

# **Analysis of vitality of rural Romania**

Raluca Ignat

The Department of Agrofood and Environmental Economics,  
The Bucharest University of Economics, Romania, raluca.ignat@ase.ro

## **ABSTRACT**

Rural Romania means individuals, living conditions, health care, education, citizens' safety, and almost 3000 communes and 13000 villages, 47,2% of the total population in rural areas, almost 45% of the total number of the families is in these areas, and, last, but not least, traditions. The public policy asks rural Romania to be clean, educated, trained, profitable, and diversified, but what is its vitality? This is the research question. The rural economy is seen as a good premise for Romania's economic development. The reasons for this approach are that the rural areas have almost half of the total population and, in the same time, rural economy should be diversified and might create real added value. The research used five aggregate indicators: living conditions, incomes and occupations, health, education, individual safety. Each of these indicators supported other different specific indicators' analysis and interpretation. The revealed results were used for a swot analysis and offered a real image upon rural areas, in comparison with urban centres. The two biggest drawbacks of Romanian rural areas are the lack of attractiveness for living environment and weak economic activity. The vitality of rural Romania is the start point of considering the further public policy for rural development from a sustainable perspective. If that will consider the identified weaknesses, the rural area will be able to achieve some of the objectives of the strategic growth in both economic and social levels.