STUDY ON THE INFLUENCE OF RURAL TOURISM ON THE ENVIRONMENT

STUDIU PRIVIND INFLUENŢA TURISMULUI RURAL ASUPRA MEDIULUI ÎNCONJURĂTOR

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Abstract: *Rural tourism in Romania is still in an early stage, barely just starting. And the way for this sector does not seem to be an easy one, especially because Romanian authorities not only half-heartedly recognize the importance and potential of this type of tourism, while continuing to support major investment in classic tourism. However increasingly more people with entrepreneurial spirit are beginning to see the potential benefits and rural tourism practice. Initiatives in this area began to emerge a few years ago, at first shy in some places in the country tradition.*

Key words: *tourism, environment, pollution, potential*

INTRODUCTION

Tourism, more than any other area of activity is dependent on the environment, which represents, "its raw material ", the object and area of activity and development of tourism, the support or frame, the bearer of its resources.

Landscape, forests, rivers, lakes, sea, nature monuments or art and architecture, air or mineral water, etc., components of the environment, it is the touristic resources that favor development of tourism for leisure and recreation, for treatment, sea or cultural, etc. for hiking

In these circumstances, tourism and environment relationship has a special significance, environmental protection and development representing a binding element of tourism, any change occurring damaging

its tourism potential, by reducing or even canceling its resources.

MATERIALS AND METHODS

In order to achieve the paper were carried out field studies, a major role being given to direct contacts with human resources in rural areas of the Timis County, discussions with experts in the field of agricultural production, studying specialized references and last but not least the discussions with the teaching staff of the Agricultural Management Faculty from the USAMVB Timisoara.

RESULTS AND DISCUSSIONS

With the development of society, the environment is subject of two main types of pressures. The first is considered a direct result of demographic and urban expansion, the fast pace of the considerable increase in industry, agriculture and other industries, gain traffic and transport and communication systems, intensive exploitation of natural resources. The second is less aggressive with a predominantly seasonal, arising from the use the environment for tourism and leisure activities.

Water, air, soil and noise pollution is the major risk factors to be taken into account in the current situation of environmental degradation. Pollution is extremely serious to the landscape, which is one of the most valuable resources of tourism potential.

Significant in this regard are landscape degradation produced by hydropower construction sites and industrial roads or other purposes present especially in units with scenic mountains, in this case, in most cases, during the execution or completion of work not observed measures to protect or restore the landscape degradation suffered by it.

Degradation of forests is another example of damage on the tourism potential. Forests are of tourism interest through the social and recreational functions and aesthetic landscape.

Degradation of natural reserves and natural monuments harms also tourism potential, which lacks scientific contribution. Degradation of these monuments and nature reserves exist in remarkable numbers in our country may be largely driven by uncontrolled economic activities, their damaging

effect on the heating culabile terms of both scientifically and economically, by reducing their opportunities for tourism recovery .

Appropriate measures on the protection of the tourism potential and aim to prevent degradation of mainly scientific and rational exploitation of tourism resources. Related to this issue, exploitation rate should not exceed their rate of recycling and regeneration, and the intensity of direct or indirect relationship of tourism with the environment also should not exceed their carrying capacity. All these preventive measures can be made by:

- analyzing the relationships between tourism and economic activities polluting to prevent degradation caused by factors other sectors;
- reporting to the authorities about pollution sources and their damaging action on tourism resources;
- raising awareness of economic polluting units whose activities affect tourism potential;
- profound knowledge of the issues raised by keeping the global ecosystem territorial balance, which can perform a thorough analysis and better management, rational, tourism resources of the country or smaller areas (counties, regions), so that their tourist exploitation are solved in the context of developing all natural resources and environmental protection.

All these preventive measures will have the desired effect only a correlation can be made in land use studies, further studies may become the main tool for decision makers and the basic document in planning scientific, rational and efficient use of land by implementing measures such as:

- arrangement and suitable organizing to a higher level of areas, routes or sightseeing;
- organizing and exploitation of national parks and tourist nature reserves, with the protection and preservation, and arrangement to visit caves and exploitation, as great tourist attraction, enriching and diversifying the Romanian tourism offer with new tourism products;
- the future development of mountain tourism requires proper organizing of mountain areas, the detailed knowledge of all landscapes and ski areas, and other resources to provide the design of future tourist facilities;
- reasonable accommodation in tourist areas, villages and tourist routes in relation to requiring a suitable tourist equipment modern and ecological tourism;

Ecological-based tourism development in conjunction with the

environment, to restore, protect and preserve the tourist potential, respectively, control pollution from all sources is included in the strategy for tourism development.

CONCLUSSIONS

All those issues Ecotourism, coupled with environmental protection are included in the scope defined by the concept of ecotourism. Ecotourism is regarded a form of tourism for nature lovers, being a relatively recent phenomenon and represents a segment of the tourism industry.

Ecotourism, called "green tourism" alternative "," intelligent "or responsible tourism" ", is characterized by appropriate use of local natural resources and provides a unique holiday experience for tourists. However this form of tourism is intended to respect and preserve the environment and indigenous communities.

To achieve the best results in practice and development of ecological tourism requires closer collaboration between different departments (agriculture, forestry, water, land, etc.).

Ecotourism in Romania and Europe is likely to be quickly implemented, in concordance with all EU countries.

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