

STUDY REGARDING THE ANALYSIS OF TOURIST RESOURCES AND ACTIVITIES FROM A BOARDING HOUSE IN THE MUNICIPALITY OF CICĂNEȘTI - ARGEȘ, ROMANIA, IN THE PERIOD 2018-2022

Jenica CĂLINA, Aurel CĂLINA

University of Craiova, Faculty of Agronomy, 19 Libertatii Street, Craiova, Romania,
E-mails: jeni_calina@yahoo.com, aurelcalina@yahoo.com

Corresponding author: aurelcalina@yahoo.com

Abstract

In the study carried out in the researched area, an inventory of the main natural tourist resources was followed in the first phase, as they are also an important factor in attracting tourists to the boarding house. Following the study, it was demonstrated that the area and implicitly the boarding house has a rich and valuable natural tourist potential, but which has not yet been capitalized at the highest level. After this, a study was carried out aimed at the inventory and analysis of human tourism resources, noting that the studied area represents the land of the inherited monasteries, Poienari and Negru Voda fortresses, as well as numerous churches, monuments, memorial houses and architectural sites and monuments traditional. Also, in order to be able to create a unique and personalized offer within the boarding house, we insisted more on anthropic tourist resources specific to the commune of Cicănești, through which it can be clearly differentiated from other tourist offers at the national level. In the last part, a complex and well-documented study was carried out in terms of the calculation and analysis of the main indicators with the help of which the tourist activity in the area and from the boarding house is characterized, based on which the conclusion was reached that in the analyzed boarding house a management of quality and very flexible, which easily adapted to the new conditions imposed by the pandemic, in the period 2018-2022.

Key words: agritourism, boarding house, management, rural tourism, tourist resources

INTRODUCTION

As it has been found from the numerous studies and research carried out so far in Romania, agritourism represents one of the main forms of tourism with the highest potential, and its development is a means of sustainable development for the rural area, both economically and socially -cultural [2, 6]. Also, in recent years it has been found that the exploitation for tourism purposes of the natural, cultural and anthropic potential of some rural areas represents an important chance for economic recovery and a solution for the creation of new jobs, but also an opportunity for the promotion of Romania international plan [5]. The results of these studies and researches have shown that agritourism is among the most dynamic forms of tourism practiced in most European countries, but also in our country, stimulating economic development by capitalizing on local resources from the countryside, a phenomenon also observed internationally [1,

3, 4]. This form of tourism offers the local residents the opportunity to supplement their income by capitalizing on traditional household products and compensates for the lack of jobs in the countryside, also contributing to the development of human resources, a fact also proven by other researchers [17, 18].

In Romania, in order to achieve good results in the activity of rural tourism and agritourism, it is necessary to follow successful models from the countries of the European Union, which have so far demonstrated their viability [20, 28].

In the town of Cicănești, by practicing these specific forms of tourism, local people can considerably increase their family income, the same favorable results can also be obtained by new investors from this town, because the environmental conditions are very favorable for the practice of tourism rural or agritourism. Also, as a result of this activity, the local community would also benefit through the fees and taxes paid annually by the boarding house administrators, but also

the local producers who would find outlets for traditional and natural products [26, 29]. A very important element is the creation of jobs in the area, which would solve one of the biggest problems facing our society at this time, especially in rural areas, where the lack of jobs even leads to the massive depopulation of them, aspect also observed by [19, 30, 31, 35].

From the study we have observed that Argeş county and the studied area represent one of the main tourist areas of Romania due to the favourable relief conditions it has, the beauty of the landscapes, the purity of the air, waters, mountainous areas, the traditions and popular customs preserved to this day of ours, of the specifics of gastronomy and last but not least of the well-known hospitality of the locals. Many locals from the tourist areas of Argeş have understood to capitalize on the existing resources in this area and to contribute to the development of the accommodation infrastructure by transforming their own homes into tourist boarding houses or by building new boarding houses, the true potential of this area is not exploited to the highest degree level. Most of the time, the main problems are related to the quality and standards of the tourist services provided, the involvement of the hosts in agritourist activities, the lack of collaboration between local authorities and boarding house administrators, but of course the infrastructure and sources of financing remain the most acute of the problems reported. and by [9, 15, 22, 23].

