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**TOURISM
IN FUNCTION OF DEVELOPMENT
OF THE REPUBLIC OF SERBIA**

Tourism product as a factor of competitiveness of
the Serbian economy and experiences of other countries



**THEMATIC
PROCEEDINGS**

I



**UNIVERSITY OF KRAGUJEVAC
FACULTY OF HOTEL MANAGEMENT
AND TOURISM IN VRNJAČKA BANJA**



CONSIDERATIONS ABOUT AGROTOURISM IN THE NORTHWEST AREA OF ROMANIA

*Ancuța Marin*¹; *Daniela Ileana Dănilă (Godja)*²

Abstract

The paper presents the framing of Maramures County in the northwestern region of Romania and at the country level, the issues of relief, climate, hydrographic network and turistic potential. Based on these considerations we analyzed the number of hostels, accommodation structures existing and the number of Romanian and foreign tourists in the reviewed period 2012-2016 and concluded with a SWOT analysis of Maramures County. The purpose of this paper is to determine the opportunity of building or upgrading the agrotouristic pensions in the northwestern region of Romania, namely in Maramures County.

Key words: *agrotourism, pensions, tourists, SWOT*

JEL classification: *R11, R12, Z32*

Introduction

Romania is located in central Europe, about halfway between the Atlantic and the Urals being ranked 12th in surface terms among the European states. According to the law, eight regions of development by bringing together several counties were created (Picture 1). These are not administrative-territorial units, they have no legal personality and were created to ensure the development, implementation and policy assessment of European regional development.

The region of Northern Transylvania or Northwest of Romania is one of the eight development regions from Romania that consists of six counties: Maramures, Satu Mare, Bihor, Salaj, Cluj and Bistrita-Nasaud. Region

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represents 14.32% of Romania and has a population of 2.834.186 inhabitants, according to the data published by the National Statistics Institute on January 1, 2015.

Picture 1: *Map of Romania*



Source: <https://goo.gl/y117Ir>

Northern Transylvania is a multiethnic region where Romanian, Hungarian, German, Armenian, Roma live together. Its positioning is particularly important because it is located on the borders with Hungary and Ukraine. The region is traversed by five European roads and has three international airports.

In this area, it began the construction of Transylvania motorway, which will link the country's major cities: Bucharest, Ploiesti, Brasov, Cluj-Napoca and Oradea also having border crossing point with Hungary. It will have a length of 584 km and will sweep all the relief forms of the country (Prahova Valley, Transylvania Plateau, Eastern Carpathians, the Meridional Carpathians and Western Carpathians).

For this study, we analyzed the Maramures County as part of the North West Region of Romania. Maramures has a various landscape made up of mountains of volcanic origin and crystalline rocks, with valleys and depressions, part of the northern group of the Eastern Carpathians. Northern Carpathians Mountains are young, with three rows of parallel ridges and are composed of volcanic rocks, crystalline schists in the

center and folded sedimentary rocks in the East. SV area is composed of Baia Mare Depression, which has the appearance of an amphitheater, and Lapus Depression, both belonging to the Transylvanian Plateau. Maximum altitude is reached within Rodnei Mountains - Pietrosul Rodnei Peak (2,304 m). The dominant note is the presence of extensive lava plateaus and volcanic andesite agglomerates with an elevation lowered in the northwest and higher in the southeast region.

This area is characterized by a temperate continental climate with moderate shades, being conditioned by its position within the country's territory, the influence of baric systems, Siberian, Irish and Mediterranean as well as the diversity of landforms. According to statistics, an average of 275 days a year has positive temperatures.

