

Reorientation of tourists to rural areas due to climate change

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ABSTRACT: The global warming, tourist crowds, thermal discomfort, ultraviolet radiation, ecotourism, ethnic Saxons, Saxon villages, sustainable tourism, craft and culinary art, tourist potential, UNESCO cultural objectives. In the summer season, due to the heat wave that persists in most of the country, the very high thermal discomfort, the temperature-humidity index (ITU) that exceeds the critical threshold of 80 units, more and more tourists go to the mountain areas and depression. In this sense, the Saxon settlements in Transylvania are an alternative for tourists who love nature, hiking, traditional art and cuisine. The Saxon villages in the heart of Transylvania have become a tourist attraction in recent years. His Majesty, King Charles of Great Britain, drew attention to these areas where time seems to have stood still. This research is based on a questionnaire, from which we drew conclusions about the reorientation of tourism activity in the Transylvanian region for this period, when climate change is increasingly felt. It is the first research of its kind, which tries to correlate the influence of climate change on tourism activities, for the central area of Romania, i.e. Transylvania.

KEYWORDS: sustainable tourism, ecotourism, climate change, economic reorientation, rural area, smart village

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