

## SUSTAINABLE DEVELOPMENT OF RURAL AREAS: STRATEGIC MANAGEMENT APPROACHES FOR THE MUNICIPALITY OF SNAGOV, ILFOV COUNTY, ROMANIA

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### Abstract

*This article examines the potential of Snagov commune, situated in Ilfov county, from the perspective of implementing a sustainable development strategy tailored to the local and regional specificities. In the first part, the geographical, historical, and socio-economic context of the area is analyzed, as well as the natural and cultural heritage that constitutes an important competitive advantage in the development process. Subsequently, the paper addresses the principles of sustainable development applicable in rural areas, identifying the specific challenges of their implementation in Romania, with an emphasis on structural, institutional, and economic issues. Through an integrated approach, clear strategic objectives, concrete measures, and actions are proposed, structured in a phased operational plan, with performance indicators and monitoring mechanisms. The study emphasizes the importance of involving the local community, inter-institutional partnerships, and accessing European funds in the process of sustainable transformation of Snagov commune. The conclusions highlight the economic, social, and environmental benefits of the strategy, while also providing practical recommendations for local authorities to ensure the sustainability and continuity of the development process.*

**Key words:** sustainable development; rural community; territorial strategies; heritage; sustainable tourism

## INTRODUCTION

Snagov commune is located in the northern part of Ilfov County and forms part of the Romanian Plain. The area is defined by the presence of Lake Snagov, the largest natural body of water in Romania, covering approximately 5.75 km<sup>2</sup>, with a length of about 16 km. On the shores of the lake lies the remnant of the Codrilor Vlăsiei forest, today established as a nature reserve. Snagov is also distinguished for its ecological richness, including avifauna, diverse aquatic and terrestrial vegetation, as well as by its cultural heritage, represented by the medieval Snagov Monastery and the interwar Snagov Palace.

The study aims to evaluate the tourism potential of Snagov commune, in the perspective of sustainable development. The methodology combines several components: a bibliographical review of the specialized literature (tourism, geography, history),

analysis of primary sources (monographs, field studies), as well as dialogue with local stakeholders (authorities, community representatives and economic actors). The emphasis is on applying sustainable development criteria — ensuring a balance between economic, social, and environmental needs — and on identifying strategic directions through which tourism can generate sustainable benefits.

The sustainable development of tourism in Snagov is crucial for the conservation of natural resources (including the lake and the forest) and cultural values (Snagov Monastery, Snagov Palace), while simultaneously stimulating the local economy and strengthening community cohesion. By promoting ecotourism, agrotourism, and cultural tourism practices, integrated with modern infrastructure and high-quality services, the area holds the potential to become a regional model of sustainable tourism [10].

The commune of Snagov has a long history, with archaeological traces attesting human presence since the Bronze Age. Discoveries made in the area of Snagov Lake and the surrounding forest indicate the existence of stable settlements in the Dacian and Roman periods, thereby granting the region considerable archaeological value [2].

During the Middle Ages, the town of Snagov gained spiritual and strategic importance with the founding of the Snagov Monastery, located on an island in the middle of the lake. Most likely founded in the 14th century, it was rebuilt and expanded in the 15th century under the reign of Vlad the Impaler. According to tradition, he was also buried here, although the existence of his tomb on the island remains a matter of dispute among historians [8], [5].

Snagov was, in the Middle Ages, both a religious center and a place of refuge and defense, benefiting from its isolated yet accessible position relative to the capital. During the Phanariot era and until the 19th century, the domain of Snagov Monastery was under the administration of the Orthodox Church, undergoing a gradual economic and cultural decline. It was only during the interwar period that the area experienced a revitalization, becoming a favored recreation spot for Bucharest's political and cultural elites [1].

During the communist period, Snagov was transformed into an exclusive space, reserved for the communist nomenclature. The Snagov Palace, originally built as a royal residence, was nationalized and adapted for the needs of the state leadership. During this period, public access to the area's natural and cultural resources was severely limited. After 1989, the Snagov commune went through a slow process of reopening to public tourism and valorizing its heritage, but many restoration and promotion initiatives remained partially implemented [18].