Picture 2: *Horses Waterfall, Maramures County*



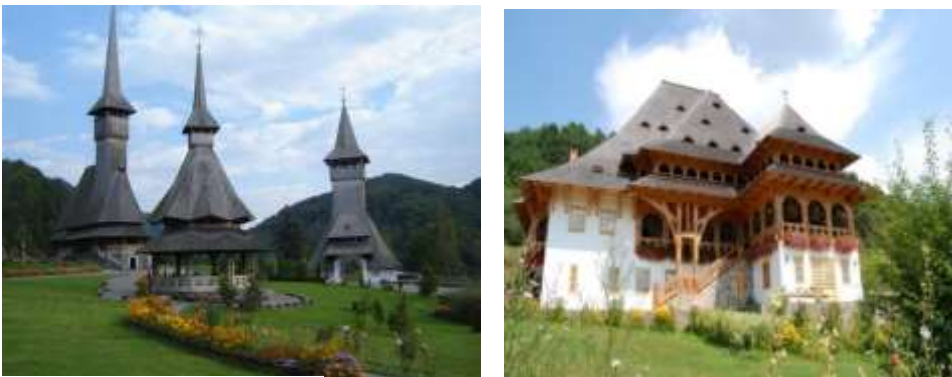
Source: <https://goo.gl/y117Ir>

Average monthly temperature analysis leads to the conclusion that the warmest month of the year is July, and the coldest January. The average January temperature ranges, winter, between -2 and -3°C in the lower areas and between -8 and -10°C in the highlands. In the summer temperatures in July vary between 10 and 11°C in the mountain area and $20 - 22^{\circ}\text{C}$ in the lower areas. Maramures County has a rich hydrographic network having an overall length of $3,000$ km. Rivers and streams that form this network are affluents of the Tisza or the Somes. The hydrography of the county is complemented by a series of natural glacial lakes and waterfalls of rare beauty. Presence of a stretch of water changes the landscape giving it more attractiveness.

The natural environment of Maramures County and its residents have worked together at the composition of a material and spiritual patrimony of a great richness and originality through religious buildings, cultural edifices, monuments and artworks, by th landmarks themselves, heritage tourism ethnographic, economic objectives with tourist qualities.

Among the religious buildings of Maramures County the best known is Barsana Monastery (1993) built on the site of the ancient monasteries attested since 1390 (Pcture 3).

Picture 3: *Bârsana Monastery, Maramureş County*



Source: *personal archive*

Maramures County is known for its habits full of faith and tradition. Habits are a component of the mode of existence of humans and constitute a system of life that has been settled in time, within which changes were and are produced and changes occur, of meaning and functionality, but which are maintained even today while also keeping its essential functions.

Maramures historical has always been a traditional society, in which the inhabitants have known how to adapt to local conditions of life, to capitalize local natural resources intelligently. They learned to produce manually everything they need for a decent living, but are increasingly fewer people who remained in the village and who are interested to carry forward the crafts. The craft of woodworking is motivated by the richness of whitewood forests and deciduous forests that cover a large part of territory, using both traditional techniques and modern techniques.

Picture 4: *House from Maramures County*



Source: *personal archive*

The exterior of houses is built exclusively of wood on stone foundation, covered with shingles (Picture 4). The shape of the roof is "in four waters" (four slopes) with sharp tip in order not to retain snow on it. In front and on one side, the houses have attached a porch decorated with beautiful wooden poles, forming genuine arcades that give a specific aspect. Interior architecture has been adapted to the householder needs. The landmark of the house is the main beam that crosses all rooms in the building. Another important element is the fireplace/furnace which constitutes the "heart of the house". The walls are decorated with holy icons, adorned with basil, along with ceramic vessels and towels woven by the housewife.

Tourism in the northwestern region of Romania

Tourism exploits the natural and human potential of a country, enriching them continually, satisfying multiple human motivations. It has a multiplier effect, introducing into the economic circuit unusual sides such as landscape (for its "consumption" being necessary to go the site), hospitality, solicitude and information (geographical, cultural, historical, culinary, artistic, etc.) (Gheorghilas, 2014).

The rural tourism, in its entirety, includes a wide range of ways of accommodation, activities, events, celebrations, sports and entertainment, all taking place in a typical rural environment. It is a concept that includes tourist activity organized and led by local rural population and is based on a close connection with the natural and human environment. The rural tourism represents the type of tourism, focusing on destinations in rural

areas, providing a functional structure of accommodation and other heterogeneous services (Stanciulescu et al., 2002).

