

## SWOT ANALYSIS FOR PERIAM, TIMIS COUNTY. PROPOSALS OF MEASURES FOR SUSTAINABLE RURAL DEVELOPMENT

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### Abstract

*This paper presents the main problems of sustainable rural development of Periam village, Timis County. These problems are related to infrastructure, health, education, etc. and are presented in the SWOT analysis performed.*

*From the point of view of sustainable rural development of the village Periam, there are presented some possible measures and works in the following areas: the achievement of an ecosystem at European standards, the development of a competitive economic environment, achieving a modern infrastructure, of a healthy living environment for all social categories and education development, the improvement of a professional training and adult education, promoting the cultural, sport and youth movement.*

**Keywords:** SWOT analysis, sustainable rural development;

### INTRODUCTION

**Location.** City Periam, with coordinates 46 ° 05 'N and 20 ° 87' E, is situated at the intersection of DJ 682 Beba Veche -Arad with DJ 692 Timisoara - DN6, 45 km from Arad, 50 km from Timisoara, 20 km from Sinnicolau Mare, where it can reach the border crossing point located at Cenad (19 km).

The city territory is bordered on the south and south – east by Varias village, south-west by the territory of Pesac village, west by Sanpetru Mare village, north river Mures, on the east is Satu Mare village, Arad County.

**Climate.** The climate is temperate-continental moderate, with weak Mediterranean influences, characteristic of the south-east of the Pannonian Depression, with some sub – Mediterranean influences (Adriatic version), which manifests through mild winters and not too warm summers. The average annual temperature is 10.8° C, the hottest month is July with 21.1° C, resulting in average thermal amplitude of 22.7 °C, below that of the Romanian Plain, which certifies the good influence of oceanic air masses.

**Geomorphology.** The village of Periam is located in the western part of the country, in the north - western Banat Plain, a subdivision of the Plain Mures, called Plain Aranca.

The morphology of the area is a subsistence low plain, of meadow and of ramble. The slope of the plain is about 0.30 ‰, therefore the plain is almost horizontal. Consequently the area requires microforms such as river beds, abandoned meanders, drainage channels, river banks (which remained as islands during floods), the river beds of current rivers (Mures and Aranca). There are as well anthropogenic units of morphology such as: the river Mures dam, canals, mounds, barrows.

The hydrographic network is represented by rivers (Mures and Aranca) and a system of channels that covers the village's territory.

## MATERIAL AND METHODS

The SWOT analysis is a strategic planning used to assess strengths, weaknesses, opportunities and threats involved in a project to achieve sustainable development.

The SWOT analysis is part of a more complex analysis of a situation, representing one of the fundamental elements of a strategy. The SWOT analysis is the most popular analysis with a wide-scale application and is one of the analytical instruments commonly taught in business education. It is a simple method, it does not require a lot of financial resources / computing and is fast and efficient.

Starting from the knowledge and analysis of the main indicators characterizing the countryside for the Periam village, there resulted the SWOT analysis presented in Table 1 and Table 2.

Table 1.

### *Strengths and weaknesses*

<b>Strengths</b>	<b>Weaknesses</b>
- located in the V West region	- Lack of sewer networks;
- Location at the intersection of two county roads, car links with the cities of Timisoara, Arad and Sinnicolau Mare;	- Poor quality of county roads, municipal and streets;
- Tradition in growing vegetables, fruit and pomiculture;	- Missing or damaged sidewalks;
- existence of national and county development strategies;	- Lack of functional markets for agricultural products;
- existence of external and government funding sources;	- Inadequately equipped school libraries (books for additional reading required from students);
- Location near the 2 border crossing points;	- Lack of public water services – sewage;
- lack of interethnic conflicts;	- Lack of wastewater treatment plants;
- low mortality rate;	- Lack of playgrounds and sports halls;
- the existence of school and preschool infrastructure, including the Periam kindergarten with extended program;	-Schools without adequate teaching materials (equipment and computers, specialized laboratories are not equipped - physics, chemistry, geography, etc.)
- There is access to information and education;	- lack of forests for degraded land improvement;
-street lighting rehabilitated in the village;	- parents are not involved in school activities;
- the existence of medical clinics, pharmacies in the village;	- Lack of a community information center;
-People with serious disabilities benefit from personal assistants (as required by the law);	- Absence of programs to develop handicrafts and traditional industries;
- There are cultural centers in the city;	- lack of museums;
- the existence of a public Library in Periam;	- lack of social solidarity;
- Cultural tradition and historical tradition in Periam;	- Poor state of families with many children;
- fertility of the majority of soils, fit in the second category;	- local financial resources are limited;
- APL – ONG partnerships for future actions;	- Lack of social-urban areas (clubs, open areas for socializing, etc.).
-Natural environment is not significantly affected by industrial pollution;	-Exodus of young people toward the developed areas due to lack of local development;
- The suitable environment for tourism development (protected areas, especially flora and fauna, protected species);	- Cultural center is poorly equipped (no station, mixer or microphones) to organize musical performances;
- the existence of a high school in the village;	- disappearance of the traditional crafts ;
- the existence of a recreational area in Mures Floodplain Natural Park’;	- Lack of promotion of local traditions in Periam;
	- there are no organized activities with the youth from the village (cultural, educational, sports)
	- There is not an outdoor scene;
	- Absence of a resource center to support SMEs;
	- low endowment with computers of the institutions;

Table 2.