In addition to the direct involvement of local, regional and national administrations in activities to encourage agritourism, indirect actions that can significantly support its development, especially in mountainous and peripheral areas, are also very important. Ensuring transport infrastructure and investments in this direction are fundamental for the development of agritourism activities, especially in areas with strong rural characteristics [11, 13, 34].

In this sense, local or regional authorities can start work to restore the transport infrastructure where appropriate, either from their own funds, or by accessing and

implementing European funds. Since the inventory of the natural and anthropogenic objectives put in the service of tourism is and will be involved, for sure, in the outline of the basic motivations, in the organization of recreation activities, restoration of health or in the socio-economic rise of the area [12].

I considered that and we must carry out such an inventory at the level of the studied area and also study a series of technical-economic indicators, based on which to characterize the tourist activity from the studied boarding house. The multitude and variety of these objectives are, without a doubt, the guarantee of an upward evolution of rural tourism in the respective area, a fact that we want to demonstrate through their complex and realistic approach, within this topic of real relevance and importance for the studied area.

MATERIALS AND METHODS

The research method was the classical method, in which the research team at the beginning focused on observing the agritourist phenomenon in the area, after which it went on to describe the main more important aspects regarding this activity, later a pertinent and clear analysis of all aspects related to of agritourism in the area, and finally the results obtained were interpreted and the conclusions and recommendations resulting from this study were stated [8, 24].

The observation consisted of more detailed information on the spot and based on specialized literature about the main aspects related to the agritourist potential of the area and about its level of development, up to this moment.

The description included the treatment with maximum attention of all natural and human resources existing in the studied area and the presentation of their importance in the motivation of attracting tourists. It should be known that the natural and anthropogenic factors in the researched area are an important resource for attracting tourists and a strong motivation to visit the place.

The data used in the analysis carried out were collected from the field but also from the National Institute of Statistics (INS) and were

processed according to the rules imposed on such research, in the field of tourism. In this characterization that focused on the tourist activity at the boarding house under study, specific indicators were evaluated such as: accommodation capacity, number of tourists and overnight stays in the guesthouse, tourist traffic, tourist demand, average length of stay and degree of occupancy [9, 25].

Following the study carried out and based on the analysis of all aspects, a series of conclusions could be drawn, which show the current stage of development of the agritourism activity in the area and which are positive or negative aspects that led to the improvement of the management of the tourism activity in the boarding house under study.

RESULTS AND DISCUSSIONS

The study carried out by us concerned the Eden Boarding house, located in Cicănești commune, Bărăști village, Săliște point, at a distance of 16 km North-West from Curtea de Argeș, an old Romanian city, the capital of the Romanian Country during the time of Vlaicu Voda, in a picturesque area of hills. It focused in the first stage on the study of accessibility in the area and the natural environment, as factors of attraction of tourists in the area and as a valuable tourist resource [6,14, 27].

Study on the position and accessibility and inventory of natural tourist resources

The town where the boarding house is located is approximately 6 km from the DN 7C national road that connects Pitesti, through Curtea de Argeș, to Sibiu, crossing the Făgăraș Mountains. Accessibility and general infrastructure in the area is ensured by 3 main roads: the first is the one that comes through Brașov and Bran to Câmpulung and from here to Curtea de Argeș, or to Târgoviște and further to Bucharest and reaches the Danube line, at Giurgiu. The second road starts from Transylvania through Sibiu, then the Oltului Valley, Sălătruc, Curtea de Argeș. The third starts from Curtea de Argeș towards Pitesti and Bucharest, meeting at the crossing bridge to the Argeș river with the road that comes from Câmpulung to Pitești. These three ways

ensuring good accessibility in the area and a good general infrastructure, but which must be modernized as soon as possible, so as to respond as well as possible to the new accessibility requirements of tourists [6, 14, 27].

As for the natural setting, the area has a proportionally distributed relief, descending in steps from north to south, including all the Carpathian-Trans-Danubian units, from the altitude of over 2,500 m, up to 160 m. The lands predominate hilly, which occupied 55% of the county's surface, the mountains 25% and the plains 20%. The geographical position of the locality and the county on the territory of our country is an exceptional one, because the area is located where the mountain and the hill, the forest and the plain harmoniously combine and with a particularly valuable historical and cultural load.