Table 1: *Differences between rural and agro tourism*

RURAL TOURISM	AGRO TOURSIM
- The organization of tourism in the rural community	- Organization of tourism activities in the peasant household
- Permanent character	- Seasonality character
- It favors a better understanding between tourists and local population	- The relationships established between host and tourist are of friendship
- The main income source for householder	- Secondary income source
- Provides activities taking place in rural areas	- It provides activities that revolve around rural household and require the active involvement of the tourists in the household activity
- Does not integrate into existing residential structures, it requires heterogeneous accommodation structures	- It integrates into existing residential structures and adapts to local customs
- Very often the benefits are leaving the village and even the rural community	- The revenues go directly to residents and remain in the village
- It offers accommodation in distinct entities other than the own household	- Provides the surplus accommodation space in existing home as well as campsites

Agrotourism in Romania represents an opportunity, especially for locals, given the crisis in the agricultural sector, for those who are willing to try a new activity by using, in order to improve profitability, the already available infrastructure. But equally true it is that rural tourism can be an opportunity to make a deal for those who, tired of the rhythms of stressful life of the city and eager to make a change, may be interested in the idea of moving to the countryside along with their own family in order to work the land and provide hospitality to tourists (www.gazetadeagricultura.info).

In terms of entertainment, rural tourism is a form of tourism with more variety and uniqueness in achieving services that are offered to people who love nature, culture and folk art (Pota, 2009, p. 9). Therefore, agrotourism is closely related to farming activities that may constitute a complementary solution for supporting directly its development with good social and economic results.

The data published by the National Institute of Statistics were collected and processed information concerning the number of rural tourism with possibilities of accommodation in Romania. In the analyzed period (2012-2016) is observed an increase by 22.63% in their number, which, in absolute size, it means 459 units, most of which are located in the center of the country, and the fewest in Bucharest-Ilfov region (Table 2).

Table 2: *The number of rural tourism units in Romania, by development regions*

Year	Development Region								Total
	NE	SE	S- Muntenia	SW Oltenia	W	NW	Center	Bucharest - Ilfov	
2012	265	89	147	108	112	252	594	2	1569
2013	283	86	166	103	115	231	611	3	1598
2014	288	88	174	108	116	226	663	2	1665
2015	321	81	203	105	148	246	813	1	1918
2016	352	88	210	120	150	284	823	1	2028

Source: *INS data processing*

As concerning the number, agrotourist pensions from the region of northwestern Romania, area which is the object of this study, we notice two things: the first is that due to the increase at the country level in the NW region occurs the decrease of the number of pensions from 252 in 2012 to 226 in 2014, and the second is the revival of this trend, so in 2016 the number raises to 284. Throughout the period under review, at country level, the North-West region is, as a number and percentage indicate, ranked third after the Centre Region and Northeast Region. In the graphs numbered from 3.2 to 3.6, are presented the shares of guesthouses from North-West region of the country in each analyzed year.

Table 3: *The percentage of rural tourism units in Romania, by development regions (%)*

