Abstract

Local communities in rural areas of Romania were affected by the evolution of history in recent decades. To these were added years of centralized economy and then transition to a market economy. Europe located in a continuous expansion, shows up also questionable in terms of economic and social development of rural communities. The set is accompanied by an increasing trend of the civilized world living on good terms with the environment, to spend more time in nature, to be closer to everything is clean and quiet living. The number of people seeking holidays in nature in rural areas is increasing across the globe. These forms of tourism are increasingly desired by the rich, but also by people eager to return to nature, the life of rural communities. These activities play an important role in the economic development of rural areas, which will further reflect on their future development.

Keywords: rural tourism, sustainable development, economics, Romania

1. INTRODUCTION

Rural tourism and agrotourism, are important factors of local and regional development based on the granting and use of resources in the most efficient way possible.

In recent decades, rural tourism growth path followed in its development activities and services to the tourism simple, today, more sophisticated and modern. Since the majority of European countries recorded economic performance higher income levels and leisure options of the population increased to higher standards. In response to new economic and social requirements, rural tourism has tried to become a viable alternative to mass tourism. The also develop ways of communication, means of transport, infrastructure has attracted particular important for rural tourism flows.

Romania has a picturesque rural setting offers great opportunities for rural tourism development in general, and especially tourism, farm houses and comfortable and airy, open and welcoming people who have a genuine cultural and artistic tradition.

After 1989, a factor that clearly influenced the development of tourism, and in this case and the area was the establishment of associations of tourism service providers in rural areas. With their increased interest were established a number of small firms, local associations followed in time by national ones. Their main concern is to examine the tourism potential of these areas, identify potential accommodation (houses and pensions), the materialization of rural tourism products, development of tourism.

As you can see in the picture above (Fig 1), rural tourism consists of four major essential components that are interrelated and form an integrated whole. The components of the natural and human resources give general tourism potential. Depending on the services and product offered to tourists, the population may have a higher degree of satisfaction or lower.

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1 Academia de Studii Economice din București, roxanacosma_ro@yahoo.com
2 Academia de Studii Economice din București
2. THE BASIC CRITERIA AND OBJECTIVES FOR RURAL TOURISM

In recent decades, the EU regional development policies, together with Member States' national policies have encouraged tourism orientation towards rural areas, taking into account the positive social effects and implications. Studies by the World Tourism Organization show that rural tourism is developing at a pace faster than international tourism in its entirety.

Agrotourism, as economic and social activity should become a basic component of sustainable development based on the following principles thus apply:

1. Sustainable use of tourism resources;
2. Reduce wastage and tourist;
3. Maintaining natural diversity, social and cultural development of rural areas;
4. Supporting the local economy by supporting the initiative groups of tourism development;
5. Sustainable tourism development must be maintained through training, qualification, training, training of locals, civic training, appropriate sociological;
6. Promoting tourism marketing in the tourism market by studying the local area andqueen or nationally and internationally;
7. Research and monitoring of rural tourism activities and actions to protect and conserve environmental resources and tourism.

Objectives need to manage tourism activities in rural areas can be separated into three categories: objectives that emphasize prevention population migration from rural areas to cities and stimulating to return to rural settlements; objectives that emphasize improving lifestyle and civilization in rural areas along extra income; objectives of environmental protection and conservation areas (Mitrache et al., 1996), therefore the green.

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![Fig. 1: The basic elements of rural tourism](image)

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It is worth noting that in the case of rural tourism and agritourism, economic targets are in close correlation with social objectives, a fact reflected in the growing concern of social responsibilities of agritourism farms and associations, responsibilities requiring 'some form of control, increased sensitivity to social issues.

In the long term strategy of social and economic development of rural areas, meaning and evaluation of all types of capital (natural, human, economic and environmental) is a very important issue. The expansion of tourism requires coordination between all sectors of agriculture - on the one hand and the other hand transport, trade, industry. The key factor in the development of tourism in rural areas is applying favorable marketing studies necessary for any national or foreign investor.
Characterized by socio-economic potential natural differential rural areas are likely small or large local economic diversification. Prerequisites complete approach related to tourism development involves theoretical, practical, historical, organizational, economic, environmental, social and cultural. It is a first step to indicate that rural areas have a real chance to increase its current development status.

3. EVOLUTION OF ROMANIAN RURAL TOURISM AND AGROTOURISM

Rural tourism is basically a new phenomenon and old at the same time. The interest in rural recreation began to manifest since the 19th century as a reaction to stress caused by urbanization and industrialization specific processes.

