STUDY OF RURAL TOURISM ACTIVITY IN THE BANAT AREA

STUDIU PRIVIND ACTIVITATEA DE TURISM RURAL IN ZONA BANATULUI

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Abstract: *At first glance an attempt to define the concept of rural tourism seems to be an easy task. As suggested by Lane "it is tourism that takes place in the countryside", but even this simple statement contains ambiguous elements. For example the definition of tourism can also vary and can be difficult to define the term "rural area". Countries may have different criteria by which an area classified as rural or non-rural (urban) and also the term "rural" can be both a pure geographical element and a description of cultural communities in the country.*

Key words: *rural tourism, touristic potential, agro tourism, development*

INTRODUCTION

Rural tourism in Romania is still in an early stage, barely beginning. And the way for the sector does not appear 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 investments in classic tourism.

However increasingly more people with entrepreneurial spirit are beginning to see the potential and benefits of rural tourism practice. Initiatives in this field began to emerge a few years ago, at first shy in some places with tradition in the country (Prahova Valley, the area around Brasov), later to be extended to other regions of the country. The existing supply is now quite varied in types of accommodation to the location.

However few things are missing from the picture in order to make the rural tourism in Romania to become what it deserve.

MATERIALS AND METHODS

In order to achieve the paper we used bibliographic material, studies, articles in specialized literature, discussions with the teaching staff from the USAMVB Timisoara played a major role.

RESULTS AND DISCUSSIONS

History has made the Banat region to be a mosaic of different cultures, given the successive occupations of Roman, Byzantine, Ottoman and the Austro-Hungarian Empire. Communities of Romanian, German, Hungarian, Serbian, Croatian, Czech, Slovak, Ukrainian, Bulgarian, Hebrew, Roma are in a region of Banat region of European culture, considered a little Europe, a model of peaceful coexistence.

Wealth of the natural heritage, architectural and cultural uniqueness is also given by fauna and flora that is found in national parks, natural reserves, rich network of rivers, lakes and the reservoirs, the presence of micro-delta of the Danube River and Balta Nera, architecture of buildings specific heritage of different architectural styles, but not least ethnography and folklore kept unchanged in this region.

Representative natural and human resources are: Complexul de Mori cu ciutură de pe Valea Rudăriei (unicat mondial), Monumentul Turismului - Rusca Montană (unique in the world), Museum of Mineralogy and aesthetic of Iron “Constantin Gruescu” - Ocna de Fier (macla Gruescu - unique in the world), Oraviţa Theatre (1817, oldest in the country), train ride on the railroad Anina - Oraviţa (1863 - the oldest mountain railway line in Romania that crosses 14 tunnels and 10 viaducts), The village museums from Gornea, Mehadica, Băuţar, Prigor (rich collections of ethnography and archeology), Iron Gates Natural Park, Natural Parks: Semenic - Cheile Caraşului, Domogled - Valea Cernei, Cheile Nerei - Beuşniţa, etc.

Cultural events are a great ethnographic value: spring ritual masks, folk festivals specific to each rural areas of Caras (8 in number), gastronomic festivals "Festival of tuica" - Herculane (tuica specify in Banat), ethnographic camps and creative choreography.

Leisure opportunities related to rural tourism, cultural and ecological are endless: cart ride, working at the farms, visiting and dining at the pen, sleeping in the straw attic, learning dances, initiation courses in traditional

art evenings, folk and traditional gastronomy, walking in parks accompanied by scientific coordinators, cycling, horseback riding, rafting, etc.

Tourism development policies are an important element of economic policy that formulates and implements policy through the political power of government. It includes a set of measures economic and social resources, laws and regulations in work incentives restrictions placed by public authorities in implementing the policy of tourism development involving all bodies of executive power national central level, the regional, county and municipal level.

Tourism development programs are based on tourism development objectives, strategies policies set out in this area and include all actions, measures and means intended to be used to achieve the objectives of tourism development on the land.

Starting from the general objectives of tourism development on revenue assurance, higher standards of living, creation of jobs and enhancement of local natural and human resources, tourism development programs to locate people's needs:

1. protect the values of local society
2. to protect and preserve cultural and historic features

The programs should include a number of areas such as:

1. evaluation of natural resources
2. avaluarea human resources
3. assessing infrastructure situation
4. projects for sectors: primary, secondary and tertiary
5. preservation of culture, traditions
6. organization of marketing of agrotouristic products
7. finance and loans system
8. the environment

A project aimed at putting into practice of principle the objectives should include the following elements:

- analysis of current situation
- technical project
- economic project (economic feasibility analysis)
- financial project (financial feasibility analysis)
- project administration.

CONCLUSSIONS

Analyzing in general Romania's rural tourism activity in Banat in particular, we find the following:

1. Mountain area of Banat presents optimal conditions for rural tourism development and agrotourism: contains a heritage of exceptional landscape, comparable to the most beautiful in the world: low pollution, given that the rural areas suffered no essential changes, maintaining a traditional and authentic lifestyle;
2. Tourist sites have a reduced occupancy compared to the potential itself to develop this business, the owners opened a store, a sawmill, etc.. (minimal staff), they manage everything themselves or another family member;
3. Owners of tourist sites are afraid of the European regulations in the field, without knowing specifically what they are referring;
4. Ownership of tourist sites are not aware enough of the importance and benefits of joining national and international institutions in this field.

For rural areas, tourism areas should be:

1. A factor of economic and social development;

2. An alternative relaxation and preservation of traditions and customs.

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