The climate follows the gradual arrangement of the relief, which plays a main role in shaping the types of climate. Another important factor is the southern orientation of the entire relief, and the mountains, which are in the northern part, play the role of a barrier in the way of influences related to atmospheric circulation from the north. Under these conditions, the following types of climate appear in Argeș County: - mountain climate in the North, hill climate in the middle, - plain climate in the South. In general terms, the climate of the area is temperate-continental with average annual temperatures that show altitudinal differences between -2°C on the high ridges of the Făgăraș mountains, in the plains the average annual temperature reaches 10.5°C, and atmospheric precipitation drops to 600 mm. Winters are generally long, recording about 170 winter days per year, without frost. An interesting element is the average duration of the snow cover, 150-200 days in the upper part of the mountains, 80-120 in the Rucăr depression, 60-80 in the hill area and less than 50 days in the plains [6,14, 27].

The natural vegetation also has a stratified distribution depending on the relief units. In the plain area, clumps of sky forests and gârnița forests, sometimes also of pedunculated oak, alternate with stylized

meadows and agricultural lands. In the hilly, plateau and low mountain regions, respectively between 300 and 1,300 m altitude, there is a layer of deciduous forests, consisting of hornbeam, hornbeam mixed with beech, and at altitude. between 1,300 and 1,800 m the fir and spruce forests extend. The subalpine and alpine floors, at over 1,800 m altitude, are made up of bushes (juniper, juniper) that alternate with alpine meadows that form an important fodder base for seasonal grazing [6, 14, 21, 27]. The natural vegetation began to be replaced by the cultivated one, in several areas of the studied area, vegetation that must be amended and fertilized responsibly, so that it is integrated within the normal limits of sustainability, an aspect also reported by [10, 16] so that it can also be used as a factor to attract tourists to the area.

The fauna consists of mammals of hunting interest including: deer, wild boars, bears, deer, wolves, foxes, lynxes, squirrels, martens, wild cats, ferrets, woodpeckers, quails, partridges. The most valuable element is the black goat with a high frequency on the ridges of the Făgăraș Mountains. The avifauna includes the mountain grouse, the grebe, the bald eagle, the stone eagle, the finch. In the plain area, rodents are common: mice, rabbits, raccoons, lizards, voles. The waters are populated by trout, barbel, carp, crucian carp. A particularly interesting endemic species is *Romanichtys Valsanicola*, found only in a small portion of the Argeș and Vâlsan Rivers. Pond birds appear in large numbers on reservoirs, such as wild duck, gray goose, stork [6, 14, 27, 32].

Study on the inventory and analysis of anthropic tourism resources

Among the most important cultural-historical values, we mention **Poienari Citadel**, which is located in Arefu commune, Căpățânenii Pamânteni village, on the top of Cetățuia Mountain, rises in the rock, at an altitude of 850 meters. Also known as the Citadel of Vlad Țepeș or the Citadel of Negru Voda, the Poienari Citadel is a delightful medieval fortress, located on top of the mountain, 25 kilometres from Curtea de Argeș. The fortress has an elongated shape, strong walls (with a

thickness of 2-3 meters) and has 5 towers, 4 round and one prismatic. The Poienari Fortress can be reached by climbing a staircase with 1,480 steps, which wind through a dense beech forest. From the height of the fortress, you can admire the beautiful views of the Argeș valley, the Vidraru Dam and the Făgăraș Mountains [6,14, 27, 32].

The Heroes' Mausoleum from the Valea Mare-Pravat commune, Argeș county, also known as the Mateiaș Mausoleum, is a monument dedicated to the heroes of the War of National Integration between the years 1916-1918, being included in the "List of historical monuments". **Castrul Roman Jidova** is positioned at the entrance to the town of Câmpulung Muscel, on DN 73, it was built by the Romans, between the years 190-211, from stone and burnt brick. It is the most important and best-preserved military construction of this kind on the Limesul Transalutanus route, being at the same time the only one built of stone in Roman Dacia [6, 14, 27, 32].

The vineyard estate from Valea Mare - Ștefănești, among the vineyards owned by Constantin Brâncoveanu in the Pitesti Hill, are also those from Valea Mare. The ruler used to spend the harvest of the vines here, on his way from the royal court in Târgoviște to the one in Bucharest, on the road to Potlogilor and Mogoșoaie. The mansion remained for a while in the property of the Brâncoveanu family, being administered starting from the 19th century, by the Brâncovenescu Estate. Today, only the walls on the ground floor are preserved from the manor, without floor and roof, the "Vineyard Arbor" or "Vine Manor from Valea Mare", represents a unique objective of the Brancovene era [6,14, 27, 32].

