

Research Regarding the Impact of Rural Tourism Forms on the Rural Area

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Abstract

The twentieth century is the century of speed, large transformation of civilization, of great discoveries, but also the period that puts more emphasis on return to roots, the unpolluted environment, relaxation, traditional products. Many EU governments recognize that agrotourism and rural tourism are one way that can save agriculture, also that "in the next 20 years tourism will be part of the economy and rural tourism and agrotourism will become the tourism of future." The reason? Authenticity of rural areas is a quality becoming more demanding in terms of present life. In his development, rural tourism, had periods of growth but also of decline. Certainly that was never endangered. Unknown forms of rural tourism know so far, the large momentum dating at the desire for freedom and lack of rigid programs. Conducted as complementary activities, rural tourism forms not break peasant life balance, not cause loss of existing activities before, but allow the high-grade products obtained and hence their development, together with the development of others.

Keywords: rural tourism forms, impact, rural tourism development

1. Introduction

Broadly rural tourism means tourism recovery across the rural areas, which is just as recipient of its profit rural society. So for rural areas, rural tourism is both an economic and social development factor, and an alternative for relaxation and conservation of the traditions and customs.

2. Materials and methods

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

3. Results and discussion

As a result of increasing tourist traffic it growing local economic activities designed to meet the growing demand for agricultural and non

agricultural products. Following the development of agrotourist business are recorded fundamental transformations in the villages, both in terms of number of activities and their quality: [1, 2, 3].

- Occurs information centers, travel agencies and dispatchers due to the need of regulation and organization of tourist traffic in the village. This organizational segment aims to capture and deliver information, both in dealing with outside the local system and its interior. The activity of these units is done by people specialized in tourism: tourist managers, operators, agents, etc.

- It develops and systematize activities that provides additional opportunities for agrotourism, resulting in establishments such as bakeries and pastry shops, milk processing units, laboratories, meat processing, tailoring and laundry, stores and sales of handicraft products souvenir photo workshops (marketing photo films and videotapes, film developing, etc.). Trades and crafts sector occupies a special place because these activities have a connotation of artistic and cultural order being also different from one locality to another. They were charged and were passed down from

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generation to generation, bear the economic and social influences of the area. Peculiarities of these activities causes an advantage in the market souvenirs with obvious influences on revenue craftsmen.

- Organizing cultural centers with existing institutions in the village: school, church and other cultural establishments. In these centers are organized theaters, local museums, folk ensembles, folk and brass bands, choirs and more. Education and cultural factors are improved by regular contact with the cultured and civilized social groups that print to the native population norms of civilization and culture, but the other category, that of tourists, is influenced by knowledge of customs and traditions.

- Rural tourism and agrotourism as a form of rural tourism, can act on the system of city management and organizational local factors, organizing them, increasing their interest for the development of rural areas in terms of infrastructure, indirectly forcing them to find financial sources to achieve the modernization of means of access, the restoration of tourist attractions.

- Rural tourism and agrotourism acts on social determinants of rural areas by reducing the rural exodus and population stabilization. This phenomena is achieved by providing opportunities for decent living, occupational diversification of the population.

- The farmer who owns a household is richer than others, so he would be willing to invest for increasing its level of living and prosperity and of rural communities whose entire membership is.

According to Alecu I. and Constantin N., rural tourism ensure revenue increases for the farmer and the local community, to some extent, but at the same time, if is not taken necessary measures, its is reached to authenticity space loss, as a result of the phenomenon of urbanization. It aims to reduce negative effects and increase positive impacts for ensuring economic efficiency. Positive and negative realities of rural tourism and agrotourism are shown in Figures 1 and 2 [4].

Tourist activities, by their nature, causes some effects on the environment. All these effects can vary depending on the extent shares of interest, the factors that contribute to increasing or diminishing them. Impacts of tourism activities aimed both positive and negative elements.

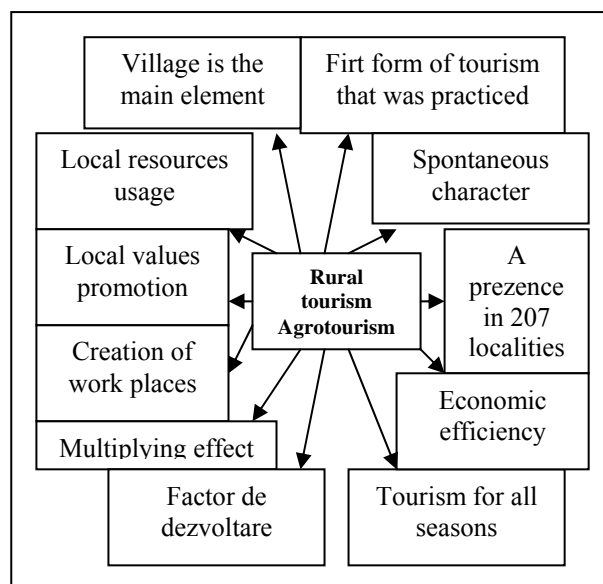


Figure 1. Positive realities of rural tourism and agrotourism [4]

The main damage are bring to the landscape. They can be grouped as follows:

