RESEARCH REGARDING PERSPECTIVES OF RURAL TOURISM DEVELOPMENT IN ARAD COUNTY

CERCETĂRI PRIVIND PERSPECTIVELE DEZVOLTĂRII TURISMULUI RURAL ÎN JUDEŢUL ARAD

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Abstract: *Tourism development in rural areas is necessary, both economically and socially. Integrated tourism in rural areas is an alternative to solve, in the same time, issues relating, on the one hand, village and on the other hand town. The rural tourism will be able to solve problems of planning policy, of the city-rural balance, so being outlined a social change that allows the population of the city to find roots, cultural values, physical relaxation, tranquility lost or forgotten.*

Key words: *rural tourism, development, objectives, Arad County*

INTRODUCTION

The rural tourism requires, in addition being in fashion, shows also an important social side because of lower prices and its specificity, in most part being a family travel, tourism, and camping and youth tourism. Tourism development in rural areas aims to solve key business outside objective - satisfying the tourist motivation - also the economic problems of areas related to the depopulation caused by the migration of rural population to urban centers. [2]

In general, when we talk about rural tourism we have in mind some characteristic elements: leisure spends to be made in rural areas, production and consumption of tourist product to be made in rural area and bear its seal, rural areas to provide group attractions.

The need to expand activities in rural tourism is the result of creating favorable conditions to harmonize some elements, including: (figure 1)

- Various offer types of accommodation;
- Supply of agricultural products, traditional folk art, crafts and folklore is made directly to farm families and rural communities;
- Natural surroundings offer and environmental requirements are compatible with tourism activities;
- Paid jobs offer in rural areas;
- Infrastructural equipment in the public and private services.

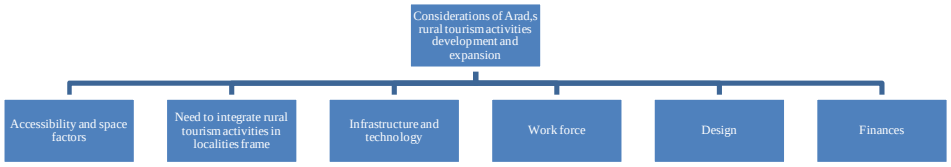


Figure 1. General considerate of extension and development of Arad's rural tourism activities

Rural tourism is a market whose demand is growing. Mountains and the plains areas of Arad County can use this potential if the landscape is maintained and if people set themselves this development orientation.

MATERIALS AND METHODS

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

REZULTS AND DISCUTIONS

Arad rural tourism development in rural areas is necessary, both economically and socially: [6]

- the possibility to development a policy on long-term tourism development, in close contact with other policies, agriculture, infrastructure, environmental protection;

- the possibility to become a support for new businesses and jobs and to determine a new development in local and regional plan;

- encouraging local traditional activities, especially crafts, but also those who can cause the development of a particular trade and creating new jobs;

- increase residents of rural settlements incomes, generated by exploiting local resources, ecological food products for consumption or sale to tourists and their existing tourist potential (for recreation, trips, etc.);

- dynamic factor in increasing process of quality life in rural areas.

Objectives for further development of Arad rural tourism should be:(figure 2)

- Development of rural tourism product and stimulate demand for local tourism products;

- Development competitiveness of local tourist products on foreign current and potential markets;

- Development of material base and infrastructure (transport, communications, public services);

- Improved marketing and promotion activity.

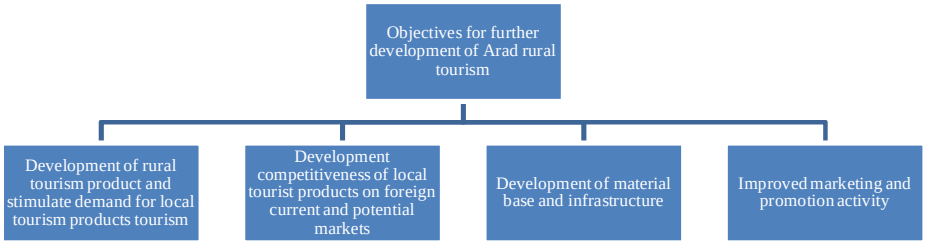


Figure 2. Future objectives of Arad's rural tourism development

The ultimate goal of the raid, in terms of rural tourism, is attracting a large number of tourists, and use local resources.

- First stage is selecting rural area suitable for rural tourism, which will be based on several criteria such as: [1]

- Natural attractions, cultural and human;

- Type of chemical free agriculture;

- The mentality of people towards the tourism phenomenon;
- Geographical position of potentially issuing urban centers;
- Space is an area where there are pollution sources (factories, farms, industrial sources poulare);
- Tourism infrastructure in rural area, aspect components and high traffic tradition;
- Offers agromontane activities (tourist trails, hunting, fishing, sports).

During this stage, aims and strategy of tourism development and setting up plans and rural tourism development projects to follow.

Stage II is the one that includes expansion of rural tourism activity in from the isolated phase to the one of development and transformation into an economic component of rural life. Is the most difficult stage, which in addition to detection of hardworking entrepreneurs and also willing to practice this activity, classification of rural tourist capacity in class comfort typology specific to European markets.

Stage III and last provides in rural areas a well implemented tourist activity and will mean the creation of organizational structures such as local rural travel agency, able to facilitate relations between host and guest and perform programming services of leisure and provide organized activities and collaboration with other European institutions.

The effects of implementing these objectives can not be known immediately, but only after a period of several years and must be seen globally. It is distinguished directly by the influence exercised on two major plans:(figure 3)

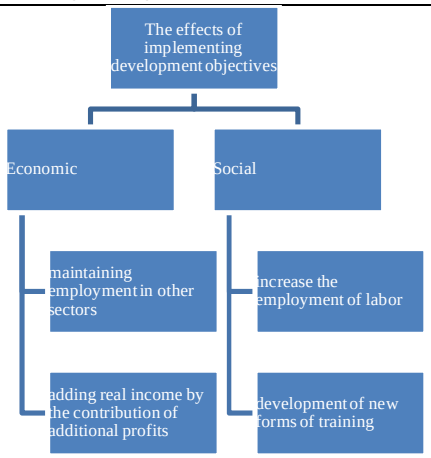


Figure 3. The effects of implementing development objectives

- Economic, through the fact that tourist activity can contribute to the following: maintaining employment in other sectors, adding real income by the contribution of additional profits;

- Social, with reference to: increase the employment of labor, especially among young people, development of new forms of training.

CONCLUSIONS

Romanian rural tourism integration in European and world trends could be channeled through certain measures on main directions:

- A basic rule to be followed is that they rural offer in his assemble to be a good quality stuff, so that tourists to be willing to spend as much.

- Another rule is the creation of rural tourism structures to attract tourists throughout the all year (both summer and winter). Will be offered complex rural package, that will provide recreation, entertainment, environmental education, cultural and folklore traditions.

- A source of income for rural population will be producing and selling handicrafts. We produce and export goods for witch we don't get, not even half, of selling price from Western markets. Or if the goods are handmade and some even custom-made, we loosen them to foreign tourists here, at a higher price for us and much smaller than in foreign, so tourist come to get the staying on a total price much lower than that would be paid in an EU country.

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