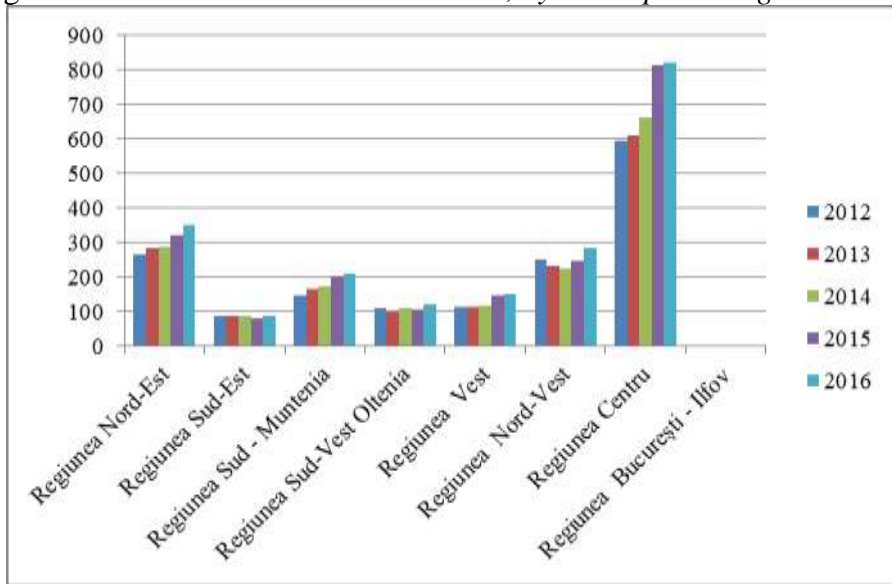
Year	Development Region								Total
	NE	SE	S- Muntenia	SW Oltenia	W	NW	Center	Bucharest - Ilfov	
2012	16,89	5,67	9,37	6,88	7,14	16,06	37,86	0,13	100
2013	17,71	5,38	10,39	6,45	7,20	14,46	38,24	0,19	100
2014	17,30	5,29	10,45	6,49	6,97	13,57	39,82	0,12	100
2015	16,74	4,22	10,58	5,47	7,72	12,83	42,39	0,05	100
2016	17,36	4,34	10,36	5,92	7,40	14,00	40,58	0,05	100

Source: *INS data processing*

Thereby in 2012, the share of rural tourism units in the northwestern region of Romania was 16.06% from the total of 1569 registered at the country level. In 2013 compared to 2012 occurs a decrease in the number of rural locations in the northwest region with 21 units (from 252-231), which in relative size is translated as a decrease of 1.61% from 16.06% to 14.45%. In 2014 has continued decrease in the number of rural locations with an additional 5 than the previous year (from 231-226), which means 0.88%. Year 2014 is the year with the lowest number of registered pensions in the series analyzed (Table 3).

The paradox occurs in 2015, when the share of pensions in the northwestern region continues to decline by a further 0.75%, although they increased in number by 20 units from 226 to 246 (Figure 1). The explanation is the fact that the recovery trend in the northwest of the country was below the national average. In 2016 took place an increase in the number of pensions in the NW region by 38 units, so the total number is now 284, up by 32 units compared to the start of the series (2012) and by 38 compared to the previous year (2015). Thus, not only that the trend has recovered but also exceeded baseline level with 12.69%.

Figure 1: *Rural tourism units in Romania, by development regions*



Source: *INS data processing*

Starting from the number of agrotouristic pensions recorded during the 5 years of study, we further analyze the structure of the 6 counties of Region NW. Thus, within the studied region, on the first place regarding the number of rural tourism units is situated Cluj County, followed by Maramures County and then Bihor County (Table 4).

Table 4: *The number of rural tourism units by counties in the northwestern region of Romania*

<i>The reference years</i>	Maramureș County	Satu Mare County	Bihor County	Sălaj County	Cluj County	Bistrița Năsăud County	<i>Total NW region</i>
2012	78	5	55	12	92	10	252
2013	78	5	53	12	73	10	231
2014	71	6	63	14	64	8	226
2015	79	4	77	20	59	7	246
2016	104	4	78	26	66	6	284

Source: *INS data processing*

The lowest number of recorded agrotouristic pensions in Maramures County was 71 in 2014, while the maximum was reached in 2016 with a total of 104. The share registered by Maramures County in the total of

NW Region, ranged from 30.95% in 2012 to 36.62% in 2016. All that information analyzed, we need in order to have a clear view of potential competitors that we are facing when selecting the location for the guesthouse that we wish to build.

