THE APPLICATION OF SWOT MODEL IN THE AGRO TOURISM POTENTIAL ANALYSIS IN THE RASCA COUNTY-CLUJ

Ilea Marioara, Tincuța Alexandra Matiș

University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca
e-mail milea@usamvcluj.ro

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SUMMARY

The present work has as a primary goal the discovering of the agro tourism potential of the Rașca-Cluj area. In order to do that I have developed a study in this area through a face to face interview based on a questionary.

The results of this study enabled the identification of the social-demografical characteristics of the population in this area, pointing out the main activities which take place in the farms in order to determin the intrest of the locals in activities which may lead to an economical development of the farms in the area.

Due to the research of the agro touristical factors which are characteristic for the farms in Rașca, the conclusions that came apon through the SWOT analysis reprezent a launching ramp for a larger project regarding the proces of intesifying the agro touristical activities in the area, introducing agro tourism on a significant range, exploiting the rich cultural and historical basis of the county, the interest for suplimantary resources that can be accesed through the financial programs of the European Union, the interest to develop partnerships with the local authoraties and both local and foreign investors.

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