

Implications of Rural Tourism and Agritourism in Sustainable Rural Development

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Abstract

Romania shows: a variety of historical cultural values - folk art, ethnography, folklore, traditions, historical artifacts - a natural harmoniously combined with a varied and picturesque landscape background. All these are facets of Romanian rural tourism in particular.

Occurred and developed by the various forms of relief since the time of the Thracian-Dacian, a Romanian rural settlement kept and still keeps in good measure ancient customs and traditions, a rich and varied folklore, ethnography and folk original elements that can be travel exploited in a strategy for the organization and development of rural tourism.

Rural tourism in our country always practical, but spontaneous, sporadic, random, and mostly unorganized form of manifestation is the beginning of the '20s and '30s, the casual visitor accommodation citizens of rural settlements.

Keywords: agritourism, social-economic potential, rural tourism, sustainable development

1. Introduction

Agritourism is considered an important factor in the development of rural areas, especially the localities where conditions are favorable for practicing tourism as a long period during the year. For this agritourism must meet some essential conditions, itself derived from the functions they have to perform, namely:

- making additional income by the local population, allowing them to face the crisis of agricultural systems and rural society;
- diversification of economic activities by increasing the supply of local services and products that can be powerful factors of tourist attractions;
- maintaining a balance between ecological systems, socio-economic and cultural area, and promoting a development process and therefore change;

- promote cultural exchanges as a factor of solidarity and social cohesion, fostering a coordinated policy on territory, allowing improving the competitiveness of the various economic activities in less favored areas and the provision of infrastructure and equipment necessary to improve living conditions for the population and wealth local and visitors [1-5].

2. Materials and methods

Development of the rural- tourism, agro - generic follows at least two important objectives in organizing and conducting this activity.

The first objective concerns the condition for achieving comfort and above all providing accommodation and food.

The second objective, with a fuller connotation refers to training, measures of education and training necessary to acquire the concepts and rules of conduct, maintenance and management, to a good development of tourism activities.

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Achieving these goals would represent a period of "accommodation and training" for the rural tourism would only be conducted internally.

Only after the completion of minimum conditions, they may focus on international agricultural tourism.

Considering that mountain agro type is closely related to all human activity and socio - economic development of the area, the question of adoption of rules and regulations based on international criteria and standards on systematization and aesthetics mountain village and building homes.

Given the complexity of organizational problems and financial difficulties primarily the development of rural tourism in Romania requires the following steps:

Phase I: includes selection and inventory rural area, suitable for agritourism based on criteria such as:

- Location and status of infrastructure components;
- Offer recreational area;
- Natural landscape;
- The historical and cultural;
- The system of agriculture practiced (preferably natural farming type);
- Local interest for tourism phenomenon, etc.

Phase II: includes the establishment and organization in selected rural areas, some households model to represent the type of standard form terms of both structures agrotouristic received and the level of training and behavior. It is about planning and environmental comfort with spaces for tourists equipped with the necessary equipment (furniture, plumbing, radio and TV).

Also, tourists can be served with food and food or to prepare their own food and household products from local or acquired. In these conditions, the tariff for tourists vary depending on the season, the level of comfort, services performed and charged per apartment and not per person.

Phase III: of the most complex in terms of tourist offer includes a set of services, agro becoming an economic component of rural life. This step involves, besides finding and arranging peasant, actions performed in previous stages, specialized training and professional reception staff and employment capacities typology classes agro agro mountain comfort.

Stage IV: and last, states that the agro-mountain villages to be a well established business with

local organizational structure - type rural tourist agency, able to facilitate relationships between guest and host programming services including conducting of stay, leisure activities possibly organized for a group of tourists. Also in this stage will appear economic agents specializing in tourism, in addition to food products in the exploitation of resources can provide a wide range of tourist services, contributing to tourism organized and civilized practice without diminishing anything from the naturalness and charm of novelty village and area. This last step is not mandatory in rural tourism development. It appears in some areas of high tourist interest or places where traditions for tourism practice will be necessary.

3. Results and discussion

Besides the functions and objectives which customizes agrotourism, this activity is characterized by a number of factors that act on areas of tourist interest. These factors can be grouped into four groups according to the influence they exert on rural areas:

- a) economic factors;
- b) social factors;
- c) educational factors and civilization;
- d) organizational factors.

Economic factors include: increasing the income of the population, changes in the structure of expenditures, development of transport and means of communication and information, qualitative and quantitative growth of the tourist offer, pricing policy and tariffs, and international economic cooperation.

Social factors relate to demographics of the area, stopping migration and improve quality of life by urbanization urban utilities and equipment, and efficient use of time.

Factors of education and civilization refers to the new behavior, civilized, with the rural population into contact and face new issues in relations with tourists achieving a new state of mind.

Organizational factors for the actions of policy makers for mountain tourism, rural and other factors facilitates the recall.

In general, a program to improve the imbalances must include a plan of action that is different in the degree of underdevelopment of the region in this respect distinguished:

- economically underdeveloped regions;
- underdeveloped regions as natural potential;
- developing underdeveloped regions.

Ways of solving problems and are different depending on the situation they found each region (area) and the ability of economic progress based on local resources and initiatives.

For each situation would adopt methods and specific developmental pathways. A program planning and development of the rural area for the purpose of improving economic and social situation, must include a study that addresses the following issues:

- a. The physical environment (potential living habitat)
- b. Demographic situation
- c. Infrastructure and municipal facilities
- d. The development of small industries and services
- e. Agriculture and forestry
- f. Rural areas and spatial
- g. Other services and activities (including schools, clinics, libraries, houses of culture, religious establishments, etc.)

The survey is conducted through the cooperation of specialists economists, sociologists, psychologists, engineers and architects.

Once the study should examine the consequences arising landscaping plan. For this two methods are possible.

The first method consists in estimating future requirements by extrapolation from previous evolution and then setting a plan for achieving these needs. This requirement must be reflected in a policy which combines the features rapid development, making the necessary effort can not be surpassed by the actual needs of the area. This method can be applied in developed areas.

The second method is applied to underdeveloped regions where, for achieving this objective

requires the involvement of all stakeholders, ie local factors as well as those of public power.

Whatever the method of evaluation and formulation of development projects, they should include the following objectives:

- a) economic plan (estimates on the desired rate of growth and the means of achieving);
- b) social plan (stipulated targets for education, training and rehabilitation workforce, accommodation, etc);
- c) land use plan (is an overall plan for the entire area, being integrated into the economic and social);
- d) financial plan (it is a feature of the three plans that can not be achieved only to the extent of financial means).

4. Conclusions

In conclusion, it must analyze optical elements is the arrangement of the components assembly areas for it to become pole integrator and economic and social activity in mountainous areas, tourist vocation, which attract some of the urban population in the area and not only to spend their free time in the most natural conditions specific to rural areas, but with an acceptable comfort for modern tourism and civil.

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