The Oath Cross from Câmpulung, is found in the central area of Câmpulung municipality, near the Heroes' Monument, in the wall of the N. Ionescu - Berechet house. On this is dug one of the longest stone inscriptions inscribed on a monument, as far as is known up to now, in the former area of the Romanian Country. Its name comes from the fact that each newly elected leader of the city had to swear, together with the 12 elected representatives of the community, in front of

this cross, that he would fight for the defence of the rights of the countryside [6,14, 27, 32].

The huge wooden spoon from Mioveni is a record holder in the famous Guinness Book of Records, it measures 17.79 m long and 1.50 m at the widest point (the length of the cradle with arms) and was made in 14 days by the folk craftsman Ion Rodos and his son, Gheorghe Rodos, being a true work of art, decorated with traditional folk motifs and the logo of the town of Mioveni. Also, near the boarding house under study there are several memorial houses such as: **"Dinu Lipatti" Memorial House** from Ciolcești, in the commune of Leordeni in Argeș, is a superb villa built in neo-Romanian style by Dinu Lipatti's father, the violinist Constantin Lipatti, between the years 1938-1942. The building is registered in the List of Historical Monuments [6, 14, 27, 32].

The "George Topîrceanu" Memorial House is located in Nămăești village, Valea Mare Pravăț commune, and is a peasant house, with a wide porch on the first floor, covered with screen and built at the beginning of the century, in 1900, where the poet George Topîrceanu and -spent 8 years of his life. The house entered the heritage of the Câmpulung Municipal Museum through the family's donation in 1958, being later declared a historical monument of national interest.

The "Vladimir Streinu" Memorial House in Teiu" is a memorial museum established in the house that belonged to the Vladimir Streinu family between 1902 - 1972. The house where the writer Vladimir Streinu grew up was built by Șerban and Leanca Iordache in 1902 and is in the center of Teiu village. On May 28, 1972, the "Vladimir Streinu" Memorial House was inaugurated. The building was restored before it was organized as a museum.

Inside, objects that belonged to the writer's family, paintings, folk costumes are exhibited specific to the area. In addition to these particularly important sights from a tourist point of view, a number of very well-known museums and monasteries can be visited in the area, which we mention without further insisting on their presentation: Argeș County Museum, Câmpulung Municipal Museum,

National Museum Brătianu, the Golești Museum, the Negru Voda Monastery, the Cotmeana Monastery, the Aninoasa Monastery, the "Ascension of God" Church, the Healing Springs Church [6,14, 27, 32, 33]. We also want to present in more detail a series of tourist attractions specific to the area and locality under study, which by their special character give a touch of originality and authenticity to the tourist offer in this area. Among these we mention: **The choreographic folklore from the lands** of Argeș and Muscel that has won its rightful fame, being extremely alive and diversified from one locality to another, the repertoire of some villages counting dozens of games. The gag is considered one of the fastest and most spectacular dances in the world. The Calușaresti movements are real choreographic jewels that we don't find in other popular dances, and the difficulty of this game comes from the fact that everything is executed with speed, precision and a lot of force, especially in this area. Over time, at festivals in the country and abroad, the Argeș puppeteers have impressed, demonstrating virtuosity and an exceptional technique in their performances, being considered a true pearl of national folklore.

The Argeș and Muscel celebrations are a series of cultural-artistic events organized by the Argeș County Council. The events usually take place in August, in the main towns of the county. They include concerts, parades of popular costumes, fairs, contests and exhibitions [6, 14, 27].

Daffodil Festival nature reserve Poiana cu narcise Negrași is located in the meadow of the river Dâmbovnic and is the southernmost daffodil meadow in Romania. On an area of 4.1 ha, every end of April and beginning of May, the flowers of the species *Narcissus stellaris* bloom delighting us with their tenderness and delicate beauty, they generally populate the humid depression places, their flowering and maintenance throughout the duration of May being also favoured by the southern position of Negrași [6,14, 27].

The Tulip Symphony is the most important traditional manifestation of the Pitești municipality. It is held annually in Pitești, in

April, the first edition taking place in 1978. It is an impressive dendro-floricultural exhibition, where you can admire the floral arrangements and buy plants, seeds, bulbs, garden tools.