Snagov commune has a cultural and natural heritage of exceptional value, which provides the region with distinct tourism potential and real prospects for integration into a sustainable development model. Natural resources are concentrated around Snagov Lake and Snagov Forest, both classified as protected areas under

national and international legislation. The lake, of tectonic origin, is considered the longest natural lake in Romania, with a remarkable biodiversity: over 20 species of fish, rare waterfowl, and specific lacustrine vegetation. Snagov Forest, a relic of the Codrilor Vlăsiei forest, constitutes a forest ecosystem with a major ecological role in regulating the area's microclimate and preserving local biodiversity [3] [13].

The elements of intangible heritage — local legends, traditions related to holidays and fishing, stories about Wallachian rulers — are still insufficiently documented, yet they can form a solid basis for cultural and educational tourism projects [16].

## MATERIALS AND METHODS

The concept of sustainable development emerged as a response to the negative effects of accelerated industrialization and uncontrolled urbanization on the environment, natural resources, and quality of life. Its classic definition, provided in the Brundtland Report (1987), emphasizes that sustainable development is "that form of development that meets the needs of the present without compromising the ability of future generations to meet their own." In rural areas, this approach takes on special importance, as villages and communes are often highly dependent on local natural resources — soil, water, forests, biodiversity — as well as on traditional community values [9].

In Romania, the rural environment is characterized by a double polarization: on the one hand, by the considerable natural and human potential; on the other hand, by systemic problems such as poor infrastructure, an aging population, and limited access to quality public services. In this context, sustainable development provides an essential strategic framework for the revitalization of the Romanian village, without altering its specific identity. Sustainable solutions require multi-sectoral interventions: organic agriculture, biodiversity protection, responsible tourism promotion, waste management, and environmental education [12].

A fundamental principle of sustainable development is the integration of economic, social, and ecological dimensions into a coherent framework of action. In rural areas, this translates into investments that generate local jobs (without exceeding the carrying capacity of ecosystems), by conserving and valorizing natural resources responsibly, and through community involvement in decision-making processes. This fosters the emergence of “circular local economies”, where economic benefits return to the community and natural capital is safeguarded for future generations [4].

Rural tourism and ecotourism can be clear examples of the application of sustainability principles. When developed with respect for the environment and with the active participation of local people, these forms of tourism contribute to the diversification of the rural economy, the preservation of traditions, and the education of visitors in the spirit of respect for nature and culture. Areas such as the Danube Delta, Maramureş, or Transylvania have demonstrated that a sustainable approach can transform seemingly marginal municipalities into examples of international success [6], [7].

On the other hand, sustainable development should not be confused with stagnation or the absolute conservation of the rural landscape. Change is inevitable, yet it must be managed through participatory strategic planning, in which local stakeholders – authorities, entrepreneurs, NGOs, and citizens – are equal partners in decision-making. In this regard, instruments such as local development strategies, LEADER programmes, and European structural funds can contribute decisively to the transition towards a green and inclusive rural economy [14]. Education and vocational training play a central role in this process. A sustainable rural community is one in which people are well-informed, capable of making sound decisions, and willing to actively participate in social and economic life. Promoting education for sustainable development in schools, alongside training programmes for farmers, entrepreneurs, or civil servants, can foster a local culture of

responsibility for the environment and heritage [17], [11].

Sustainable development is not a “luxury” for Romanian villages, but a strategic necessity. Without a coherent approach that intelligently leverages local resources, protects the environment, and supports social inclusion, the rural environment risks turning into an area of depopulation and degradation. Therefore, Snagov commune and other localities with high tourism and ecological potential should explicitly adopt the principles of sustainable development, not merely as a public policy direction, but as a foundation for the community’s future.

## RESULTS AND DISCUSSIONS

Implementing sustainable development in rural areas in Romania is a complex challenge, influenced by economic, social, political, and cultural factors. Although the theoretical framework of sustainability is well-defined and supported by strategic documents at the national and European levels, its concrete implementation at the local level faces numerous obstacles, often undermining the outcomes of local initiatives.

One of the most common obstacles is institutional fragmentation and the lack of coherence between development policies at local, regional, and national levels. Many municipalities in Romania, especially small ones, lack the human and technical resources needed to design and implement integrated sustainable strategies. In the absence of teams of specialists in territorial planning, rural development, or project management, local administrations are often limited to momentary reactions driven by available funding, rather than a long-term vision [9], [14].

