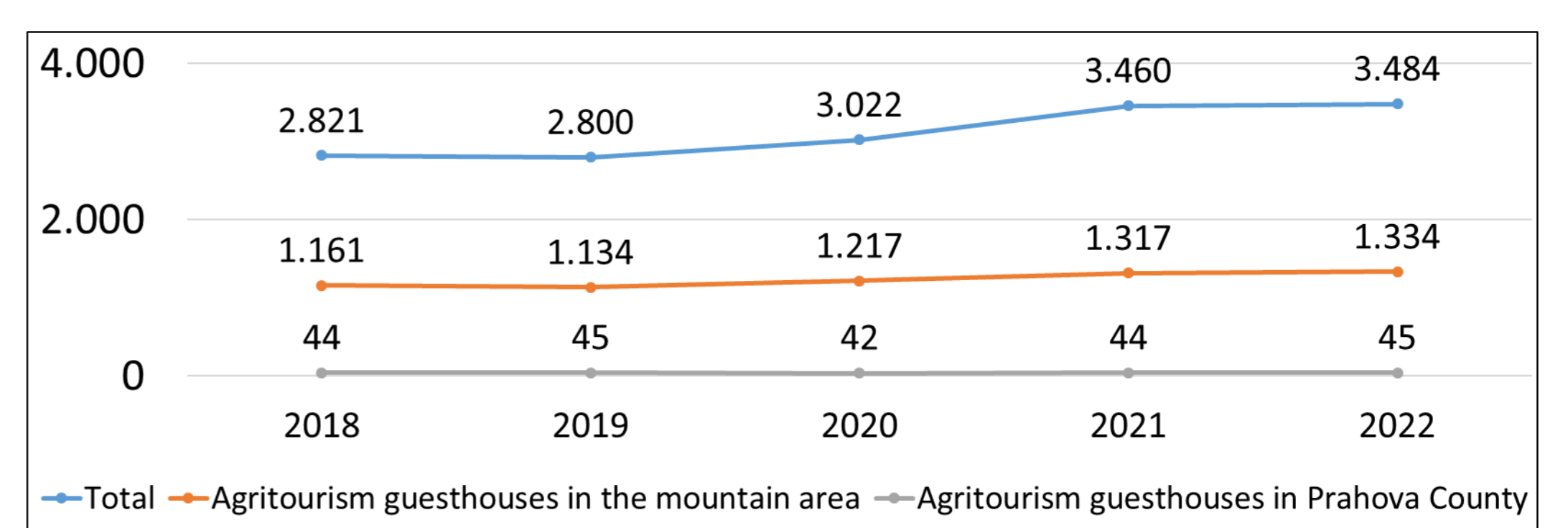


Fig. 2 The existing tourist accommodation capacity in agritourism guesthouses

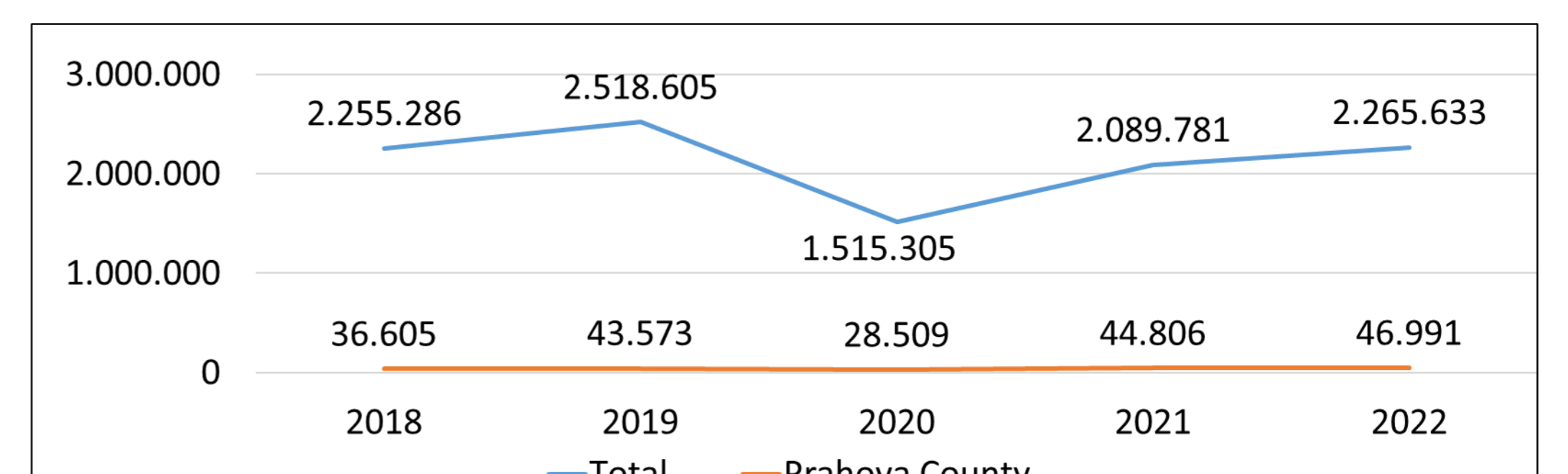


Fig. 3 Overnight stays in agritourism guesthouses

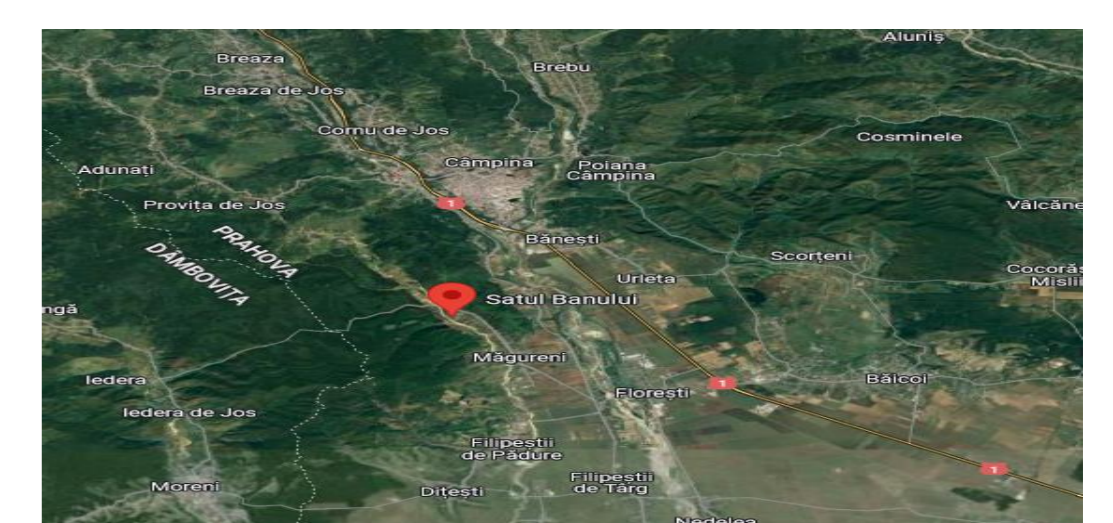
