BANAT SUSTAINABLE RURAL DEVELOPMENT THROUGH TOURISM

DEZVOLTAREA RURALĂ SUSTENABILĂ A BANATULUI PRIN INTERMEDIUL TURISMULUI

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Abstract: *Inside Europe - whether it is mentioned in Central Europe, whether as part of group called Eastern countries - Romania has remained an essentially agrarian country less, but certainly more than 50% rural. Country where rural civilization, with everything pertaining to it - positively and negatively - was amazingly preserved. Looking critically, we find that our country is not sufficiently valued rural heritage tourism and rural tourism product is being crystallized. On the other hand, currently takes the form of rural tourism products of farms or settlements that offer benefits of primary interest, while giving generously to the richness of the Romanian village values. Little by little we get to the tourist-oriented villages, tourist villages called improperly.*

Key words: *sustainable rural development, rural tourism, Banat area*

INTRODUCTION

Theobald (1994) suggested that the etymologically, the word "tour" is derived from Latin (hardware) and Greek (pour), meaning a circle - movement around a central point or axis. Taken in English word meaning action taken on tour of the circle. Accordingly, a tour / tour is a return journey and who undertake such a journey is called a tourist / tourist. World Tourism Organization (UNWTO) defines tourists as people who "traveling or living outside their places of permanent residence for a minimum of twenty-four hours but not more than one consecutive year for

leisure purposes, business or other non-exercise of a gainful activity in the area concerned.

To paraphrase a great painter Stephen Luchian claim made in the summer of 1909 in an epistle - "nice flat is a poor word that says nothing of the splendor of the landscape" Romanian, Romanian rural knowledge begins as an experiment, research continues with a permanent and will end with a constant passion, maintained by the continuing desire of the "rediscovery" or of reviewing. Words can not always play the variety of impressions, thoughts, feelings that are born under the influence of emotions experienced in exploring the Carpatho-Danubian lands.

This offer potential primary composed of natural components of landscape, are potential tourism resources and plays a role in the development of tourism in general and of rural areas in particular.

Items to be made in particular are worth:

- curative value (spa) has bioclimate area or natural factors;
- the value of recreational, aesthetic and landscape, in many occasions decisive in selecting a location (mountains, hills, plains, coastal or delta);
- the scroll of some moments of relaxation or hobbies (lakes, mountains, caves, streams, hunting resources);
- cognitive value for components designated as parks, botanical or zoological gardens, scientific reserves or natural monuments.

MATERIALS AND METHODS

Looking critically, we find that our country is not sufficiently valued rural heritage tourism and rural tourism product is being crystallized. On the other hand, currently takes the form of rural tourism products of farms or settlements that offer benefits of primary interest, while giving generously to the richness of the Romanian village values. Little by little we get to the tourist-oriented villages, tourist villages called improperly.

Trying to perform a comparison in terms of European tourism experience, we believe that the scope of rural tourism activities rendered Romanian broadened from simply offering them accommodation:

• display of popular gourmet products;
• entertainment and animation specific village areas;
• traditional means of transport;

All can and should set the portion of the Romanian rural tourism product, knowing that the tourism product in general is "an amalgam of tangible and intangible elements, concentrated in a specific activity and a specific destination".

We believe that a solution may present moment agriculture closely with the tertiary sector (services), so the traditional business of rural areas with the complementary strands in a form with multiple socio-economic implications component of rural tourism sector, agri-tourism.

Given the rich heritage existing tourism especially in rural areas and the minimal use - at present - the view that rural tourism product is insufficiently exploited. For a more thorough analysis, we make an overview of heritage tourism in the Romanian countryside. The national economy, tourism is part of the service, considering how the development of domestic and foreign tourism market, tourism has macrostructural components, and micro mezostructural.

Specifically, Romania failed to turn over the past 20 years, tourism in an area with high priority and very important for the national economy. In addition, domestic supply has not been adopted to the demands and needs of different segments of tourists. This maladjustment has resulted in a decrease in the number of tourists, a reduction of the period of stay, a disregard for the substantial increase service quality.

RESULTS AND DISCUSSIONS

Banat, named by its inhabitants and "Fruncea Țării" is a region located in the western part of Romania where the inhabitants are distinguished by cultural characteristics easily differentiated from other areas who also have their specific Muntenia, Moldova, Transylvania, Bucovina, Dobrogea or Maramures. Banat, as they say people who occupy this region, have traditional costumes, music, dialect, cuisine and specific customs. Specific area is given largely by the influences of neighbors.