In Maramures county are 40 localities where pensions were established in the 2012-2016 period (Table 5). By making an average at the county level, it ranged between 1.77 pensions/village in 2014 and 2.6 pensions/village in 2016. There are places (eg Sighetul Marmăției) where there was only one pension and it appears that even that could not resist, but also localities where their number has increased sharply, from 7 to 10 in Poienile Izei. We can create a top at the level of settlements with agrotouristic pensions; thus first place is occupied by Ocna Șugatag, followed by Poienile Izei, Botiza and Vadul Izei both on 3rd place and on the 4th is situated Bârsana.

Table 5: *Number of accommodation units in Maramures County in 2012-2016 period*

<i>Județul Maramureș</i>									
<i>Year</i>	<i>Hotels</i>	<i>Hostels</i>	<i>Motels</i>	<i>Touristic villas</i>	<i>Tourist lodges</i>	<i>School and preschool camps</i>	<i>Boarding houses</i>	<i>Agrotouristic pensions</i>	<i>Totał</i>
2012	23	5	6	3	1	2	53	78	171
2013	22	5	5	3	1	2	64	78	180
2014	21	5	6	3	2	2	58	71	168
2015	25	6	7	1	2	3	72	79	195
2016	28	7	7	1	3	1	70	104	221

Source: *INS data processing*

It results that the decision to build a guesthouse in Barsana, will prove challenging and well thought as direct competition (7 pensions) and indirect (39 agrotouristic pensions) located within a radius of 20 km around Barsana, is extremely serious. Positioning, conditions and facilities provided should be more than what they offer. During the period 2012-2016, in Maramures County, the number of tourist accommodation structures ranged from 168 in 2014 to 221 in 2016. If the number of hotels, hostels, motels, villas, lodges and camps for students and preschoolers were relatively constant, the number of pension houses and agrotourism pensions, which constitute the majority (78.73%), practically

exploded. In the case of pensions, the minimum number recorded was 53 in 2012 and the maximum number, 72 was recorded in 2015. Regarding the number of agrotourist pensions, the minimum recorded was 71 in 2014, and the maximum of 104 in 2016. There is an increase of 19 units in tourist guesthouses in 2016 compared to 2012 (minimum to maximum) and 33 units in case of rural tourism units. From the total recorded of tourist accommodation structures in Maramures County in 2012-2016 period, the share of rural tourism units in the total varied between 40.51% in 2015 and 47.06% in 2016. As regarding tourist pensions, the range of variation was between 30.99% in 2012 and 36.92% in 2015.

One possible explanation for agrotourist pensions that have a high percentage in the total of accommodation structures in Maramures County is that it could be exploited existing buildings that have been modernized and adapted to the rules in force. A second explanation could be the fact that it provides tourists with cozy, warm or even unusual accommodation facilities - especially for foreigners. Either way, Maramures is famous for hospitality of the hosts.

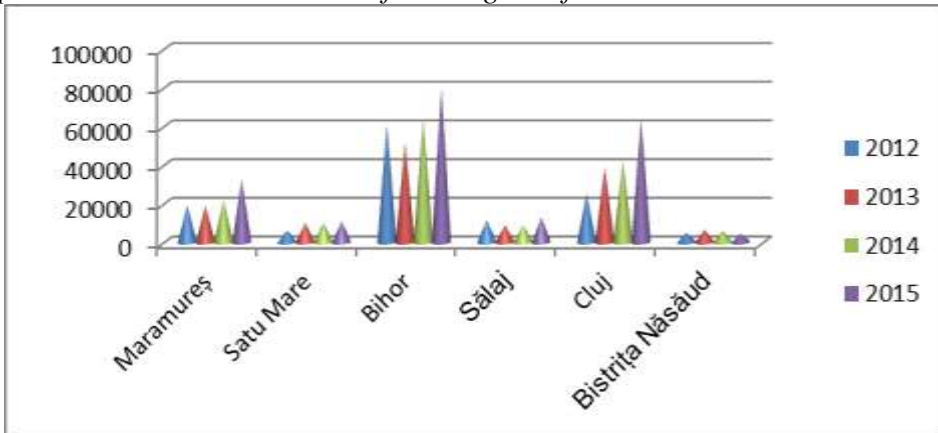
Table 6: *The number of Romanian tourists accommodated in agrotourist pensions located in counties of NW region of Romania*

