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PERCEPTION OF THE REPRESENTATIVES OF THE PUBLIC ADMINISTRATION ON THE DEVELOPMENT OF RURAL TOURISM IN THE MOUNTAIN AREA OF SUCEAVA COUNTY

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INTRODUCTION

- Rural tourism is the activity carried out by the local population and based on the local natural and anthropic potential. Is the interaction of tourists with household activities
- 87.1% of Romania's land area is rural and 43.59% of the country's population lives in the village, rural tourism involves the following aspects:
 - ✓ existence of rural areas,
 - ✓ preservation of rural functionality,
 - ✓ preservation of rural infrastructure,
 - ✓ preservation of traditional way of life,
 - ✓ preservation of identity specific cultural.

Study area

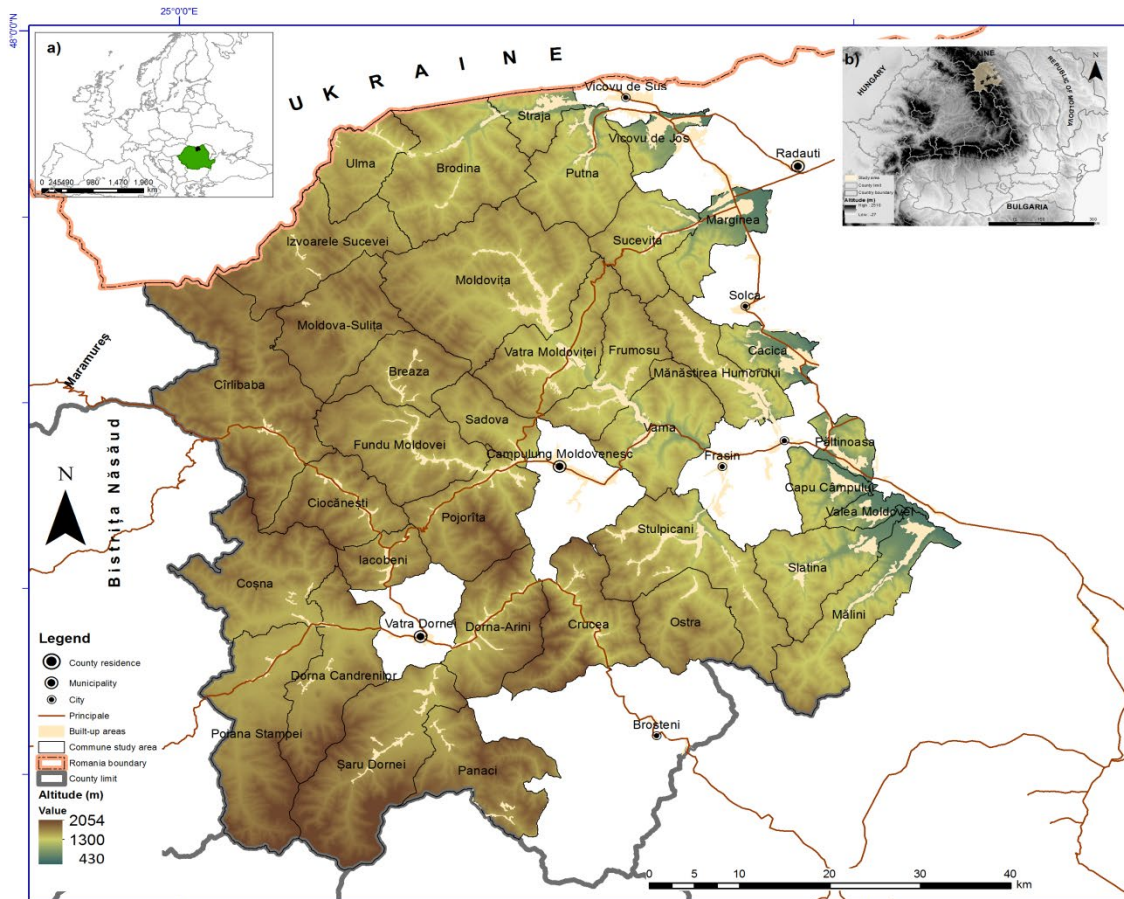


Figure.1 Map of the mountain area in Suceava county

The mountain area of Suceava County occupies 53% of the total area of the county and is an integral part of the mountains of the Eastern Carpathians (Brînduș C., 2013).

