

STRATEGIES CONCERNING THE RURAL TOURISM DEVELOPMENT IN ROMANIA

Bacter Ramona*, Bonca Dana Valeria**

* University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048 Oradea, Romania,

e-mail: ramonabacter@yahoo.com,

** Technical University of Cluj-Napoca, 28, Memorandumului St., 400 114 Cluj-Napoca, Romania,

e-mail: valeria.bonca@gmail.com

Abstract

The rural environment represents, nowadays, the ideal place for resting and entertaining, having a tendency of developing within the framework of the Romanian tourism.

The rural tourism means an alternative to settle some of the rural community's problems, such as: the fitting out of the territory, the creation of new working places and the economic development by paying the taxes and fees.

Romania's territory includes a wide assortment of cultural values that are fitting with a natural environment harmoniously blended.

Key words: rural tourism, agro tourism, cultural heritage, strategies

INTRODUCTION

Tourism was, and is, still considered an essential activity within a country, having a high level of influence on the other economical areas, culture, educations and on its international relations. Representing one of the most important ways of communication among people, tourism has a profound human character.

This component part of the tertiary sector is nowadays situated on one of the main places of the world's economy, participating with approximately 12% for the accomplishment of the Gross World Product, with 8% for the occupancy of the labour, becoming the most important segment of the international trade, succeeding in stimulating approximately 11% of the people's consumption expenses.

The development of tourism is much more influenced by the socio-economic advancement of a nation, by the increase of the man's living standard, by getting a satisfactory income in order to: have a nice holiday, increase the duration of his free time, the hope of a longer life, in order to develop and diversify the means of transport and to increase the people's all-round education level.

Due to the fact that nowadays individuals search for unspoiled locations, where the natural environment and specific services are

components of the touristic product offered, the rural tourism is gaining popularity worldwide. Countries where the countryside represents a broad segment and the urbanization did not destroy or reduce its characteristics have the potential of becoming no 1 destination for the tourists interested in discovering and experiencing the rural tourism.

The Romanian rural tourism is due to the rural settings which are still keeping their ancient customs, traditions and trades, together with a rich folk and ethnographical repertoire.

The rural tourism consists of a variety of activities, accommodation services, public nourishment, events and entertainment that are taking place in a space considered as rural.

Romania's touristic marketing wants to study the needs of tourism (those of superior order, after, of course, satisfying the inferior ones according to the Maslow's pyramid) and to identify the possibilities of satisfying all these in better conditions than those of the rivalry. This requires the existence of some surplus incomes, available to satisfy the more expansive needs; when there are requests, there are also funds, because tourism is relatively an expensive service.

MATERIALS AND METHODS

Once the economic crisis, which has been predominates over the Romanian society in the last twenty years, comes to an end, correspondingly with the increase of the real incomes of the population, the touristic requirements will improve. Due to the fact that classical tourism will be still rather expensive, a living alternative could be agro tourism, which is a particularized aspect of the rural tourism.

If the rural tourism includes the rustic guests' houses, leisure facilities, hospitality services typical for countryside, the agro tourism is a subdivision of the rural tourism, which bonds the agriculture and the touristic offer to the process of satisfying the well-specified tourists' needs. Due to these facts, the agro tourism became an important growing subset of both segments: tourism and agriculture.

On the other hand, agro tourism brings also a solution to stand out the potential of the rural farms, turning to account the living accommodation surplus, made especially to reception guests, for offering services on an established period for relaxing, resting and entertainment, therapeutic cures, affairs, hobbies, research and documentation about the handicraft art, all these by activities which take place in or around the peasants' farms.

The agro tourism develops in natural surroundings, the primary sector having the main part, standing out the rural touristic widespread.

“Agro tourism is a particular aspect of tourism, more complex, involving both the proper touristic activity (accommodation, board and lodging, services, sport, entertainment, etc.) and the economic activities, usually agricultural ones, practiced by the tourists’ hosts and hostesses (productive activities and of processing the farm produces in their own farms and marketing them).”

It is materializing by standing out the natural environment, the accommodation capacity supply and by the various agro touristic services in order to increase the local incomes that have as a principal source the agriculture.

The main specific features of the agro tourism, to differentiate it from the classical one, are:

- the place of the touristic consumption is the rural environment, emphasizing the board and lodging quality and the reception services of the families, the cognition of the natural, human and cultural medium, the originality of the region standing out the touristic product;
- the authenticity of the touristic offer by the human factor implication;
- it is a complementary activity of the farming one and not an alternative or a substitute of it;
- it offers the possibility of resting, spending the free time in the picturesque landscape of the rural environment, with cultural-instructive values and hospitality specific to each region, at relatively low costs;
- the necessary investments are reduced not only with the infrastructure but also with the touristic endowments;
- there are avoided the crowded touristic areas of the well-known seaside, mountain and bathing resorts;
- the various and dissociated offer in the area, having a minimal influences over the natural and anthropic medium;
- it is specific to the individual tourism or at the most group tourism.