Another major impediment is the low level of education and awareness of the rural population regarding the principles of sustainable development. Although many communities are directly affected by environmental degradation, climate risks or the loss of local heritage, these issues are rarely perceived as urgent priorities. The culture of participation is weakly developed, and decision-making often remains centralized,

with little genuine public consultation. In addition, the phenomenon of migration – both abroad and to urban centers – has led to an accelerated depopulation of villages, which reduces the capacity of communities to initiate and support sustainable projects [17].

On the economic front, excessive dependence on subsistence agriculture and traditional income sources limits opportunities to sustainably diversify the rural economy. The lack of infrastructure (roads, sewage, digital access), combined with the low absorption of European funds, hindered by bureaucracy and a lack of administrative skills, perpetuates underdevelopment. Even in areas with high tourism potential, such as Snagov, initiatives for sustainable resource development are often fragmented, uncoordinated, and insufficiently embedded in regional strategic plans [4].

The absence of local models of good practice, adapted to the specifics of each region, is also a significant obstacle. Sustainable development strategies are often mechanically copied from other contexts, without adequately considering local identity, geographical particularities, or the real needs of the community. This results in short-term projects that fail to produce structural and lasting changes in either the economy or community life [7].

The impact of climate change, which disproportionately affects rural areas, cannot be ignored either. Prolonged droughts, extreme weather events, and biodiversity loss threaten the regeneration capacity of local resources, exacerbate economic instability, and generate new vulnerabilities. In the absence of monitoring and prevention systems, along with adapted public policies, the rural environment risks becoming even more exposed to these threats [12].

Snagov commune, located in northern Ilfov County, holds a privileged position from a natural, cultural, and geographical perspectives. The presence of Lake Snagov, the namesake forest, and historical sites of national importance provide a favorable framework for implementing a sustainable development strategy. Despite this potential, the development of the region has been uneven to date, with fragmented initiatives that often

lack strategic coherence. Applying sustainable development principles in this commune could mark a turning point, yielding significant benefits for the community and the environment.

A first step towards sustainability would be to establish a local participatory planning framework, through which community stakeholders – local administration, residents, investors, NGOs, and educational institutions – would collaborate to define a common vision of development. Such a process would contribute to setting clear priorities, aligned with the real needs of local residents and environmental protection requirements. By actively involving citizens in decision-making, a sense of collective emerges, essential for the success of any sustainable project. In terms of natural resources, it is crucial to implement measures to protect Lake Snagov and its forest, through strict regulations on access and construction as well as agreeing, reforestation, and environmental education initiatives. Tourism, an important economic resource for Snagov, should be developed through ecotourism and cultural tourism, which would promote responsible visiting of natural and historical sites. This involves the creation of thematic routes, tourist information centres, educational panels, and sustainable facilities, such as cycle paths or birdwatching points.

On the economic front, sustainable development can be advanced by encouraging small local enterprises, especially in areas such as organic farming, traditional crafts, local gastronomy, and rural tourism. Supporting local entrepreneurship through tax incentives, training programmes, and access to microfinance can contribute to diversifying the commune's economy and reducing dependence on external resources or speculative investments. At the same time, stable jobs can be created for local youth, thereby helping to curb migration.

The development of infrastructure must be carried out with respect for the natural specificities of the commune. It is necessary to modernize roads, water supply networks, sewage systems, and public lighting, as well as to digitalize public services, all in line with energy efficiency standards and environmental

protection requirements. At the same time, access to education and healthcare must be improved through investments in modern schools, extracurricular programs, and basic medical services in close proximity to households. Another essential aspect is the valorization of the local cultural heritage, through the restoration and integration into the tourist circuit the historical landmarks such as the Snagov Monastery or the Snagov Palace. Likewise, the promotion of local traditions, legends, stories about the Wallachian rulers, or traditional gastronomy can contribute to shaping an attractive local identity, with both educational and touristic potential [15].

The concrete implementation of sustainable development principles in Snagov commune must begin with an in-depth analysis of the local realities and be supported by an active partnership between administration and community. By coherently integrating ecological, economic, and social dimensions, Snagov can become a model of balanced development, where heritage preservation is harmoniously intertwined with economic progress and quality of life.

### **Sustainable Development Strategy for the Municipality of Snagov -Vision**

The municipality of Snagov aspires to become a model of balance between economic development, environmental protection, and social cohesion, by intelligently leveraging its natural and cultural heritage. This strategy proposes an integrated approach to development, in which local resources are used responsibly and the inhabitants are active actors of sustainable transformation.

