



27 November 2020

AGRITOURISM-A POSSIBILITY OF CAPITALIZING THE RESOURCES OF THE RURAL COMMUNITY

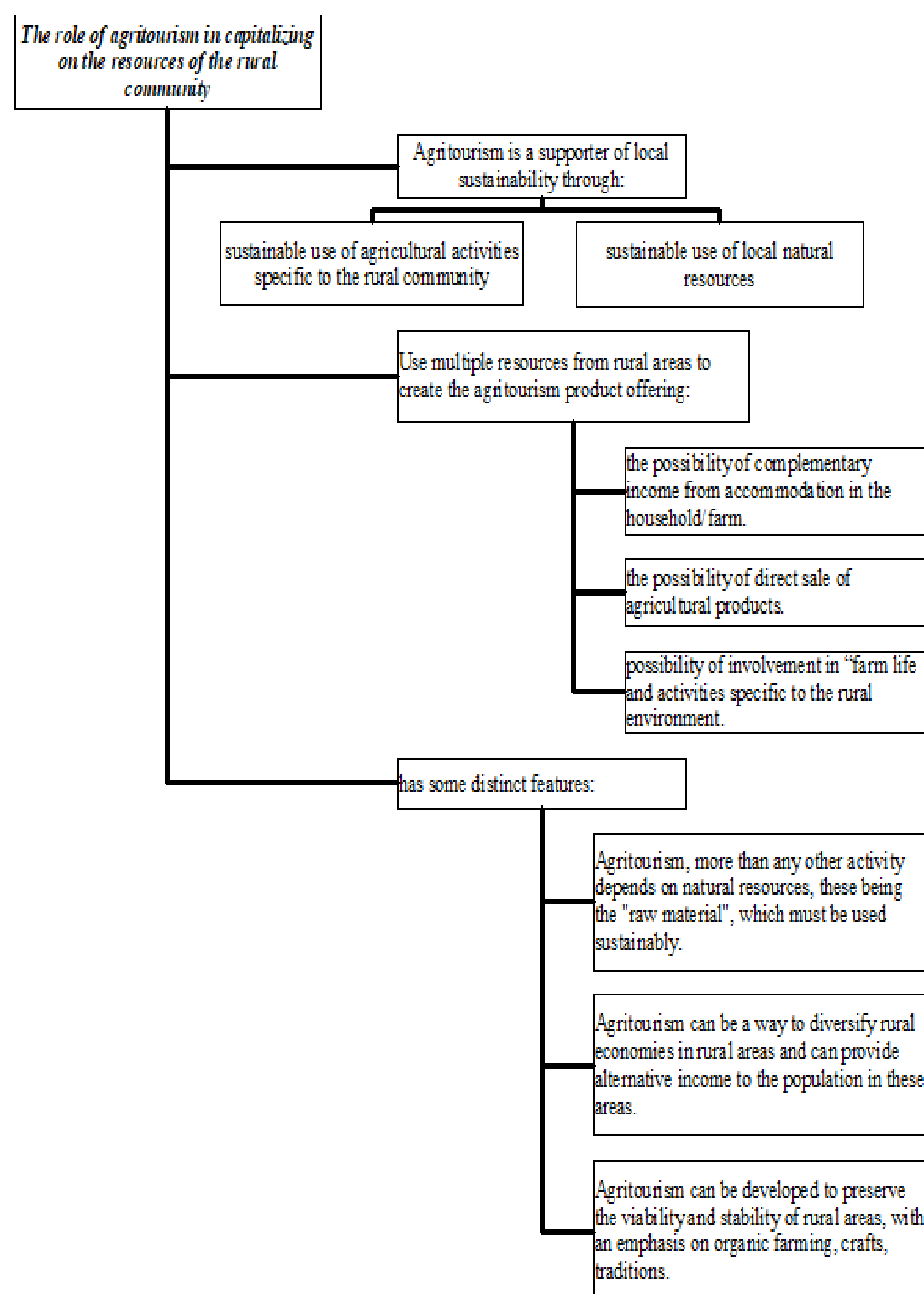
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Abstract: At present, there has been a somewhat massive awareness of the importance of the rural environment, coming both from the locals and from future development in various ways, one of which may be agritourism. The agritourism activity represents one of the few possibilities of almost complete capitalization of the agricultural, forestry, tourist, economic, human resources, why not, thus contributing to the support of the development at local or regional level of the rural community starting from its own resources.