The brandy festival in Cosești commune, in September, local brandy producers meet and face each other in the competition for the best drink. Alongside them, popular craftsmen from all over the county sell their ceramic and wood products. **The slaughter of the sheep**, in September, at Rucăr, where you can serve a shepherd's bulz, cheese from the bellows and pastrami, this also marking a millennial tradition in the villages of the area. The festival with Romanian specificity, **The Seal of Rome in Argeș**, organized by the Argeș County Council and the County Museum at the Jidova Roman Fort, near Câmpulung Muscel, being a historical reenactment festival, where war enthusiasts in Geto-Dacian costumes face the Roman legionnaires. There is no lack of medieval music. The event is part of a project to promote the tourist potential, called "Câmpulung Jidova Castle - a symbol of Rome on the border between the empire and the barbarian world" [6, 14, 27, 32].

The study focused mainly on the unique and authentic tourist attractions in the analyzed region, because they are the most important in making a more attractive offer for the town of Cicănești. "The authenticity and uniqueness of places and tourist attractions, as stated by Stanley Plog, quoted by us in 2017, is one of the most important criteria in evaluating the quality of a future tourist destination".

Study on the analysis of the main indicators that characterize the tourist activity in the area and from the studied boarding house

As is known, more than half of the existing communes in Argeș county have tourist potential, presenting a significant degree of tourist attractiveness, making the development of rural tourism and agritourism appropriate. The natural and anthropic tourist potential of the area was inventoried in the previously presented study, proving that it is rich and varied, after which the values of the calculated statistical indicators were analyzed, based on which a well-documented characterization of the tourist activity was carried out and the

management practiced at the boarding house under study.

From the study carried out on the ground, we identified that the Eden guesthouse has 16 accommodation places (Nlf), which fall into the 3-star classification category, according to the minimum classification criteria of tourist structures in Romania. Later, in figure 1, two indicators that are in a close and directly proportional interdependence were analyzed: the number of tourists arriving, the number of overnight stays.

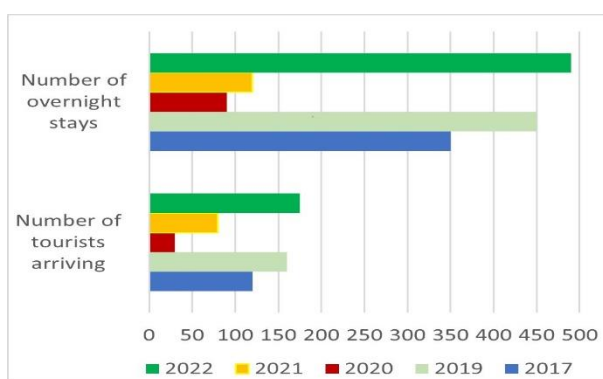


Fig.1. Number of tourists arriving and number of overnight stays of boarding house, in period 2018-2022
Source: processing own data and from NIS [25].

The values entered in this figure show us that the values of the two indicators represented varied a lot in the period 2018-2022, being directly influenced by the evolution of the Covid-19 disease. The year 2020 was a difficult one for tourist activity at the national and even international level, because the restrictions for tourists were maximum, for this it can be seen from the same figure that the number of tourist arrivals and overnight stays was the lowest.

A favorable aspect reported from this point of view is the fact that, after the relaxation, initially easier in 2021, the number of tourists arriving, almost tripled, compared to the previous year. It was also found that in the normal year from the point of view of tourist traffic 2022, this indicator exceeded by more than 10%, the year 2019, this fact is mainly due to the flexibility of the tourist offer from the boarding house, which adapted very quickly to the new conditions appeared after this extremely harmful phenomenon, on the tourist activity in general.

From the same figure, it can be seen that the number of overnight stays also underwent the same variation during the analysed period, because these two indicators are in a close interdependence and conditionality. Thus, the lowest number of overnight stays was also achieved in 2020, increasing more than 4 times in the normal year 2022, reaching the maximum value of 490.

