

RURAL ENVIRONMENT - SUPPORT, DEVELOPMENT AND PROGRESS

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Abstract: Tourism in rural areas is now a reality, the aim is to satisfy the needs and desires of tourists, but also is the holder of an instrument of rural development. Tourism has been widely promoted as an effective source of revenue and job creation, particularly in rural areas where traditional agricultural industries have been in decline.

For this reason, the the state interest and the local communities is to draw up development strategies and exploitation of tourism, rural tourism case involving all economic agents involved in this activity.

Further, in an elegant form and easy to go is done a review of the support, development and promotion of tourism resources in the rural terittory, countinuing with the presentation of the main strategies of tourism development and recovery strategies that reach the issue of rural tourism development or recovery.

Keywords: rural tourism, development, promotion, resources, progress.

1. Introduction

The causes of the development and promotion of tourism and, in particular rural tourism are covered by a comprehensive benefits. These benefits are different in role, but also participate in various measures to determine the tourism phenomenon. The evolution of tourism varies depending not only on the specific content of these advantages, but also in relation to where and when the action is taking place.

Tourism and the main form of alternative development, rural tourism, is a powerful economic growth, bringing a number of advantages both for local communities and for local people of the area:

- the efficient capitalization of resources both natural and anthropogenic, cultural heritage, local traditions to improve living standards,
- stimulates economic development in the improvement of social structures.

Each country has its territory varied natural conditions, valuable cultural goods that give the essence of its tourism potential.

The impact of rural tourism on the natural environment must be considered in the context of a trilateral relationship: economy - society - environment. There ought to be permanent links between rural tourism and regional governance policies that would support the conservation of resources. Actually rural tourism development should be carefully planned in the context of a broader strategy for sustainable development of resources. A strategy that recognizes the need for balance between the three following objectives:



Figure no. 1 – Objectives for a sustainable development strategy

(Source: realized by author)

From this view, rural tourism policy should be seen as a development opportunity, but also as a challenge to support local communities without undermining the very basis on which the future these perspectives. Due to rural areas relatively small but well-defined villages with tourism potential can serve as a unique model to put in place strategies for sustainability. This is especially true for small villages identified on a widely accepted definition of a size less than 10,000 km² and more than 500 inhabitants. Romanian tourist villages are different compared to urban tourist areas in natural resources it offers, community and culture, lifestyle, economic development, human settlements and rural tourism potential. Distance or small stretches of rural settlements than other areas justify directly or indirectly, their distinctiveness.

This distinction is reflected in the wealth and poverty, biodiversity and natural resources in the sphere of economic activities and economic favorable moments in social and cultural patterns and traditions, heritage associated buildings, monuments and local architecture in use land, but also in the infrastructure and rural environment. Small settlements and the appearance of solitude combined with the character distinct identity merge into a single framework to characterize the Romanian countryside, its positioning, which in most of the industrialized Western world is associated with feelings of escape from modern urban environment, urban stress and daily problems with the balance between man and nature and paradise to escape city life, rest, travel or even a permanent lifestyle.

Therefore, the appearance of isolation and small size of rural settlements are thus interpreted as benefits to society in a changing global economy in an increasingly globalized.

2. One of the benefits of rural tourism represents the **rational, scientific resources and creating revenue** for local authorities and institutions that can come from the private sector concessions, donations and local taxes.

Natural beauty of the Romanian countryside many unique and essential elements of local identity. Rural areas are attractive for carrying out rural tourism and as such, provides a stronger economy: generating jobs, income for local communities and provide development opportunities. The quality of the rural landscape seen in tourism is a boon and a determinant

of the prospects of tourism development in rural areas. Nevertheless rural tourism causes changes both in local societies and cultural environment.

Tourists who are visiting the areas with rural potential help in economic growth at three levels: local, regional and national. So, the tourists in their itinerary to these rural areas resort to hosting services, rural guesthouses and services specific to this environment, shops, restaurants. Although these businesses are usually made for larger groups receive national and international tourists, travelers to rural areas is a market that is becoming increasingly growing and attractive.

3. Creating jobs especially for youth, women and ethnic minority local groups is another advantage of rural community.

New jobs are often mentioned as the most important gains in the tourism, tourism of particular importance in the supply of jobs for young people, who are twice as many in the tourism sector than in other sectors of the economy.

The development that has known rural tourism in recent years, specialists services or economics attaches great importance to the role that women play in the economic recovery this rural resources.

Concerns over this issue had had researchers: Juo Ling, R.S. et al (2013), Kulekci, E.A. et al (2013), Ozdemir, G. et al (2012), Moller, C. (2012), Rad, S.T. (2011), Kiper, T. et al (2011), Koutsou, S. et al (2009).

Under the light of the above, we list some suggestions that shows *the role of women in rural development, agriculture and rural tourism*:

- in the context of sustainable development principles, resources should be planned such serve more than one purpose. For this purpose, agrotourism is emerging as an alternative to combine primary and tertiary sector, providing opportunities for multiple use of resources. Agrotourism which may help reduce migration should be seen as an important tool both in creating jobs for young people in search of jobs elsewhere and in providing opportunities for social interaction for rural women;
- the problems faced by rural women are perceived only in terms of economic. Alternative development scenarios should be created to enhance the status and social relations of rural women. In this regard, agro tourism and leisure should be used as an option. Within the context this alternative, the local population, especially women, should be informed about the economic and social benefits of tourism and its forms of entertainment;
- rural development projects developed by local and central administration, special policies and strategies for improving the quality of life - women ought to be followed and implemented;
- projects on agrotourism required to be considered in the context of rural development and rural women are essential part of their participation and their planning;
- in order to achieve sustainability of a project, the local community should be informed about the project and also the involvement of local residents to achieve it should be allowed. In this context, social and economic components that ensure interaction between locals and tourists should be included in the project;

- private sector involvement in regional projects. For this reason, encouraging the private sector to take part in agri-tourism activities, by providing financial support call form of land allocation, tax cuts, etc.

