

# RAISING THE STANDARD OF LIVING FOR THE LOCAL COMMUNITY. CASE STUDY: TOURISM STRATEGIES IN MIHAI VITEAZU VILLAGE

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## ABSTRACT

*Sustainable tourism means raising the standard of living for the local community. Carrying out local tourist activities creates jobs and a constant income.*

*Tourism, a viable alternative, with resources raised can be represented by rural tourism. Supporting his sector by the European rural development programs, may result in additional revenue for farms located in a high potential area.*

*Another important point in the development of the village is increasing quality of education by promoting learning, preventing school dropout and increasing the quality of teaching.*

*The programs focused on Mihai Viteazu village are the sustainable development of rural space for raising the standard of living. In this way the tourism activities in the country site will be revived.*

*Mihai Viteazu, formerly Sânmihaiu de Jos and Sânmihaiu de Sus (Hungarian: Szentmihály), is a commune in Cluj County, Transylvania, Romania, consisting of the villages of Cheia, Cornești and Mihai Viteazu (residence). The present paper is focusing on the possibilities of implementing sustainable tourism strategies in this particular Mihai Viteazu village.*

**KEYWORDS:** *investment, tourism, sustainability, local community, standard of living*

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## 1. INTRODUCTION

The present paper aims to carry out an analysis of the evolution of rural space in Mihai Viteazu commune under its multiple facets, with emphasis on the concepts of rural development in conditions of sustainability and multifunctionality. In this context, we mention that Romania is implementing the European model of agriculture and rural development.

Mihai Viteazu commune is part of the country of Transylvania, a region located in the south-eastern part of Cluj county, at the western limit of the Transylvanian Plain, mostly the Turda-Câmpia Turzii depression, formed in the middle and lower part of the Arieș river. Covering an area of 47.53 km<sup>2</sup>, respectively 4753 ha, of which 1129 ha (Mihai Viteazu 880 ha, Cheia 114 ha, Cornești 135 ha). The administrative center, the village Mihai Viteazu, is on 75 national road Turda – Câmpeni, 6 km from Turda.

Mihai Viteazu, formerly Sânmihaiu de Jos and Sânmihaiu de Sus (Hungarian: Szentmihály), is a commune in Cluj County, Transylvania, Romania, consisting of the villages of Cheia, Cornești and Mihai Viteazu (residence).

The locality received the qualification of *European village* for actions of household waste collection, identification of degraded lands through illegal landfilling in the period 1998-2001, solutions for reintroducing lands in the agricultural circuit, an information campaign and attracting citizens to environmental actions surrounding.

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