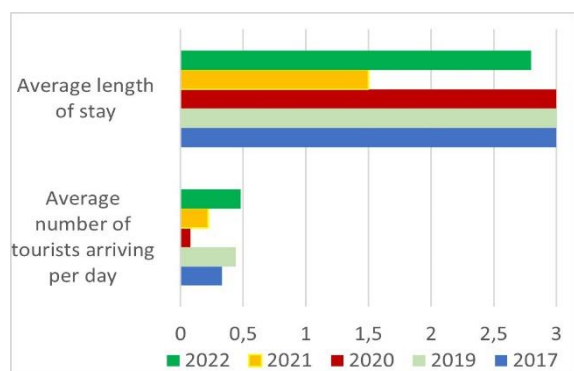


Fig. 2. Average number of tourists arriving per day and Average length of stay, of boarding house, in period 2018-2022

Source: processing own data and from NIS [25].

From Figure 2, it can be seen that the number of tourists is the lowest 0.08, in the year 2020, increasing with the return to normal of everyday life and the removal of all restrictions imposed on both tourists and tourist reception structures, in the year 2022, reaching the highest value of 0.48. With regard to the average length of stay, it was found that it did not very much, registering a value of around 3, a value reduced by half, of 1.5, was recorded in the year 2021, when with all the efforts made by the manager of the guesthouse and by its staff, tourists preferred to stay for a shorter period of time at it.

The values entered in table 1, regarding the number of tourists arriving at the researched guesthouse, show that a comparable number arrived at it with the data recorded at the national level, which proves that the staff employed, including the owner, performed during this difficult period a quality management, based on their total involvement in attracting tourists through the tourist offer fully adapted to the specific conditions of the pandemic.

Table 1. Number of tourist days staying at the boarding house in the period 2018-2022

| Year | Number the tourists | Number of overnight stays | Total number days - tourists (t) |
|------|---------------------|---------------------------|----------------------------------|
| 2018 | 120 | 380 | 45,600 |
| 2019 | 160 | 450 | 72,000 |
| 2020 | 30 | 90 | 2,700 |
| 2021 | 80 | 120 | 9,600 |
| 2022 | 175 | 490 | 85,750 |

Source: processing own data and from NIS [25].

The values of this indicator are good in the years when optimal conditions were met, but the highest value was reached in the year 2022, with the removal of all restrictive conditions and the return of customer appetite for tourism and recreation.

Table 2. Tourist demand at rural tourist boarding houses from the locality during, 2018-2022

| Specification | Number of tourists arriving at boarding houses | | | | |
|----------------------------------|--|------|------|------|------|
| | 2018 | 2019 | 2020 | 2021 | 2022 |
| Tourist boarding house 3 daisies | 130 | 180 | 50 | 120 | 203 |
| Tourist boarding house 2 daisies | 120 | 160 | 30 | 80 | 175 |

Source: processing own data and from NIS [25].

The tourist demand is presented in Table 2, it was analyzed by comparing the values from two pensions in the town of Cicănești - Argeș, one of three daisies, which shows that it has a higher quality standard, if we only look at the classification category and the boarding house studied by only two daisies. The results show that a larger number of tourists arrived at the guesthouse classified as 3 daisies, but analyzing the accounting data it is observed that the economic performance is higher at our guesthouse, as the management was perfectly adapted to the quality/price ratio, without to discount the quality of the services offered.

Regarding the accommodation capacity in operation, it varied very little because the number of days of operation was approximately at the same level, except for 2020, when it was the most reduced by only 4,480 place-days. This fact was primarily due to the greater number of days in which sanitation and isolation activities were carried out, during which accommodation activity

was completely interrupted. The measure was absolutely necessary because tourists had to benefit from the best conditions and maximum safety from a hygienic-sanitary point of view (Table 3).

Table 3. Accommodation capacity in operation (places-days) of the boarding house, in the period 2018-2022

| Year | Number of days operation (Nzf) | Accommodation capacity in function C.C.F.L. |
|------|--------------------------------|---|
| 2018 | 320 | 5,120 |
| 2019 | 330 | 5,280 |
| 2020 | 280 | 4,480 |
| 2021 | 300 | 4,800 |
| 2022 | 325 | 5,200 |

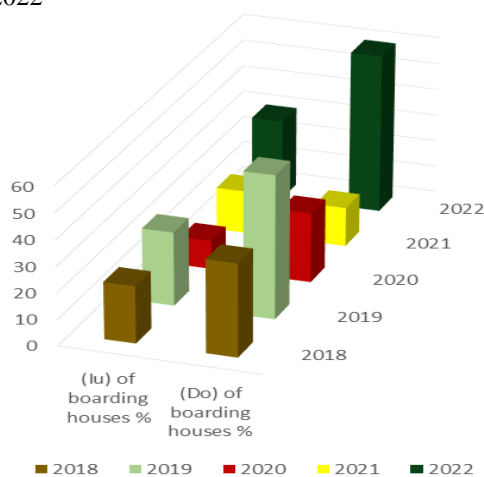
Source: processing own data and from NIS [25].