In economically underdeveloped areas, rural tourism can reduce youth migration in search of jobs in other cities or countries. Growing number of requests for rural tourism holidays can cause hiring new guides, guards, artisans and managers of rural and agro guesthouses etc.

In most cases, residents of rural communities are the best candidates for jobs in rural tourism, as they well know local environment is ideal for tourist information sources not only.

4. Also, rural tourism can contribute to attracting investment and financial resources to local communities, involving residents, without generating imbalances by uncontrolled growth. Rural areas are investing in tourism to diversify their economies needed growth, employment and sustainable development. Those places feature real opportunities as attractive places in which you can live, either as a reservoir of natural resources and the landscapes of great value. At the same time, it can provide financial support for the preservation of cultural heritage, crafts, traditions and customs, ethnic and folk traditions because they prevail as tourist attractions.

Increased number of tourists in local communities, the tourist traffic will generally result in the development and upgrading of local infrastructure (sewer, water, energy, schools, hospitals, etc..) - which will benefit both tourists and residents.

5. Establishment and support of micro-enterprises in local communities are determined by the development of rural tourism. Trade of products tends to be diversified and should not be confined to the tourists who come from urban areas. With the continuous development of these businesses, rural products are becoming more sophisticated and specific, such as the popular tourist products specifically designed for older people and women and children. Those products will become popular tourist with different themes for the different groups of visitors [9].

The objectives of these small units is about creating and maintaining jobs in rural areas, adding value in non-agricultural activities, the creation and diversification of the rural population, provided by micro-enterprises [10].

By supporting units directly engaged in tourism activities (structures hosting and catering) and those indirectly involved (gas stations, construction companies, shops) develop a sense of entrepreneurship in the area. For an entrepreneur in rural tourism is important to analyze and anticipate possible risks in order to control and manage the entire industrial process.

May be considered as investment in non-agricultural activities involving light industry products, such as leather items, shoes, wool, fur, knitwear, household products, the industrial processing into wood products. The investments for develop handicraft, handicrafts and other traditional non-farm activities with local aimed at the processing of iron and wool, pottery, embroidering or making traditional musical instruments. Can be financed and promotional activities by setting up small shops of their own products obtained from these activities.

With regard to the creation and diversification of the rural population, including eligible investments are tailoring services, hairdressing, shoemaking, but also those that provide Internet connection and dissemination, mechanization, transportation (other than the

purchase of means of transport). Small businesses that operate in rural areas should cooperate with each other in order to capitalize on resources, tourist attractions within a [8].

Rural tourism development includes a key component of promotion and exploitation of natural (natural tourism resources, reserves, etc..) And cultural (traditions, customs, crafts, folklore, etc.) Local communities, as they are rural tourism attractions. In order to preserve cultural patrimony can take some steps such as:

- cultural events inspired by rural folk, folk dances, theater performances, festivals, folk music - these shows represent not only a way of leisure for local people but also for tourists who are interested to observe traditional village culture,
- lectures and discussions may be held by residents of local communities about cultural heritage represented by traditions, customs, crafts, etnofolclor,
- setting up stores to showcase local cultural heritage through the sale of handicrafts.

6. Also, rural tourism is a way to educate the local people in terms of history, customs and traditions, because it responds to the growing interest of tourists to cultural and natural heritage of local communities, representing an opportunity for them to discover, to inform and transmit to future generations.

Rural tourism also provides access to information, facilities, promoting awareness on natural resources education among residents. biodiversity conservation. Likewise, biodiversity conservation and natural resources provide numerous benefits to local communities, while being a major tourist attraction, being the main incentives for conservation.

Another advantage of rural tourism is to *promote the feeling of pride* and appreciation of the local environment in which they live, their cultural values they hold. It is common for people to not fully appreciate the living conditions. Frequently tourists are those people who bring valuable surplus resources of local communities. Rural customs and traditions, the specific culture, folk customs, architecture buildings feature areas, traditional food preparations, the rural heritage are all resources that locals are worthy. Thus, it becomes acquires a sense of pride, appreciation of natural and cultural areas that attract tourists. If tourism is managed with experience and an adequate participation from the community, can lead to a greater appreciation of their value to the community, the same values which visitors try to learn and that they admires.

Cultural exchanges are the primary benefits of promoting rural tourism. Visits to relatives and friends in traditional communities are often the main attractions of a trip to the countryside. Staying in a area with tourist attractions, this often involves organizing excursions on a longer or shorter time. Natural attractions adds a level of interest for tourists, where they can access through the eyes and words of the people who live in those rural places.

Opportunity to absorb and learn a traditional culture is increasingly valued more by tourists and community participation adds value to a rural tourism program. Meanwhile, traditional communities can feel more confident as a result of the interest shown by visitors with respect.

7. Discussions and conclusions

Understanding the social impacts of tourism on local communities is extremely important for government at all levels so that they can take to reduce the likelihood of a reaction against tourists and tourism development.

Considering that the local population has many tourist destinations are a fundamental part of rural tourism product, attitude and behavior of the inhabitants have a considerable impact on the success, or otherwise, the destination.

The success of a journey through the countryside depends on the power and control they have on the situation of local communities.

Tourists should also be ready to have a cultural exchange bilateral nature, although it is important to remember that some communities are not interested in cultural exchanges with foreigners. Usually these exchanges raises awareness visitors expand their worldview and help them understand more clearly the context where it takes place rural tourism.

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