The study area overlaps the mountain region, is composed of 36 communes and includes massive and complex peaks, separated by deep valleys or depressive areas

- The methodology is based on the survey conducted on the basis of the questionnaire (Miftode, V, 1995) applied to a number of 216 persons from the local administrations of the 36 communes in the mountain area of Suceava county.
- The survey was anonymous to ensure the highest degree of sincerity of responses and was conducted during September 1-November 30, 2019.
- The questionnaire consisted of 12 relevant questions regarding the perception of representatives of local administrations on rural tourism.

Results and Discussion

The importance of rural tourism for the local council

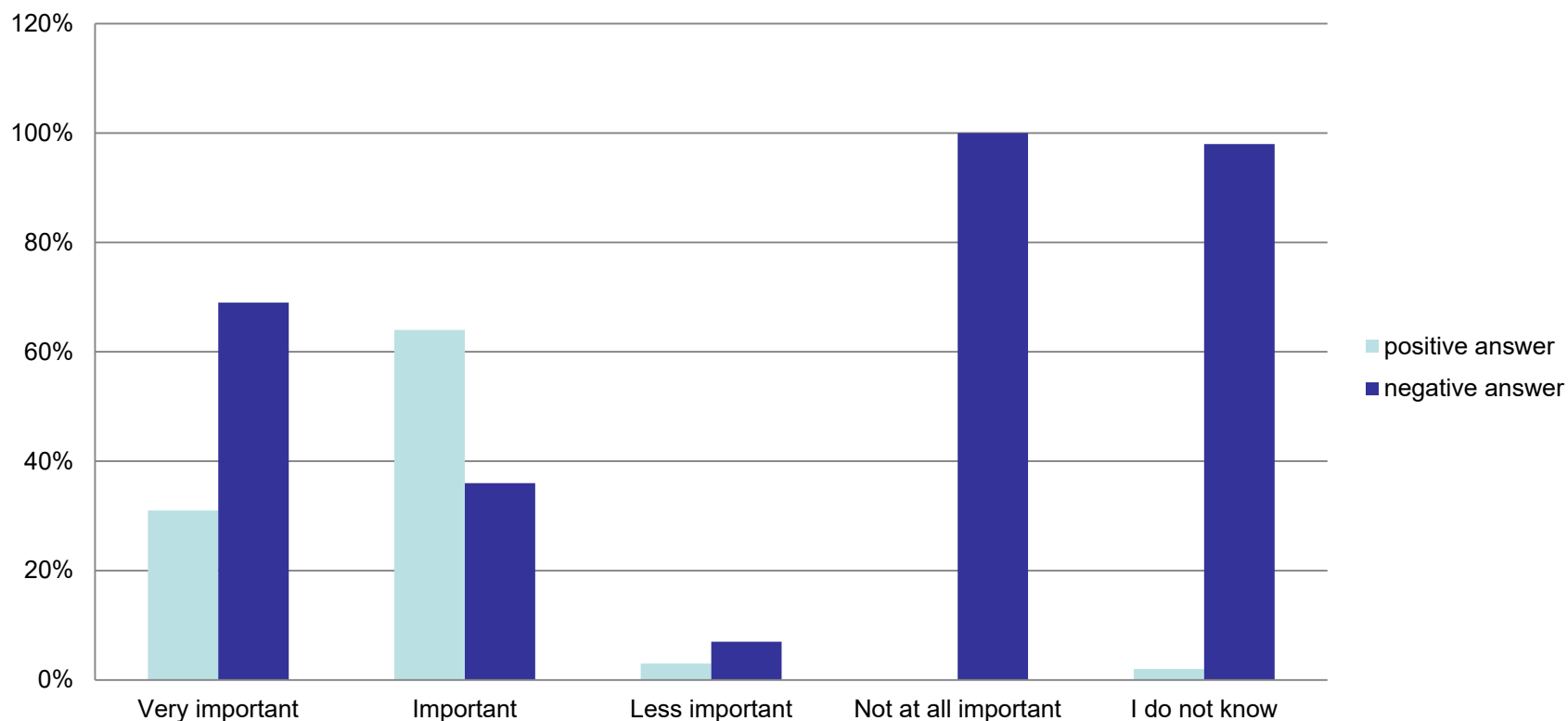


Figure 2. Distribution of answers to question no. 1

Results and Discussion

Tourist accommodation activity in Suceava county

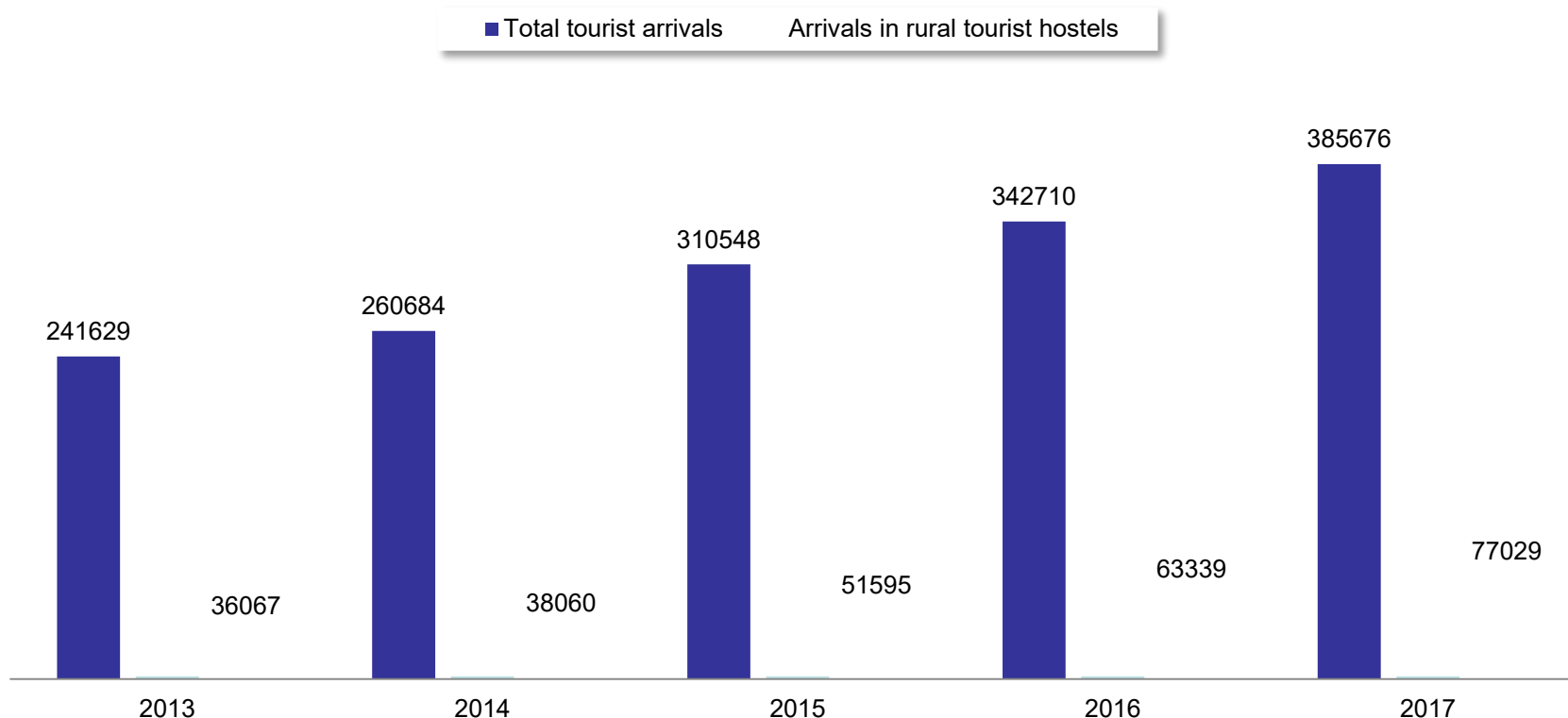
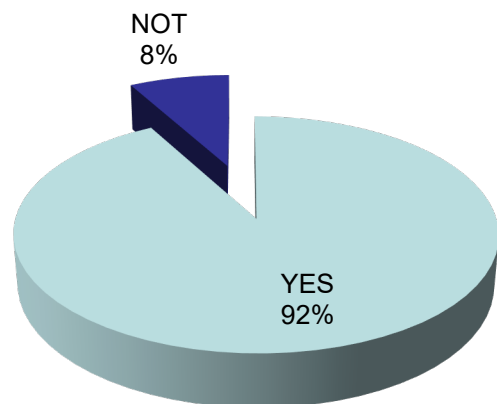