Year	County						Total
	Maramureş	Satu Mare	Bihor	Sălaj	Cluj	Bistriţa Năsăud	
2012	19.350	6.339	61.470	11.560	25.471	5.103	129.293
2013	19.260	10.204	52.034	9.117	39.227	6.649	136.491
2014	22.171	10.033	64.828	9.218	42.475	6.138	154.863
2015	32.628	10.837	80.338	12.778	64.219	4.581	205.381

Source: *INS data processing*

In Table 6 and Figure 2, we have the situation of Romanian tourists accommodated agrotourist pensions from the northwestern region of the country, their number has increased by 76.088 (58.84%) in the period under review. Most of Romanian preferred Bihor county, then the county of Cluj, and on the 3rd place was situated Maramures county.

Figure 2: *The number of Romanian tourists accommodated in agrotourist pensions located in counties of NW region of Romania*



Source: *INS data processing*

At county level in Maramureș, the number of Romanian tourists accommodated in agrotouristic pensions increased by 13.278 in 2015 compared to 2012, which translates relative size into a percentage of 68.62%. The conditions offered by boarding houses in the area, promotion commercials, are possible explanations for the increasing number of tourists in the county.

SWOT analysis of Maramureș County

Strengths, weaknesses, opportunities and threats of tourism development of the Maramureș County are following.

Strengths:

- clean environment, due to settlement in a unpolluted hilly area;
- varied geological structure, which generated types of relief with a special tourist function;
- varied landscape composed of crystalline rocks and volcanic mountains, the valleys and depressions;
- rich hydrographic network consists of the rivers Tisa and Someș and their tributaries;
- the existence of sulphurous and thermal waters with healing properties;
- varied and rich vegetation and the presence of a appropriate fauna;
- the existence of Biosphere Reservation Rodnei Mountains National Park;

- composition of a material and spiritual heritage of great richness and originality religious buildings, cultural monuments and works of art, proper tourist attractions, ethnographic heritage, economic objectives with touristic attributes.
- large and diversified resources in the field of timber and flora from the hardwood trees up to many species of medicinal plants;
- the traditions and customs which represents the link between present with past and future, transmitting information and techniques from ancient times;
- culinary diversity and international recognition of the traditional cuisine;
- the existence of a developed network of tourist accommodation structures, with good dispersion in the profile;
- uniqueness of landmarks (Merry Cemetery in Săpânța);
- the existing workforce in the village, the experience gained in traditional sculpture (craftsmen internationally recognized through works of great value);

Weaknesses:

- tourist movement takes place with difficulty due to the lack of roads which are intended especially for agricultural vehicles and vehicles with animal traction;
- means of transport inter- and intra county are deficient in number, large waiting time interval and outdated conditions;
- the lack of an international airport for foreign tourists, who are increasingly more interested in this tourist area;
- sights left to be damaged;
- the extremely low number of tourist information centers;
- the natural resources of cultural and historical heritage are exploited in a disorganized way;
- human resources involved in the local tourism does not benefit from the training and qualifications required in the tourism field/agrotourism;
- tourism products and services from the county which lack of promotion;
- due to increasing private ownership of forest resources, the landscape is quite affected by deforestation;
- loss of traditional spiritual nature by locals who migrate to cities leads to the disappearance of specific elements of the traditional houses and household activities.

Opportunities:

- a major interest in the allocation of funds for development and modernization of transport infrastructure;
- development of tourism through European funding;
- increased international interest for agritourism;
- the adoption at the local level of rules for new constructions that can be executed as the kind of traditional ones, thereby the architectural style in the county would have constructive and decorative function;
- the existence of a minimum of architectural designs for the buildings "from the main street";
- progressive functionality of traditional buildings, souvenir shops, exhibition halls;
- the transfer of valuable objectives in the context of open-air museums;
- encouraging interest in the (re) construction of traditional gates by combining elements of traditional architecture in the interior and exterior design units of accommodation, food and residential houses (symbols carved on window frames, use of the decorative towels woven and "cymbals", use of decorative wood, etc.).