The beginnings of rural tourism are located around the 30s and is related to the mountain and spa tourism regions with a high potential for exploitation of the resources provided. It can remember such as Bran-Rucar locations, Olt Valley counties of Harghita and Covasna.

After the Second World War and the beginning of communism as a political system, tourism activity declined to extinction. Restoring rural tourism was conducted between 1972-1974, with the request of the Ministry of Tourism of identifying and ratification lanasar ‘certain tourist villages and farms in all areas. The Centre International tourism promotion identified and selected 118 villages representative of Romania, which could be introduced in domestic and international tourist circuits. A year later, no less than 14 tourist villages were experimentally declared: Leresti and RucarArges county, bow and Şirnea in Brasov, VaideeniValcea County; Saint George, Murighiol and Crisan in Tulcea county, Sibiel Sibiu County, Tismana in Gorj county, PoianaSatara - Bacau County Racos - Timis, BogdanVoda - Maramures, VatraMoldovitei - Suceava.

Because in 1974 was banned by law in private households accommodation of foreign tourists, tourist villages remained inoperative for international tourism. Only a few villages (Rucar, Crisan, Murighiol, Sibiel) were able to establish foreign contracts by the National Office for Tourism Carpathian-Bucharest, thus managing to pursue international activities, but only in certain year. Organized rural tourism began to take shape only after 1989, with an emphasis on the mountains of the country, which has more than 600 thousand family houses.
grouped around 2,500 rural villages and towns. After 1990, there was a clear trend to promote and encourage rural tourism and agrotourism in the local and national authorities and professional associations in the tourism industry.

Top households were listed in rural tourism scheme were those in the Moeciu-Bran, Barsa, Dorna, Maramures, the Apuseni Mountains. The opening time horizon establishment of various associations such as the Association of Romanian villages in 1988-1989. Romanian Federation of Mountain Development (1990), National Rural, Ecological and Cultural Tourism Association from Romania (1994), Romanian Countryside Agency (1995) and Innovation Centre Carpathian configuration and Development - CEFIDEC (1994), ANTREC (2007).

Ascan be seeninthe image above(Fig.2), agritourismis a branch of alternative tourism, comingas a new specialty, with high potential for attraction of domestic and foreigntouristsflows.

4. FLOWS BASIC ACCOMMODATION AND RURAL TOURISM

Following the evolution of accommodation rural tourism and agrotourism specific, until 2000, as reported by the Ministry of Tourism, are some details about specific tourist hostel and houses. The situation of accommodation involved in rural tourism and agritourism cannot be evaluated. Only in 2001 there was a noticeable trend in terms of classification and certification of tourist guesthouses and houses for agritourism. Also the number of such accommodation units increased significantly between 2001 and 2014 despite support from local and national authorities was almost nonexistent on the organization. Evolution of the number of accommodation made after 2001 reveals an upward trend, the highest being recorded after 2006.

The tourism potential is not the same in all 8 development regions of Romania as thus clear that an unbalanced distribution of tourists between regions. For example, the South East has proven to have the highest capacity of tourist accommodation, easy to explain, because this may also include specific areas of the Danube Delta and the Black Sea coast. Normally, the Bucharest-Ilfov the values of the coefficient of supply tourist accommodation close to 1, which means that almost all tourist accommodation beds are available for tourists all year round. This can be explained by the fact that Bucharest whatever time of year is a destination for both leisure and business.

The table above provides precise information about the flow of accommodation 2007-2013. There may be differences between the rate of total tourism in Romania and tourism rate observed in rural areas in some regions in terms of tourist accommodation supply coefficient. At national level this index is slightly lower than in rural areas, and annual differences between them grew 0.03 - 0.09. However, in some specific regions can be observed in larger differences. For example, the number of bed-days in a year based on the total bed-days available is higher in rural areas (especially in the mountains areas, especially Central Region and North West), because here owners have noticed tourists wish to choose accommodation outside the cities regardless of the year.