Figure 3. Arrivals in tourist reception structures with accommodation functions in 2013-2017 source INS- The tourist summary of the county Suceava 2018

Results and Discussion

The existence of increased tourist activities in the commune



**Figure 4. Distribution of answers to
question no. 2**

The second question refers to the growth rate of activities associated with tourism in the Suceava mountain area, and the respondents consider 92% this increase significantly (Figure 4).

As has been shown in numerous studies, Suceava County has a high potential for tourism, both natural and anthropic. It should be mentioned that the growth rate of tourist activities is high due to the fact that important religious monuments are located in Suceava mountain area, which attract a large number of tourists every year.

Results and Discussion

TOTAL ARRIVALS BY LOCALITIES

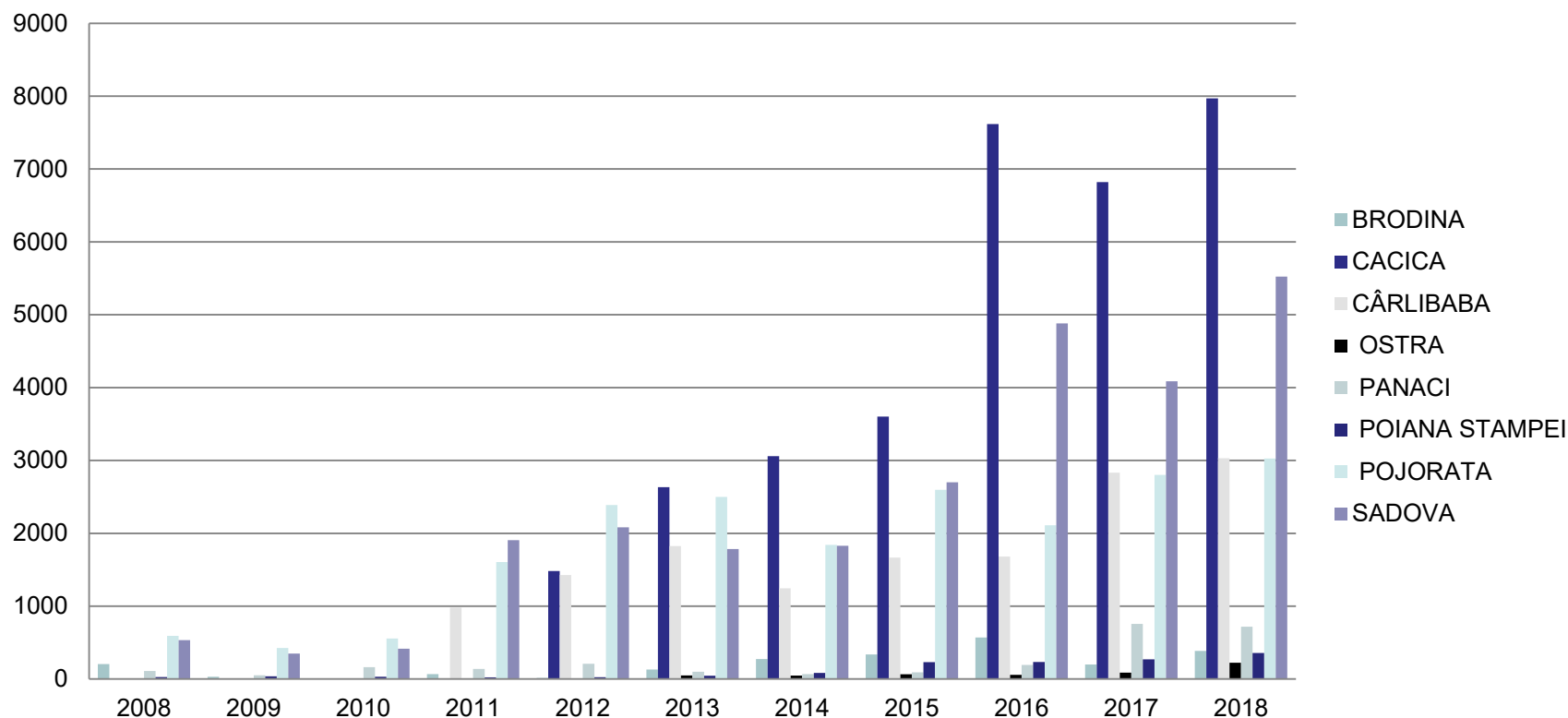


Figure 5. Total arrivals by localities in 2008-2018 source INS

Results and Discussion

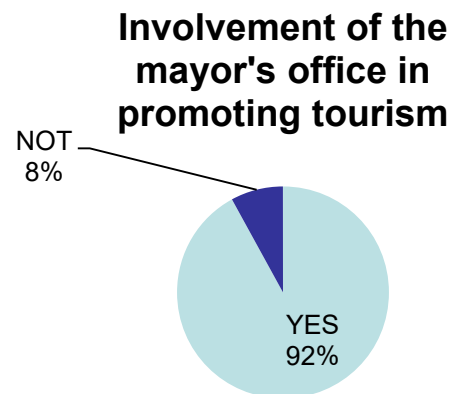


Figure 7. Distribution of answers to question no. 4

Investments in the tourism field from European funds

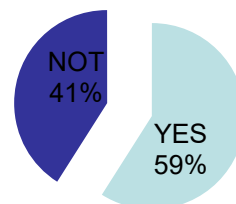


Figure 8. Distribution of answers to question no. 9

The involvement of the local council in making the tourist markings

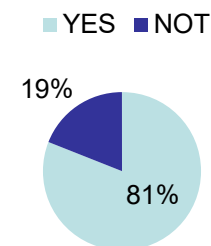


Figure 9. Distribution of answers to question no. 11

It should be noted that rural tourism in Romania is recent, developing especially after the 1990s. We believe that in the coming years, rural tourism will increase especially that the year 2020 is full of restrictions and rural space offers freedom, fresh air and multiple leisure opportunities.

CONCLUSIONS

- ✓ **This study shows that local council representatives support tour operators.**
- ✓ **Following this study, it was found that not all local councils allocate funds for tourism, despite the fact that the entire studied area has a potential for natural tourism that deserves to be highlighted and exploited.**
- ✓ **It is found that investments with European funds in the tourism sector are 59%, which means that European funds are not completely absorbed in this area, the possibility of a better life is the necessary solution in the mountain area, and rural entrepreneurs need specialized support to create tourist experiences. The study also shows that the total number of tourist arrivals is increasing, including communes that do not have a tradition in rural tourism.**

Acknowledgements

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