#### **→ Objective 1: Protect and sustainably utilize natural resources**

*Measure: Conservation of lake and forest ecosystems*

Lake Snagov and its surrounding forest are essential elements of the local identity and represent a vital environmental resource for the entire region. Their conservation must become a strategic priority, given the increasing pressures exerted by urbanization, uncontrolled tourism, and pollution. The implementation of an Integrated Ecological Management Plan for these two natural areas would ensure continuous water quality

monitoring, biodiversity conservation, control of invasive species, and the establishment of restricted access areas for strict protection. Urban planning regulations should also be revised to prohibit construction expansion along the lake shores.

*Action: Development of ecotourism and educational trails*

To utilize the area sustainably, thematic trails can be developed in the forest and along the lake, equipped with informational panels on flora, fauna, and the importance of ecosystem protection. Such trails can include bird observatories, rest areas constructed from natural materials, and lookout points. A practical example could be a "Snagov Biodiversity Trail", designed especially for students and visitors interested in ecotourism. These facilities should be built with minimal impact on the environment and maintained by local volunteers or staff, in collaboration with environmental NGOs.

#### **→ Objective 2: Develop a sustainable and resilient local economy**

*Measure: Support local entrepreneurship in ecological sectors*

Snagov commune has the potential to develop a local economy grounded in renewable resources, traditional crafts, and ecological agriculture. By establishing a Local Center for Green Economy, the town hall could provide consulting, professional training, and administrative support for entrepreneurial initiatives in fields such as beekeeping, ecological horticulture, wood processing, or local food production. A grant program for sustainable start-ups would stimulate youth initiatives while contributing to maintaining the active population in the commune.

*Action: Organize local fairs and promotion platforms*

To support these activities, it is essential to establish distribution and promotion channels. The regular organization of a local producers' fair in the center of the commune would allow small entrepreneurs to sell their products directly to consumers, while advancing the concept of a circular local economy. In parallel, an official digital platform of the commune could feature sections dedicated to tourism, local products, accommodation, and

cultural events. Thus, the visibility of the Snagov commune would be enhanced, attracting visitors and responsible investors.

#### → Objective 3: Modernize infrastructure in accordance with the principles of sustainability

*Measure: Ensure sustainable basic infrastructure*

Access to quality public services is a fundamental condition for increasing the quality of life. The rehabilitation and expansion of water, sewage, and street lighting networks must be implemented using modern, energy-efficient technologies. For example, the use of LED street lighting powered by solar panels can significantly reduce public expenses and environmental impact. Similarly, modern treatment plants can prevent water pollution while protecting Lake Snagov.

*Action: Sustainable mobility and ecological transport*

Local transport should be restructured to reduce dependence on the personal car. The development of bicycle paths between the villages of the commune, as well as towards tourist areas, would encourage non-polluting forms of mobility. At the same time, charging stations for electric cars can be installed near tourist attractions and public institutions. The introduction of a community electric minibus, with daily routes between the village and the Snagov CFR train station or neighboring localities, would improve access to services and reduce emissions.

#### → Objective 4: Valorization of local cultural and identity heritage

*Measure: Conservation and promotion of built and intangible heritage*

The cultural heritage of Snagov commune includes historical monuments, legends, crafts, and traditions that define the local identity. The restoration and valorization of Snagov Monastery, the alleged burial place of Vlad the Impaler, can attract an international audience interested in the medieval history of the Romanian Principalities. At the same time, Snagov Palace could be transformed into a cultural center or museum, contributing to cultural tourism and historical education of visitors.

*Action: Cultural events and local museums*

To revitalize cultural life, annual events such as the “Snagov Days” can be organized, featuring exhibitions, performances, and thematic workshops. These events can also include an educational component, addressed to young people, in collaboration with local. In addition, the establishment of a Museum of Local Identity is also proposed, which will exhibit documents, traditional objects, photographs, and testimonies about daily life in Snagov over the centuries. Such initiatives foster local pride and contribute to the transmission of cultural values to new generations.

#### → Objective 5: Increase social cohesion and improve the quality of life

*Measure: Equitable access to education and social services*

A high level of quality of life requires universal access to education, health, and social services. It is necessary to modernize school buildings, equip them with digital tools and introduce programs on environmental education, heritage preservation, and active citizenship. A Multifunctional Community Center could also provide support to vulnerable groups, social assistance, activities for seniors, and integration programs for young people returning from the diaspora.

