SWOT analysis of the rural tourism

CASE STUDY: TRANSILVANIAN HIGHLANDS IN ROMANIA
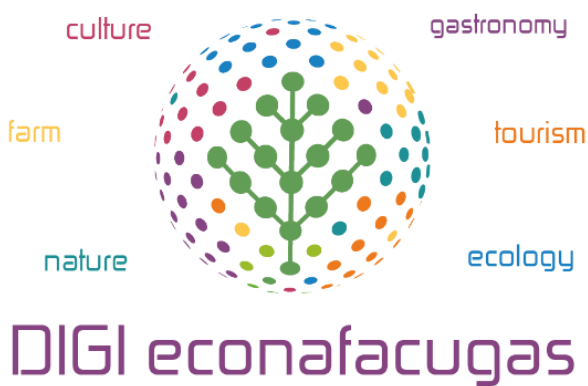
Nestled in the heart of Transylvania, Richiș beckons travelers seeking the serene charms of rural life. This picturesque village, graced with rolling hills, vineyard-draped slopes, and timeless farmhouses, offers a welcome respite from the bustle of modernity.

Richiș enchants with its traditional architecture, from ornate wooden gates to colorful facades, a living testament to Romania's rich heritage. It's a living museum where cobblestone streets and quaint cottages narrate stories of generations past.

What sets Richiș apart is its dedication to preserving culture and heritage. Visitors engage in local festivals, crafts workshops, and stay in welcoming guesthouses, forging meaningful connections with the community.

Richiș tantalizes the palate with authentic Romanian cuisine, crafted from locally sourced ingredients, complemented by exquisite regional wines from its vineyards.

Outdoor enthusiasts find solace in Richiș, with hiking, cycling, and birdwatching amid pristine landscapes.

Time slows in Richiș, offering a tranquil escape from the frantic pace of life.

Sustainability is at the core of Richiș' tourism, promoting eco-conscious travel to safeguard nature and traditions.

Explore Richiș and uncover its hidden treasures, cultural delights, and natural wonders—a journey where tradition and countryside beauty unite to create unforgettable memories.

SWOT Analysis

STRENGH	WEAKNESS	OPPORTUNITIES	THREATS
• many stakeholders • education/language skills • highly motivated people • rich cultural and natural resources • biodiversity hotspot • digital competences • quality in business development • strong international support	• public transport • low signal + WiFi • street dogs and bears • lack of tourist information and infrastructure • marketing	• conservation of old ways • richness of traditional issues • sustainable tourism • willingness to use digital instruments	• depopulation • brain drain - youth • geographical proximity to the war zone • small FMS are disappearing • conflict between old ways and development • mass tourism