TOURISM IN EUROPEAN RURAL AREA-CASE STUDY AUSTRIA

TURISMUL ÎN MEDIUL RURAL EUROPEAN-STUDIU DE CAZ AUSTRIA

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Abstract: *Tourism in rural areas has a long history in Europe. Since the world traveling, there is a tradition of people who living in rural areas to provide food and shelter to tourists on their way to various destinations. In the era of modern tourism, rural tourism development is linked to the great wave of urbanization. During this period, new patterns of industrialization and mechanization of farms prompted a majority of the population to move from rural areas to European towns and cities in enlargement. Only in France, from 1945 until now some six million people have sold their lands and people participating in agriculture declined from 35% in 1939 to 8% today. What holidays are available for the vast majority of workers (employees) a substantial proportion of rural tourism clientele consists of new urban residents returning home to visit their own country houses that they have left behind. Visitors are most often stay with friends and family and most of the cases their leisure time activities is limited to farms.*

Key words: *rural tourism, Europea rural areas, Austria*

INTRODUCTION

Since 1970, in Europe, rural tourism has increasingly felt the impact of major changes in attitudes and consumer demands, resulting an accelerated pace of change in this area. Changes in the way of spending holidays preferences and the importance given to environment have led to increased interest in sports, health walks, sightseeing, looking for authentic, all of which are favorable to rural tourism development. Changes in attitudes were parallel with changes in European styles of making the holidays, leading to shorter holidays taken more often during the year.

In the mid-1980s, 25% of Europe's population spent their main holiday in the country and from this percentage 23% spend their holidays in mountain areas. The popularity of rural and mountain areas in particular, the possibility of spending the two holidays and short breaks (shortbreaks) increased in most countries.

European rural tourism operators have had to recognize that providing housing (accommodation) is not sufficient to satisfy their client. Farm tour, nature study, biking and hiking, cultural activities and health and play other sports (water or land) help attract clients in the areas of European countries. The facilities are as important as accommodation and the most successes have been obtained where the two were together.

RESULTS AND DISCUTIONS

Austria has a high tourism potential especially because of the natural frame, attractive, among which stands out alpine landscape-glacial landscape resources, alpine basins and Danube - the thermal waters and some elements of vegetation and fauna, which led to tourism development in general and the agrotourism and mountain rural tourism.



In this country, rural tourism is an activity that has contributed to the development of new concerns - now jobs - which have led to growth of rural settlements. Manifestations of rural tourism are: Pension farm (peasant houses with rooms for rent) and tourism inns.

It all started with the geographical location of Tyrol, located at the intersection of north-south and east-west routes, characterized by high traffic. Since the eighteenth century Tyrol get out of the Switzerland shadow and becomes tourist area. While passing through the test of the two world wars, Tyrol area was rebuilt in speed every time. In the '50s years were reached pre-war conditions and the following development was not only fast but also very strong. Growth realised in tourism field has made based on: economic growth of all region, population growth, increased leisure,

transport and infrastructure development, development of new communication systems, winter sports and not least of urbanization.

All this led to the approval and operation of 25 tourist commone, where a family of two receives visitors at the farm, with an average of six beds in each farm. At the end of the twentieth century in the whole Tyrol area third of rural households from rural areas rented accommodation. Today the statistics of the early years of the third millennium, placing Austria in second place of the owners of farms with tourist office with 19000 existing farms in operation.



Leutasch-Austria



Saint Jakob, Tirol, Austria

Currently, through "recreational tourist villages", the Austrian Union Administration defines those rural settlements with predominantly peasant character, where tourist has quiet and rich folklore and ethnographic feature in the area they are located.

For practicing rural tourism in Austria there are "resorts" (Erholungsdorfer) for the family holidays. Typically, these villages have a good position, being located in scenic areas, where are homes and nurseries for children's playgrounds and staffed to care for children. Families can spend their stay in good condition because children have, in addition to those shown before, and rooms with beds for children, with the entire ambience for this category of tourists, with special menus of fresh food produced in the area. These types of settlements would be a higher level in the hierarchy of the Austrian countryside tourism.

CONCLUSIONS

For this form of tourism, since 1963 has held a first meeting of the 99 villages in so-called "action of recreation villages", representing an first

association of agrotourist villages in the statute of which was stipulated, inter alia, that may be part of this association villages that meet the following conditions: attractive natural landscape as much as possible without industrial units, far from major thoroughfares, with a lush forest and a capacity of at least 30 beds and an achievement at least 20000 overnight stays per year.

Analyzing statistical achievements of the area stands pennant position of Tyrol region. In 1989 they celebrated 100 years of experience of these concerns witch have led to the tradition. Nearly a quarter of Austrian farms receiving guests for over a century, providing abundant living through this activity to about 10% of Austrian farmers.

Financing accommodations facilities may be made by calling the loans offered by banks and ministries of trade and reconstruction or the Ministry of Agriculture and Forestry.

These types of tourism are attractive also by prices, which are generally small, with differences from one household to another, but observed throughout the year, being reported and entered into "annual supply indicator".

Growing demand for Tyrol region has spurred the efforts to equip the two key areas: capacity of accommodation and leisure facilities and animation. Suggestive is the fact that for the accommodation possibilities in the Tyrol, exists 60-80 beds per 100 inhabitants, citizens of the villages can provide half of their housing space, the rest being provided by the hotels and guesthouses.

Austrian rural tourism product features are: a huge effort for equipment investment, the preponderance of small units and their familial character, the quality of hotel equipment continually improved (lounge, bar, TV lounge, games room, sauna, pool, etc.).

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