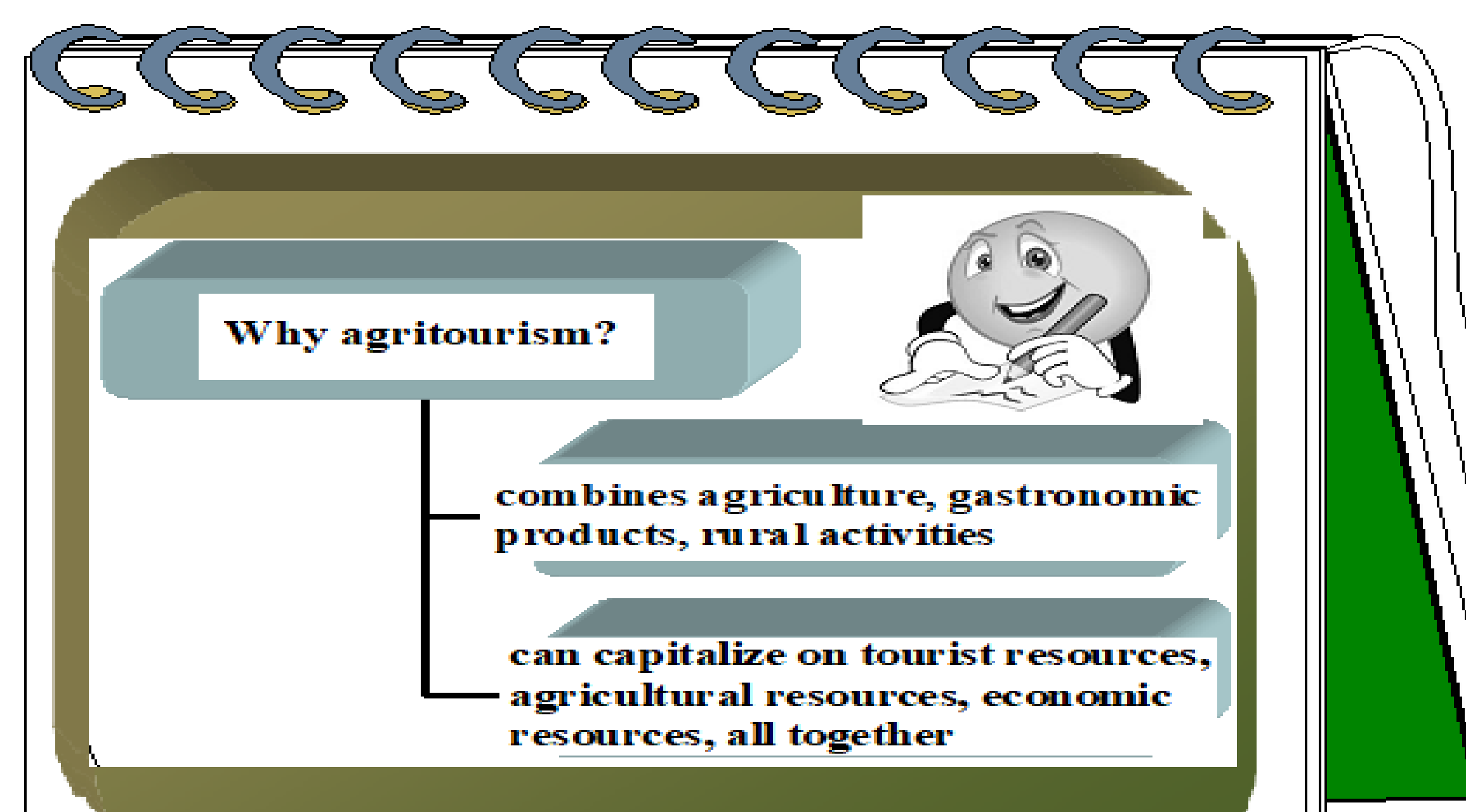
• Introduction

- It can be stated that at present there has been a somewhat massive awareness of the importance of the rural environment, coming from both the locals and the authorities, which is a beneficial aspect. Against the background of this awareness comes the need to identify alternatives for sustainable use of the resources of rural communities, so as to ensure their future development, one of these alternatives being agritourism.



• Results and discussions

- The development of agritourism depends on the innovative solutions introduced in this field. Innovation in the agritourism field starts from the creation of the tourist product, which starts from scratch and involves the combination of several resources, which creates a professional marketing environment for natural and cultural values in a rural community, thus being a sustainable innovation activity for the rural environment.



• Conclusions

- The preservation of a rural world, with everything that is significant from an economic, social, cultural point of view, can also take into account the development of agritourism, it participates in maintaining the viability and stability of rural localities, given that the phenomenon of depopulation is manifested by the departure of young people to urban areas and the abandonment of old households and land.
- Agritourism as an activity can be considered an ally of agriculture, from the point of view of conservation and protection of the rural landscape, as well as of the cultural elements, the integration of the tourist business within the localities aiming at establishing adequate correlations.

• Material and method

- The purpose of this paper is to review the particularities of the agrotourism activity, which is really between tradition and modernity, at the base of this desideratum stands as the method of multicriteria analysis, a series of theoretical documents, and several objectives.