Owing to the variety of its touristic potential, Romania is one of the countries with tradition in the tourism domain, being placed as a touristic destination well-known at an international level. Throughout the time this place was influenced both an international and national levels by the position of tourism according to the people’s consumption and to the structure of the national economy, more or less by the internal political and social-economic situation.

All these aspects become very important because of the tourism part within the regional development. It is considered that tourism is acting as a multiplier of the economic growth, because the investments in tourism have

an impact upon all the activities of the branches, with which tourism has contacts, due to its complexity feature. This multiplying characteristic has an effect over the regional economic development only if the domains that take part in defining the orbited touristic product are from its consumption area.

The rural space offers accommodation in touristic boards and lodgings, in mini-hotels, inns, huts, chalets, camping, or caravannings, holiday houses or in the lodgings of the farmers' households. At a national level there are over 3.500 households involved in the rural tourism and agro tourism circuit and they are fitted out according to the operative standards with priority in the seaside area (over 30), Covasna county (over 70), Harghita and Mureş counties (over 140), Bucovina region (over 75), Cluj county (over 50), Maramureş county (over 90), Apuseni Mountains (over 90), etc.

For the agro tourism development aim were set up farmers' associations that offer agro touristic services, and which have a higher social-economic power than the one of the individual service provider.

It appears the necessity of a local, regional and national organization structure, which should be an intermediary between the partnerships and the local authorities. The role of these professional associations must be the supporting of the mutual interests of the inhabitants of the rural area, such as:

- the joining of the financial, material and human efforts for supporting some actions of the tourism domain;
- to supervise and inform the local authorities about the problems of the rural area inhabitants;
- the active partnership for increasing the specific local or regional rural areas activities;
- the supporting of the small enterpriser with social-economical and technical information referring to touristic activities;
- the offering of advices from the tourism domain to the interested farmers.

In Romania, after 1990, the interest in promoting and reviving the rural tourism materialized in the foundation of the specific structures, with the main objective of emphasizing, wisely exploiting and protecting the Romanian rural potential. In 1990 the Romanian Federation for Rural and Highland Development was established, for supporting the locals from the mountain area in the specific activities, including the agro tourism. In 1994 the National Association for Rural, Ecological and Cultural Tourism from Romania, was born and became a member of European Federation of Farm and Village Tourism. Its mission is to indentify, develop and promote the Romanian rural tourism and its hospitality.

Later on, in 1995 the Romanian Agency for Agro Tourism was instituted based on the idea of aligning the Romanian agro tourism to the international one.

Concerning all these information, agro tourism must estimate as better as it can, its development possibilities to contribute at the growth of the less-favored areas from an economic point of view, especially in the farming sector.

For its future development, the agro tourism must take down the following:

- the increasing of the agro touristic products quality;
- the turning to account of the local products in the conditions of the preserved environment;
- the unspoiled maintaining and keeping of the ethnographical patrimony.

The rural tourism represents a constant instrument of the Romanian village's social progress by:

- the increasing of the civilization standard;
- to continue the farming activities;
- the infrastructure development, indifferently of its type.

CONCLUSIONS

The rural tourism represents for Romania a development way contributing to the increasing of the local life standard, on one hand, because it is turning to account the local resources and on the other hand it contributes to the improving of the necessary local infrastructure.

The rural tourism by promoting the traditional trades helps to keep the rural life truthfulness, unleashing touristic waves to some areas.

The local communities with touristic potential must be supported by economic investments, financial facilities and guidance, orders/actions of conservation the natural systems.

REFERENCES

1. Bran, Florina – *Turismul rural* – model European. Editura Economică, București, 1997.
2. Buciuman, E. – *Economia turismului rural și agroturismul*. Editura Protransilvania, Alba Iulia, 1999.
3. Constantin Elena, Mărăcineanu, F. – *Rolul managementului în dezvoltarea rurală durabilă*. Lucrări științifice, USAMVB București, seria A, vol. XLII, 1999.
4. Crăciun, Șt. – *Agroturism. Organizare-eficiență*. Editura Mirton, Timișoara, 1995.
5. Crăciun, Șt. – *Organizarea turismului rural și agroturismului*. Editura Mirton, Timișoara, 1997.
6. Csosz, I. – *Agroturism montan*, Editura Mirton, Timișoara, 1996, pag. 230-235.

7. Ghereș, Marinela – *Agroturism*. Editura Risoprint, Cluj-Napoca, 2003.
8. Mateoc Sîrb, Nicoleta – *Dezvoltarea rurală și regional în România*. Editura Agroprint, Timișoara, 2002.
9. Mitrache, Șt., Manole, V. – *Agroturism și turismul rural*. Editura Faxpress, București 1996.
10. Petroman, I., Petroman, p. – *Turismul cultural*. Editura Eurostampa, Timișoara, 2005.
11. Vincze Maria – *Dezvoltarea regional și rurală în România*. Idei și practice. Editura Presa Universală Clujeană, Cluj Napoca, 2000.