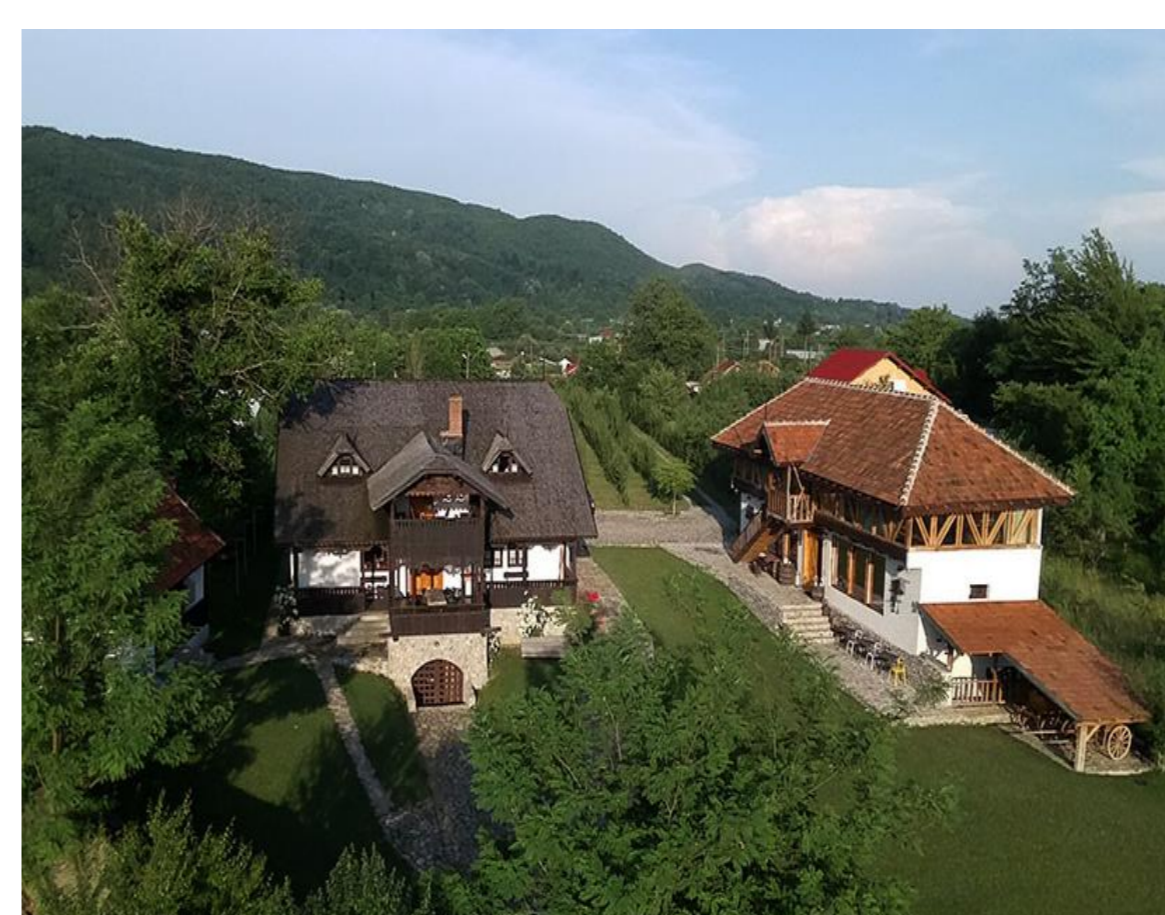


Photo 1. Map with the positioning of Măgureni Village in Prahova county
 Source: Google Maps

Photo 2. Agritourism guesthouse in Măgureni Village, Prahova County
 Source: <https://satulbanului.ro/photo-gallery/>