*Action: Promote civic participation and volunteering*

For development to be truly sustainable, it is essential that residents are involved in decision-making. Launching a local volunteer program, coordinated by the town hall, would allow citizens to engage in environmental protection activities, event organization, heritage restoration, or social assistance. Both digital and in-person public consultations can also be introduced prior the start of major projects. In this way, a culture of responsibility and solidarity is built within the community.

#### → Objective 6: Promote innovation and digitalization in the community

*Measure: Facilitate access to technology and develop digital skills*

In the current context of the digital economy, access to technology is essential for the social inclusion and economic development of rural communities. For the commune of Snagov, implementing programs that ensure residents'

access to broadband internet and digital devices are a necessity. Organizing digital literacy courses for all age groups will also increase local skills and enable citizens to access online public services, develop digital businesses, and actively participate in community life.

**Action: Creation of a Digital Community Center and organization of workshops**

The town hall has established a Digital Community Center equipped with computers, Wi-Fi access, and educational materials. In this space, introductory workshops on the use of computers, the Internet, e-government platforms, and online commerce will be organized periodically. By collaborating with schools and specialized NGOs, mentoring programs can be organized for young people interested in IT and digital entrepreneurship, thereby stimulating a new generation of local innovators.

**→ Objective 7: Responsible waste management and promotion of the circular economy**

*Measure: Implementation of an integrated waste collection and recycling system*

Proper waste management is a major challenge in rural areas, where recycling infrastructure is frequently insufficient. In Snagov, it is necessary to establish an efficient selective waste collection system, in which citizens are informed and encouraged to properly separate household waste. The implementation of this system will contribute to reducing soil and water pollution, thus protecting the natural environment and community health.

*Action: Educational campaigns and infrastructure for recycling*

To ensure the success of the measure, information campaigns will be carried out in schools and across the entire community, explaining the benefits of recycling and proper collection methods. In parallel, containers for the separate collection of plastic, paper, glass, and organic waste will be placed at strategic locations throughout the commune. Collaboration with companies specialized in recycling will facilitate the transport and recovery of the collected waste. In addition, promoting circular economy practices in local households and businesses (composting

organic waste, reusing materials) will reduce the total amount of waste generated.

**→ Objective 8: Development of sports and recreational tourism**

*Measure: Development of infrastructure for outdoor sports and recreational activities*

The rich natural area of Snagov offers excellent opportunities for the development of sports tourism. The development of water sports facilities (canoeing, kayaking, paddleboarding), hiking and cycling trails, along with sports fields (football, volleyball) will attract active tourists while also providing residents with healthy leisure opportunities.

*Action: Development of a sports complex and promotion of sports events*

The City Hall can invest in the construction of a multifunctional sports complex, equipped with landscaped fields and sports equipment rental facilities. Regular organization of local competitions and themed recreational events (marathons, cycling tours, lake regattas) will enhance Snagov's visibility as a destination for active tourism and contribute to the dynamization of the local economy through tourist and commercial services.

**→ Objective 9: Strengthen regional and European partnerships**

*Measure: Develop collaborations with institutions and communities in the region and across the EU*

In order to capitalize on external experience and resources, Snagov must develop partnerships with public administrations, NGOs, and universities in Ilfov County and the European Union. These partnerships can facilitate access to funded projects, exchanges of best practices and expertise in areas such as sustainable tourism, environmental protection and community development.

*Action: Participation in European and regional projects and creation of a network of partners*

The City Hall will designate a team dedicated to identifying and applying for European (e.g. ERDF funds, LIFE Program) and regional projects, collaborating with partner institutions. In addition, it will organize meetings and conferences with communities facing similar challenges and experiences to exchange know-how. A stable network of

partnerships will strengthen the administrative capacity of the commune and deliver long-term benefits.

#### → Objective 10: Increase the resilience of the community to climate change

*Measure: Implement adaptation measures to climate impact*

Climate change generates heightened risks of floods, drought, and soil degradation, with direct effects on rural communities. For Snagov, it is vital to implement preventive and adaptation measures to protect agricultural land, ecosystems, and infrastructure. Planting protective forest curtains, increasing water retention capacity, and educating the population on the responsible use of natural resources are key components.

*Action: Planting programs and ecological education on climate change*

The City Hall will launch afforestation campaigns in areas affected by erosion and collaborate with farmers to introduce sustainable agricultural practices (crop rotation, use of natural fertilizers). At the same time, information sessions and workshops will be organized for citizens on the impacts of climate change and adaptation measures they can adopt in their households. In this way, the community becomes better prepared to face future challenges.

