

RESEARCH REGARDING THE ANALYSIS OF AGRITOURISM ACTIVITY IN APUSENI MOUNTAINS AND POSSIBILITIES TO IMPROVE IT

**Tabita Cornelia Adamov¹, Tiberiu Iancu¹, Luminița Pîrvulescu¹,
Elena Peț¹, Gabriela Popescu¹, Ramona Ciolac¹,
Anka Roxana Șuba¹, Marius Gordan¹**

¹Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania"
from Timisoara, Faculty of Management and Rural Tourism

The aim of this paper is to follow the development degree of this field at national level, to identify the resources with agritourism potential from the studied area, to highlight the degree of interest for the area and for agritourism, and based on the conclusions to come with some proposals.

The motivation for choosing the Apuseni Mountains area derives from the fact that it has a high agritourism potential. The surface of the Apuseni Mountains region represents about 7% from the country's surface and content six counties-Alba, Arad, Bihor, Cluj, Hunedoara and Salaj. The urbanization degree of this region is low, about 30%. Many of the localities from the mountain areas are very good keepers of traditions. If the local mountain natural resources and the traditional products are added to the traditions and customs, should result a valuable tourist product.

The complexity and tourist value of the Apuseni Mountains is a very important element in promoting this activity, as evidenced by the many forms of tourism that are currently taking place, the development of tourist and agritourism guesthouses that highlight the potential value of caring for this area.