Banat is an area of approximately 19,000 km ² and includes the county of Timis, Arad county south of Mures counties and part of Caras-Severin, Mehedinti and Hunedoara. Banat position is favored because it is

situated at the western extremity of Romania, being the closest point of western Europe.

Banat landscape is very diverse in its composition also entering the plains, hills and mountains. Banat Mountains area include formations located in the Southern Carpathians and Western Carpathians. Meridional Carpathians ranging from north to south Țarcu-topped mountains Țarcu Caleanu (2190 m), Baicu (2123 m), Bloju (2192 m) and Mount Mic (1806 m) and Cerna Mountains Poiana Mare peak (1363 m). Western Carpathians are composed of Poiana Rusca Mountains (1359 m) and divisions Semenic Banat Mountains (1,447 m), Anina, Dognecei, and Locvei Almajului.

1. Poiana Mărului resort. Glade area development began with the apple once Government Ordinance 1936, regarding the establishment of the two resorts, Poiana Mărului Mic Mount. Interest in this area was shown by the Dacians, finding numerous remains here, the most important of which is a pagan altar at an altitude of 1200 m on the north side of Small Mountain massif. The tourist route Mount Small - Poiana Mărului, Scorilo valley, legend says that the king would be buried there if Scorilo, Decebal's father (the famous inscription was discovered Sarmizegetusa "Decebalus per Scorilo"). With the establishment of steelworks in the town of Oţelu Roşu (formerly Ferdinand) in 1880, were attracted to this town and settled a large number of workers. Clearing the apple became a logging area, but also a recreation area, as demonstrated by former forest trains, which attach to the passenger cars. Forest line Zăvoi - Poiana Mărului was built in 1907 and in 1937 circulated a railcar with trailer (similar to a tram). Poiana Mărului was initially a place with a park ranger house, other houses came later, hunters and fishermen, and recreational homes. Currently, the resort is developing rapidly, building recreation are many villas, a church and several mini hotels.

2. Băile Calacea resort. Olympic size swimming pool and a sports, football, tennis and playgrounds for children. Camping nearby has over 100 beds. Natural cure factors are known from the early decades of the twentieth century, the resort was assessed for thermal mineral waters with a temperature of about 40 ° C, and calcium bicarbonate. One of the main attractions of the resort and Spa Calac zoo is arranged in the middle of the resort, where there are pheasants, peacocks, rabbits and hares, wild ducks, and copies of Titica and Ivan, gray cat that is Russia. Near the entrance to the complex, which is free, has arranged a special area, where seven fallow

deer and deer live. At about 5 km from Baile Calac in Satchinez city, there is a reserve of white egrets, for which settlement is called Delta and Small Banat.

3. Trei Ape resort It is the place to rest and eliminate stress. On the way to climb Mount Semenic, once past the Prislop, we reach a place of story, namely Lake Three Waters. Who does not want to be staying at the hotel, can come camping, or lodging in one of the wooden boxes with one or two bedrooms. Meadows stretch on the lake and are full of tourists. Prices are accommodation and food for all pockets. Who loves water and water sports is out of reach of everything from boating and pedal boats, to swimming and water skiing. Hiking enthusiasts have to see the surroundings: New Brebu tourist villages and guarantees, Mount Semenic Anina Caransebes or other routes to Mount Mic. It is the perfect place to relax, as there is in "full" clean air and shade. New Brebu village resort belonging to (a former village of ethnic Germans). Resort name is given by the three rivers that come from the mountains: Semenic Gradiste and Brebu. Due to the annual average temperature of 7 degrees and annual rainfall of 900-1000 mm, the resort has a consistent snow between November and April is a place appreciated by lovers of winter sports and ski slopes here and there.

4. Buziaş resort. Rediscovering the deposit of mineral water and carbon dioxide takes place between 1796-1805, having an important role in the evolution of the settlement. Owing to the development of the village, in 1811 opened the first spa season organized, established and spa. Buzias became a city in early 1956, is located in the south-west, the Banat Plain in north-western foot of the hill Silagiu on the lower stream of Willow Valley, in the Depression Buziasului at a distance of 25 km (DJ 592) and 28 km (by rail) from Lugoj and 34 km (DJ 592) and 37 km (by rail) from Timisoara. The city has an average elevation of 128 m. Buziaş regime is characterized by a moderate continental temperate climate, with characters crossing between continental and Mediterranean climate, propagated under the influence of air masses from the Mediterranean Sea. Annual temperature evolution is characterized by a simple periodicity, temperature is moderate, with an annual average of 10.5 ° C.