The operational plan for the implementation of the sustainable development strategy of Snagov commune involves a series of phased actions aimed at promoting digitalization, responsible waste management, developing sports tourism, strengthening partnerships, and enhancing the community's resilience to climate change. Regarding the digitalization of the community, the first step is to assess the existing IT infrastructure in schools and public spaces to identify actual needs and deficiencies in internet access and technical equipment. By organizing digital literacy courses, adapted to all age groups, the competent use of digital services will be stimulated, which will increase the degree of social and economic inclusion. Continuous monitoring of participation and feedback will enable program adjustments, ensuring their relevance and efficiency.

Regarding waste management, the plan begins with a detailed analysis of the waste flow and

the needs of the community, to design an integrated selective collection system. Its implementation will involve the procurement and placement of dedicated containers in strategic locations throughout the commune to facilitate the separation of recyclable materials. Educational campaigns will play a central role, being carried out both in schools and at the level of the entire community, to inform and motivate citizens about the benefits of recycling and circular economy practices. Collaboration with specialized companies will ensure the proper collection and valorization of recycled materials, and periodic evaluations will allow progress to be measured and adjusted.

For the development of sports and recreational tourism, the operational plan includes a feasibility study to identify the most suitable sports facilities and recreational routes in the Snagov area. Subsequently, bicycle paths, multifunctional fields, and sports equipment rental points will be developed, so that both tourists and locals can benefit from a favorable environment for outdoor physical activities. The organization of regular organization of sports and recreational events will contribute to promoting the commune as a destination for active tourism and boosting the local economy by increasing demand for accommodation, food, and leisure services.

Strengthening regional and European partnerships is another essential pillar of the strategy, aiming to increase administrative capacity and attract external funds. For this, potential partners and funding sources will be identified, and a dedicated team will manage the application to European and regional projects. In addition to accessing funds, the plan provides for the organization of annual conferences and meetings to exchange best practices, which will stimulate cooperation and the development of local knowledge.

In terms of increasing the community's resilience to climate change, the plan begins with the assessment of vulnerable areas and specific risks, in order to adapt protection measures. Protective forest belt planting campaigns, and ecological education programs for farmers and residents will be implemented, promoting sustainable agricultural practices

and raising awareness of the effects of climate change. Continuous monitoring of these measures will enable the adjustment and consolidation of reinforcement efforts over time.

This operational plan is designed to be flexible, with clearly defined stages, responsibilities distributed between local authorities, schools, NGOs, and the community, and concrete performance indicators that allow progress to be tracked and the achievement of Snagov commune's strategic sustainable development objectives.

The implementation of Snagov commune's sustainable development strategy requires an integrated approach, ensuring the efficient coordination of all activities, the involvement of relevant actors, and the allocation of clear responsibilities. For this, it is essential to establish a multidisciplinary working group consisting of representatives of the local administration, public institutions, the local community, and the private sector. This group will have the role of supervising and coordinating the implementation of the operational plan stages, ensuring communication among the parties involved and facilitating access to the necessary resources. Also, the active involvement of citizens and non-governmental organizations will be encouraged through periodic consultations and participatory initiatives, aimed at strengthening the sense of belonging and responsibility towards the sustainable development of the community.

A key element in the implementation process is ensuring adequate and sustainable funding by leveraging both the local budget and external sources, including European, national, or private funds. Identifying and accessing these resources should be a priority for the working group, which will monitor funding opportunities and support drafting and submitting project applications. Monitoring and evaluating progress are fundamental components for ensuring the effectiveness of the strategy and for the continuous adjustment of the measures adopted. In this regard, clear performance indicators will be established for each objective and measure, allowing for the measurement of the impact of the activities

carried out. Regular reports, prepared by the working group in collaboration with the partners involved, will provide updated information on the stage of implementation, the difficulties encountered, and the results obtained. These reports will be presented to the local council and made available to the community to ensure transparency and accountability.

It is also recommended to conduct external evaluations at regular intervals, which would provide an objective perspective on progress and recommend strategic adjustments if necessary. In addition, the use of digital technologies and dedicated online platforms can facilitate data collection and analysis, as well as rapid communication among the actors involved.