*Opportunities and Threats*

<b>Opportunities</b>	<b>Threats</b>
- location in the Euro DKMT region (Danube-Kris-Mures-Tisza) which promotes cooperation in all areas with Hungary and Serbia;	- Increasing labor migration to EU countries (especially the skilled work);
- The existence of fixed telephone network, mobile and cable TV, internet;	- Lack of utilities for business environment;
- the existence of a recreational area in 'Mures Floodplain Natural Park';	- Failure to comply the established programs for development ;
- An important railway junction, railway transport opportunities;	- Lack of play grounds for children;
- The existence of government financing programs for retraining;	- Lack of tourism development programs and specific services for tourism in protected areas;
-Existing grant programs from EU funds (SAPARD, ISPA) with focus on issues of tourism, agro-tourism, environment and infrastructure development;	- Lack of green spaces and recreation areas for residents;
- The existence of some land and spaces for business environment	-Migration of young intellectually gifted;
- possibility of irrigation in Periam;	- The low presents of teachers to continually training courses;
- Large area of arable land;	-Lack of jobs;
	- Local education (teaching process) is of low quality;
	- Lack of interest in local resources;
	-Taxation and bureaucracy (factor with general character);

To establish concrete proposals for actions and works for sustainable rural development in Periam, there is a plan to conduct a poll based on forms consisting of a town sheet and a sheet for achieving the village monography.

## RESULTS AND DISCUSSION

The main measures and works of development consist of global development, at the European standards of the Periam village, to improve life quality, to ensure the prosperity of its inhabitants, preserving local management of resources.

The main measures for sustainable rural development of the Periam village are:

### **A). Creating a habitat to ensure the life quality by developing a healthy ecosystem and some facilities at European standards.**

- Reduction of water pollution, air pollution and soil pollution

Reducing intra-urban pollution by eliminating septic tanks as a result of connection to a sewerage system.

- Developing an infrastructure that will ensure a healthy environment.

Educating the local community and supporting a selective collection of household waste.

Making of safety curtains in intra-urban and extra-urban areas to ensure a healthy environment and crop protection.

Fitting common points of installation for containers for waste collection not included in the household waste category.

- Modernization and expansion of the infrastructure;

Modernization and continuous expansion of the local roads network;

Creating water supply networks.

Providing wastewater treatment in terms of quantity and quality in accordance with water supply.

Rehabilitation of the electrical installation of street lighting.

**B). Development of competitive economic environment, benefiting from a modern infrastructure and a clean environment.**

- Improving the local business environment through modernization of business support;

Grant the tax incentives - reduction of land tax concession for private Entrepreneurs to invest in the extension or upgrading of the local infrastructure;

Making promotional materials (monographs, brochures and websites);

- Development of tourism as a source of economic development;

Modernization of leisure area Periam Port in "Mures Floodplain Natural Park" designed to attract the inhabitants of the nearby cities for leisure activities.

Creating an advertising fund to promote local tourism;

- Developing an efficient agriculture based on technology in compliance with environmental protection rules

Support and development of vegetable crops;

Encouraging farmers to participate in development programs of the EU;

Programs to promote organic farming;

**C). Providing a community environment and healthy environment for all social categories.**

- Improve the general health of the population;

Equipping medical clinics with performant medical equipment;

Create medical offices with specialized personnel in schools;

- Ensure a fair standard of living for the population living at risk;

Social housing construction programs;

Development of a system of recovery for persons with disabilities;

**D).Development of local education able to provide training and continuous professional training and adult education.**

- Developing a competitive local school and a competitive local preschool;

Equipping local school with specialized laboratories;

Include schools in rural / regional development programs, funded by the EU or the World Bank;

Development of teaching methods to stimulate students' creativity;

- Improved environment infrastructure of the schools and preschools;

Water supply of schools and kindergartens and ensuring hygienic conditions;

Building rehabilitation;

Identification of funding programs and coverage of schools in national and EU projects in order to modernize them;

- Improving access to training programs for all professional categories;

Stimulating further training and specialization of local teachers;

Develop management training programs for persons who currently occupy leading positions, both in education and in local government;

Stimulating farmers to participate in the training programs;

**E). Promoting the cultural movement, sports and youth;**

- Creating a favorable environment for diversification and modernization of the cultural offer of the village;

Proper rehabilitation of the community center building.

Development of cultural and sporting events with multiethnic and border characters .

- Development base and offer diversification of the local sports in order to attract the children and youth;

Building modern sports facilities, equipped with modern equipment;

Creating a recreational space and playground which approximately 80-100 young families with children , their grandparents and preschool children can access;

## CONCLUSIONS

Romanian communities face, now more than ever, a period of profound transformation. Accession to the European Union launches challenge for local communities to find new and creative ways to deal with the pressures created.

The term of rural development includes all activities aimed to improve quality of life of rural population, to preserve natural and cultural landscape and which assure the sustainable development of rural, according to local conditions and specifics. Sustainable development has many aspects: sustainable development on an economic level, on an ecologic level and on a social level.

New approaches are absolutely necessary for understanding the past, solving the problems of the present and addressing to the future of the village. To respond adequately to these problems, a SWOT analysis was made and a poll is planned to be conducted based on forms consisting of a sheet for achieve the village monograph, so it should be clear that for the inhabitants, local authorities of the village, there is a profound change in the context of solving these problems.

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