Therapeutic value of mineral waters soon became known both in Hungary and neighboring countries at that time as part of the Austro-Hungarian Empire. In 1819, won its declared spa town, when the five

sources were already in operation. Treatment should be done until the late nineteenth century by internal treatment, mineral water consumption is basic (is treating anemia, disorders of the urinary tract, colon, stomach, liver, respiratory, gynecological diseases, diseases of nerves, etc).

The main "attraction" is Timis tourist tourist business. The official figures of Department of Statistics, two thirds of tourism in the county has conducted business this character. And the resort has won a great asset enjoy in this area. Buziaș can be proud that the area around Timisoara is one that offers great possibilities of accommodation and accommodation for business travelers.

5. Băile Herculane resort

Herculane resort has an exceptional historical heritage, living memory of 1851 years of existence (153-2004) uninterrupted resort. The Romans have left many remains: aqueducts, baths, statues, coins, votive taboo high as signs of gratitude to the gods for healing.

The resort is accessed over time by great personalities, including: Emperor Joseph II, Emperor Francis I and Empress Charlotte, Emperor Franz Joseph and Empress Elisabeth. In 1852, Emperor of Austria considers Herculane as "far more beautiful resort on the continent and Empress Elisabeth - passionate, popular, distinctive and harmonious Sissi - write a diary in which Herculane are a distinct presence and delightful.

Conditions to be treated in Herculane: degenerative rheumatism, spondylitis, osteoarthritis, poliartroze, articular rheumatism (tendinosis, scapular-femoral periarthritis), post-traumatic joint stiffness, postoperative recovery (after fractures, sprains, dislocations), paresis, paralysis, diabetes mellitus , hiperlipemii, respiratory diseases, cardiovascular diseases (silicosis), gynecological, ENT, skin diseases, eye disorders. Contraindications: tuberculosis, liver and kidney disease, decompensated heart disease, high blood pressure over 180 mm HG, Parkinson's, the acute ulcer, neoplasms, mental illness and addiction, acute diseases, tumors, pregnancy, epilepsy, hemorrhagic syndrome. Currently, the resort's surroundings Herculane 16 water springs are known thermo-Cerna strung along a length of about 4 km.

6. Semenic Complex tourist

Semenic tourist area was created for practicing winter sports, being located on the plateau mountains at about 1400 m altitude Semenic at a distance of 35 km from the city plant. Semenic resort is located in western

Romania and has with a number of smaller resorts, delight Banat: Secu Văliug, Three Waters and Crivaia. In winter, they are ideal for skiing. Arriving by train to Resita and from there by car or minibus in resort (35 km distance). The resort offers winter sports fans have a longer season than the annual average in the country, from November to April average snow cover reached 60-80 cm. Here are the ski slopes with different degrees of difficulty, lift and elevator. At Semenic ski slopes that we have available are the number five. For beginners, it is recommended lowering the peer, with a length of 350 m. We have trees Cross - 750 m long, Gozna - 500 m long and two heavy tracks, slalom and giant slalom - 1200 and 520 m Etc..

CONCLUSSIONS

Achieving a diagnosis of the Romanian economy we find that our problems are similar to those of European countries that have similar conditions. What sets us apart from others is the way in which we seek, propose and find solutions especially in this transitional period. If the vast majority of human society Romanian analysts moment solution to overcome the current crisis is agriculture and services and in particular tourism among them, then those who intend to obtain economic results from the work of rural tourism have all the trumps in their hands. Logically follows the need for a scenario and adopt a strategy, outlining a policy of tourism product and price, and market penetration of finding, promoting and organizing local and national to the European and global interconnection.

The setting of minimum targets and a minimal set of measures, applied point in an area (or in several areas) already operating rural tourism activities will lead to the production of consumer satisfaction and increase the living standards of practitioners. For it is known, the experience of countries like Austria, France, Switzerland, Portugal, Germany, rural tourism contributes to economic recovery in rural areas, develop local initiatives, is the promoter of tourism "green" compliance with environmental rigors.

In addition to those listed above should make clear that tourism activities - with few exceptions - is carried out during the "season" agricultural, offering providers:

- additional income from tourism activity;
- household products as its own production site;

- enhancement of resources area;
- chase the boredom and monotony;
- use of surplus space, products and labor.

The show presented again, if proof were needed, that the tourism activity undertaken in rural areas - as a tourist service providers - is worth the time put less busy, attract productive activity groups less valid farm work, higher use of energy throughout the local community.

Sustainable economic development of tourism requires action adaptability to changing economic factors, social, technological, cultural. Thus tourism resources must be exploited, to the extent that this process is carried out according to market requirements in the field. Support major investments in sectors that support tourism and tourism is not solely for the private domain, resulting need for partnerships for action.

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