Through a rigorous implementation process and constant monitoring, the Snagov commune will be able to flexibly adapt the strategy to local conditions and external developments, thereby ensuring genuine sustainable development and long-term benefits for the entire community.

## CONCLUSIONS

The implementation of the sustainable development strategy in Snagov commune represents a fundamental step towards creating a balanced community from an economic, social, and ecological point of view. This strategy is positioned as a major opportunity to harmonize economic growth with the protection of the natural environment, while respecting the cultural and traditional values of the area. Through rigorous planning, based on an in-depth analysis of local resources and community needs, combined with efficient coordination among the actors involved, Snagov can become an example of best practices for other rural communities in Romania and even in the European region. Thus, this initiative has the potential to transform the commune from a traditional area into a hub of sustainable development, adapted to both local and global challenges, such as climate change and accelerated digitalization. One of the key benefits of the strategy is to expand the population's access to digital

technology and services, which is crucial in the current context of the information society. By facilitating broadband internet access and providing digital literacy programs, new opportunities for education, social inclusion, and economic development are opened up. This digitalization not only reduces social and geographical gaps but also stimulates innovation in local businesses, providing a platform for entrepreneurship and for the integration of Snagov into the regional and national economy.

In the field of the environment, the strategy advances an efficient and integrated waste management system, which will contribute to reducing pollution and preserving the biodiversity of the area. By implementing selective collection and through continuous educational campaigns, the community will be actively involved in the process of environmental protection. Thus, Snagov will be able to safeguard its valuable natural heritage, including the lake and forested areas, ensuring a higher quality of life for future generations. Also, responsible resource management will increase the tourist attractiveness of the area, making it more environmentally friendly and competitive in the eco-tourism market.

Another key element is the diversification of the tourism offer, especially by promoting sports and recreational tourism. This will not only generate new income sources for residents, but will also contribute to the creation of a strong local brand, attracting tourists interested in outdoor activities, health, and recreation. The development of bicycle paths, sports facilities, and the organization of thematic events will boost the local economy, while supporting local entrepreneurial initiatives and related services. The strategy also aims to increase the community's capacity to respond effectively to the challenges generated by climate change. By implementing concrete measures, such as afforestation, adapting agricultural practices, and educating the population, the commune will be able to reduce its vulnerability and increase its resilience to extreme phenomena. This adaptation is crucial for maintaining the functionality of local ecosystems, as well as

ensuring the continuity of economic and social activities.

Strengthening partnerships at the regional and European levels is another major benefit of the strategy, as it brings financial resources and specialized expertise, thereby facilitating the implementation of complex projects. Cooperation with other communities, academic institutions and non-governmental organizations will stimulate the exchange of best practices and innovation, ensuring long-term sustainable development.

To ensure the success of this ambitious strategy, local authorities must adopt a series of concrete measures. First, it is necessary to establish a working group dedicated to implementing the strategy, consisting of representatives of the administration, civil society, the business environment, and educational institutions. This group should operate within a transparent and accountable framework, with the role of coordinating actions, mobilizing resources, and monitoring progress.

Citizen involvement is an essential component for the success of any sustainable development initiative. Thus, local authorities must develop information campaigns and periodic public consultations, which ensure two-way communication, in which the needs and suggestions of the community are taken into account in the decision-making process. This active participation will increase the degree of acceptance of the proposed measures and foster social accountability.

Strengthening administrative capacity is equally crucial. Authorities must invest in staff training and collaboration with experts, in order to improve project management, access to European funds, and resource management. A professional and well-prepared local administration can significantly increase the efficiency and impact of implemented interventions.

The continuous monitoring and evaluation of the implementation of the strategy must be a well-organized process, allowing for the rapid identification of potential problems and the adaptation of measures. For this, it is recommended to establish clear indicators and

periodic reports, made available to the public to ensure transparency and accountability.

Investments in education and awareness will support the formation of a culture of sustainable development among residents, especially among young people. This culture will contribute to the long-term sustainability of projects and the development of responsible attitudes towards the environment and society. In conclusion, the sustainable development strategy for Snagov commune is an essential tool for capitalizing on local potential, protecting natural and cultural heritage, and promoting a healthy and prosperous way of life. Its successful implementation will contribute not only to the harmonious development of the community, but also to enhancing the role of Snagov within Ilfov County and the Bucharest-Ilfov region, thus laying the foundations for sustainable, inclusive, and competitive regional development.

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