But the mere fact that tourist establishment is open for tourism (the specific season or throughout the time) proves not exactly a success. If tourists as customers do not choose a specific accommodation, the decision to maintain open travel unit is wrong.
Table 1- Rural accommodation structure in Romania

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| Source:ACFwereobtained from the INSS

Note:

TC=total tourist accommodation capacity (expressed in number of beddays)
ACF=tourist accommodation capacity in operation (in number of beddays)
AUC=coefficient of tourist accommodations supply (in percent)
n/a=Data not available

In the image above (Figure.3) refers to the dynamics of accommodation in Romania, resulted in hostels and houses tourism specialization. It can be seen as their number grew most significant in the years 2009-2010, with a slight decrease in 2011. The trend the last few years indicate that national non homogeneous dispersion in terms of their number, most being centralized in mountain villages and counties renowned for their natural and anthropic tourism potential (Brasov, Sibiu, Arges, Suceava, Maramures, Vrancea, Tulcea, Constanta county) stay at tourist villages or rural farms can be organized and arranged in several forms, depending on the location and type of area (mountains, hills, beach, near national parks or lake delta areas). The means of access are maintained properly, the opportunity to enjoy the beautiful scenery, local culture and great architecture are maximized.
The flow of tourism confirms the continued growth in the number of tourists by 2008, after registering a slight decrease caused by the economic crisis, financial possibilities for rural boarding-houses being employed especially for Romanian tourists and fewer foreign tourists. The phenomenon can be explained taking into account the lower quality channels of communication that provide access to most villages, recreational opportunities and leisure modest prices that are not always a reflection of the quality of services. However, the trend shows a positive trend last year, with increases of up to 10% per year rate of tourists in this industry.

5. THE IMPACT OF RURAL TOURISM

5.1. Social and cultural

Development of rural tourism comprises on the one hand and social and cultural dimension, it is very important interrelationships traditional family-values, cultural, that can easily be negatively influenced.

The role of women in rural tourism also attracted interest as an economic activity late seasonal and highly unstable because tourism is one of the few opportunities taken up by women, but also contribute to the marginal status of women in power employment in rural
areas. Increasingly, native people involved in tourism to help meet their goals of independence and cultural survival, but tourism development carries risk reductions for them. There are also special problems in obtaining funding for projects with cultural sensitivity training, attitude towards work and service and communal decision making.

4.2. The economic impact

The economic impact of rural tourism has been an area of great interest for research from a number of social scientists, often emphasizing or appeal when the role of tourism as a panacea for all economic and social networks of the country.

According to sources in the industry rightly recognizes that rural tourism is not necessarily a solution for rural development, given its problems: volatility, low wages, labor and imported conservative investors. Time least beneficial to promote rural tourism is when the economy is already weak because tourism will create employment and income distributions very unbalanced.

4.3. The effect on the environment

Tourism development can’t ignore the ecological dimension, so important for the sustainability of the natural resource and environmental. It is clear that tourism in rural context displays many characteristics of symbolic relationship that exists between tourism and the environment. It is imperative preservation of rural resources, halting mass tourism influences (e.g., pollution) and implementing new concept on human-nature connection.

5. CONCLUSIONS

In parallel with the development of rural tourism tourists boosted cylindrical infrastructure elements, cultural elements and those on traditional occupations (including crafts), which have become factors of attraction areas. It can be seen now that the provision of sites in rural and urban areas are very similar, although it should local traditions, nature areas become iconic brands. Objective, rural tourism should not and cannot be separated from the element of space tourism village.

For Romanian village to grow and thus to achieve a solid base of rural tourism must meet several conditions, such as natural environment is just as attractive, with various monuments and reduced pollution, are targets of human nature (points museums, statues, monuments, ruins and castles, castles, old houses, monuments of folk architecture, etc.) are preserved cultural traditions, folklore and traditional customs; be a minimum of tourist infrastructure for the provision of accommodation, meals, recreational facilities and equipment and facilities to be made in a municipal - household.

Rural tourism is a good opportunity for farm-based communities, but setting objectives and final tourism development plan requires caution. For best results the full range of stakeholders should participate in the planning stage. Measures slow and stable needs this kind of planning in order conflicts and mistakes to avoid.

Rural tourism is invited to contribute, as a first step in maintaining and preserving agricultural services. Moreover, by strengthening and modernizing it, it will become a prerequisite for the development of local and regional socio-economic development.

Development of rural tourism in Romania will require a strategy based on the principles of sustainable development and integrated environmental protection, due to the use over certain natural and cultural resources, concentration accommodation and recreation structures. Despite the important current issues concerning the negative aspects of agriculture, low direct investment and financial resources for rural, low agricultural training, rural tourism and agro beginning to be appreciated in local villages in Romania.
6. REFERENCES