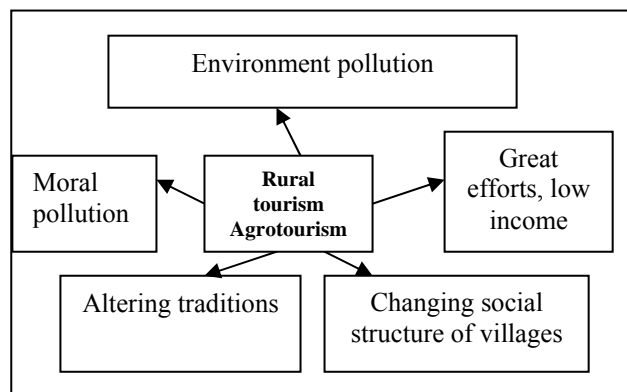


Figure 2. Negative realities of rural tourism and agrotourism [4]

- *Changes in species composition of flora and fauna*: wild habitat destruction, killing animals by hunting, influencing internal and external migration of animals, destruction of rare plant species, natural vegetation clearing for various tourism facilities;

- *Erosion*: soil compaction and vegetation clearing may increase storm drainage and erosion surface, triggering the avalanche amplification process, damage that made the special geological forms caves, riverbanks damage;

- *Loss of authenticity*;

- *Danger of monoactivity*;

- *Degradation of natural resources*: water resources decrease, high risk for natural fires;

- Conflicts between the community and visitors;
- Pollution: pollution of groundwater or surface water with garbage, air pollution by exhaust gases from motor vehicles, pollution of soil by compaction, noise pollution;
- Altering traditions;
- The need for great efforts, but low income;
- Changing social structure of villages.

To be favorable to tourism, rural areas must be holders of folk values, cultural traditions and has a rich history and other tourist resources that enable diverse offerings and personalized, satisfying the motivations of tourists (leisure, therapy, sports, hunting, fishing, crafts, museums and memorial

houses, archaeological sites, karst phenomena, traditional occupations, grazing, viticulture, fruit growing, bees keeping, etc.) which, except for administrative functions, economic and cultural rights, providing services for tourists in the country and abroad.

Rural tourism and agrotourism have the advantage that they does not specifically create the products that they offer to tourists as large hotels, but they exploit what it is for developing them further, but without services is even harder to develop this branch of tourism. The conclusion is that rural tourism means more work, more energy, more passion and less money results [1].

Table 1. Positive and negative effects of rural tourism activity [5]

Impact	Positive	Negative
Economic	<ul style="list-style-type: none"> - Sale of goods and services produced in the peasant household - Infrastructure development - Obtaining additional income from recreational/leisure - Increasing the employment of the local labor 	<ul style="list-style-type: none"> - Changes in lifestyle of the locals - Higher costs for providing and maintaining recreational activities (ex: land for golf, horseback riding, picnic)
Environment	<ul style="list-style-type: none"> - A growing awareness on the environment and its elements - More financial support for environmental 	<ul style="list-style-type: none"> - Destruction or abandonment of agricultural crops - Disturbance of flora and fauna - Pollution appearance (in all its forms)
Legaly	<ul style="list-style-type: none"> - Implementation of legislation on rural tourism - Compensation/assistance to farmers for modernization, maintenance, conservation activities 	<ul style="list-style-type: none"> - Liability of farmers for their services
Social	<ul style="list-style-type: none"> - Changes in the mentality of people - Rural-urban interaction - The existence of "safe havens" for residents in towns - Involvement of local/regional authorities in various activities 	<ul style="list-style-type: none"> - Different attitudes of tourists and locals - The emergence of some stress for farmers due to crowding the area - Changes in lifestyle - Occurrence of seasonal activities
Outthers	<ul style="list-style-type: none"> - The existence of educational programs - Recognizing the importance of rural areas 	<ul style="list-style-type: none"> - Gradual urbanization of rural areas - The possibility of losing control over the rural tourism phenomenon

Through development of tourism in rural areas is aimed at: improving the living conditions of farmers, creation of quality tourist trade, development and consolidation of new forms of tourism services, environmental protection, exploitation typical agricultural products and traditional cuisine of the region, conservation agricultural landscape and to promote natural resources and historical and cultural assets, recovery of the agricultural town heritage and cultural traditions of the rural recovery [5].

Rural tourism forms acts f on rural areas in several directions, all converging to increase the level of

development of that area. It acts primarily on the economic development of the locality by increasing household incomes, increased investment, development and arrangement of transport and communications, the expansion of economic activity by the emergence of new agro industries complementary activity. Increased also activity of trade on witch call both tourists and local people [6].

4. Conclusions

Effects of practice of rural tourism should be graduated to the level of development reached by the rural tourism as a "business".

In this regard, in the start phase on provision of such services, if it is predicted to be a success, it should talk about economic effects-to obtain additional income, employment, some investments in infrastructure, possible changes in the lifestyles of local people by allowing the abandonment of traditional agricultural occupations in favor of tourist activities.

Only after starting to develop agro-tourist business, to train a larger share of the community, generate related services and other effects may occur.

Joining the existent potential with investment effort in economic planning and social planning of territory, while preserving cultural traditions, folklore and crafts proverbial hospitality of the Romanian people, is an alternative of economic development, in normal limits and efforts of many rural areas, poverty of forgetting and disregarding social systems that have governed the country.

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