Threats:

- diminishing the flow of tourists in the county due to poor road infrastructure in surrounding counties;
- the lack of promotional materials in international circulation languages;
- tourism offers below the level of the international market;
- migration of local people in countries with a different standard of living and their return during holidays or on a permanent basis, have strongly marked the typology of rural households by importing foreign architectural models in rural areas from Maramureş, borrowed from western countries.

Conclusions

The northwest region is one of the eight regions of development in Romania. This is called Northern Transylvania and is composed of Bihor, Bistrita-Nasaud, Cluj, Maramures, Satu-Mare, Salaj counties. Here are the most picturesque places in Romania, with special tourist resources framing this area between regions with significant prospects for development. The data published by the National Statistics Institute indicate that during the analyzed period, 2012-2016, there are a growing

number of pensions from 1,569 to 2028 (29.25%), while the NW Region's growth is from 231 to 284 units (22.94%). From the presented data it can be observed at the country level an upward trend in the number of pensions, while in the region of Northwest had a sinusoidal aspect, with a minimum in 2015, followed by a comeback in 2016, when level reaches comparable values with the initial data.

The number of rural tourism units in the northwestern region increased from 226 in 2012 to 284 in 2016 (25.66%). A rising trend has recorded also agrotourist pensions in Maramures from 71 to 104 (46.47%). By doing a ranking of counties in the northwestern region in the first place is Cluj County followed by Bihor and Maramures. In Maramures County, out of the 40 localities where were built/modernized agrotouristic pensions, Ocna Șugatag is on the first place, followed by Poienile Izei, Botiza, Vadul Izei and Barsana.

NW region has different accommodation structures (hotels, hostels, agrotouristic pensions, camps for children, etc.), their number increased from 168 to 221. At the Maramures County level, the number of rural tourism units increased from 71 to 104, with a significant share in the total accommodation structures (between 40.51% and 47.06%).

Regarding the same period, it appears that both at the country and at development region level, has been an increase in the number of tourists. In 2015, the number of Romanian tourists visited the country was 1,368,992, an increase compared to 2012 by 51%. The same thing happened with the number of foreign tourists who visited Romania, their number increased from 77.963 in 2012 to 112.900 in 2016 (44.81%). The most visited regions in the country were the country's central region, followed by the NE Region and in third place Region NW.

Thus, in the northwestern region of the country, it was the most visited county Cluj (6923 foreign tourists in 2015), followed by Bihor (5.087 foreign tourists in 2015) and Maramures (2 917 foreign tourists in 2015). Regarding the number of Romanian tourists, the most visited county was Bihor (80.338) then Cluj (64.219) and then Maramures (32.628). So, in Maramures County, in order to develop and increase the efficiency of activities and services in agrotourism the following suggestions can be put into practice:

- raising the interest in obtaining EU funds that can be allocated for the construction and outfitting of rural tourism units;

- encouraging the construction of new hostels using the traditional ones pattern;
- encouraging young people to pursue specialized courses in the tourism field in order to be able to practice this activity at quality standards, which would also stop their migration.

The present paper has resulted in a multitude of reasons to set up an agrotouristic pension in an area with a rare natural beauty. Almost in no other area in Romania, you will not see habits better maintained than in Maramures. One of the great amusements of winter is to walk with horse-drawn sleigh. It is a habit usually kept for the second day of Christmas. However, every day is indicated for a walk among the trees laden with snow, mountainous landscape and tranquility offered by Gutâi Mountains.

A walk along the Iza Valley using forestry railway reveals breathtaking landscapes in all seasons. Not in the least, hospitality of the people that welcome you in front of the door with a warm smile, giving you the dishes prepared in house with much labor but also with a lot of soul, accommodation in rooms appointed with wooden furnishings worked by silked local carpenters, adorned with rugs and cushions crafted by skilled women, complete the idyllic image of Maramures.

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