In the complete analysis of the tourist activity in terms of the application of the principles of total quality, the two indicators aimed at the degree of occupancy (Go) and the utilization index of the accommodation capacity in operation (Iu) (figure 3) must also be taken into account, which reflect directly the level of ensuring the best conditions for spending free time and meeting the requirements of guesthouse customers. The level of their values is higher compared to those at the national level, a fact primarily due to the very good accommodation and leisure services offered by Boarding house Eden. The highest values of these indicators were recorded in the normal years in terms of tourist activity, the years 2019 and 2022. A significant increase is observed in the year 2022, when it is found that the concern for improving the quality of the offer and total management in the boarding house is maximum, an aspect also due to the period of the pandemic years, when boarding house owners and managers were caught totally unprepared by its impact on the tourism activity both locally, nationally and even internationally.

Based on studies previously carried out by Stanley Plog, cited by Călina et al. (2017) [7], it was demonstrated that "attracting tourists to the guesthouse is directly influenced by the perception that you have more to do in the area", a phenomenon that will inevitably lead to the improvement of the values of all the indicators analyzed in this scientific work.. Thus, it can be seen from the boarding house

website that it is located in a picturesque area, surrounded by coniferous and deciduous forests, ideal for hiking and walking, with very clean air and free from any source of pollution. The boarding house also has a dining room. kitchen available to customers, outdoor dining area. generous barbecue with gazebo and parking within the boarding house.

Fig. 3. Average of the utilization index (Iu) and the degree of occupation (Go) of boarding house, 2018-2022



Source: processing own data and from NIS [25].

At the same time, in addition to the natural and historical-cultural environment that the area enjoys, the boarding house has several recreational spaces such as: those for table games (table tennis, billiards), archery and air gun range, spaces for sports activities: fitness, strength room, areas for walking with the cart or bicycles, room for modern and popular dances and last but not least the newest, a football pitch with natural grass. In addition to these facilities within the boarding house, it also offers tourists tours and activities organized by local guides and entrepreneurs, shows organized by local artists and information on ecosystems, heritage and local culture, as well as etiquette instructions.

CONCLUSIONS

From the study regarding accessibility in the area and at the boarding house, it is found that it is very easy, because the area has several road access routes, being in the proximity of several national roads that connect several

historical provinces of Romania. The three most important roads provide accessibility in the area and a good general infrastructure, but they need to be remodelled and modernized as soon as possible, so that they respond as well as possible to the new accessibility requirements of tourists. The natural setting has very rich and attractive tourist resources, the relief, vegetation, flora, fauna and waters of the area contributing a lot to attracting tourists to the boarding house under study.

A significantly important role in attracting tourists is also the anthropic tourism resources which are very rich and representative, the area being dotted with a multitude of monuments and memorial houses, churches and monasteries of unique beauty and value, Roman castles and fortresses of a value monumental history. In order to make the aspects related to the cultural-historical framework more specific, I insisted more on a series of crafts, customs and village rituals with an original and unique character, practiced and found in the area and the Cicănești commune, through which the boarding house under study could provide tourists with an original, unique offer that differentiates it clearly from other tourist offers.

From the calculation and analysis of the tourist indicators with the help of which the tourist activity in Cicănești and implicitly from the boarding house is characterized, it emerged that the management practiced is modern, high-quality and very flexible, because it adapted very quickly to the restrictive conditions imposed by the pandemic, after which immediately after that it folded back significantly, managing to contribute to the improvement of all the most important indicators studied in 2022.

The conclusion that the management practiced is one of quality and fully adapted to the modern requirements of rural tourism and agritourism, is also substantiated by the fact that the value of the indicators regarding tourist circulation, the tourist offer and the degree of occupancy of the boarding house, is superior to the values of the average indicators of the same type, from the national level, from the period under study.

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