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## A FEW CONSIDERATIONS REGARDING THE DEVELOPMENT OF RURAL TOURISM IN MARAMURES

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### Abstract

Tourism represents an activity in expansion extremely dynamic and of such an amplitude that it conditionates national budgets of some countries. The impetuous development in the last period permitted first the appearance and then the introduction in current language of the phrase "touristic industry" even if tourism is component of the tertiary sector and also part of services field.

**Keywords:** rural tourism, Maramures, touristic industry..

### INTRODUCTION

Tourism represents an activity in expansion extremely dynamic and of such an amplitude that it conditionates national budgets of some countries. The impetuous development in the last period permitted first the appearance and then the introduction in current language of the phrase "touristic industry" even if tourism is component of the tertiary sector and also part of services field. Moreover, rural tourism, especially agrotourism are defined in multiple ways, sometimes ambiguous so that the possibility of confusions regarding them is very high. However, it is unanimously accepted the fact that there are references towards ampleness of touristic activities and bigger or smaller diversity in rural environment. "Rural tourism is a concept which includes all the touristic activities that take part in rural environment." (Puiu Nistoreanu, 2003)

Referring about the rural tourism we point out the agrotourism focused on providing some touristic services in which are included the accommodation and also meals in rustic households. Some authors compare agrotourism with farm visits practiced especially in France. Not accidentally but in this country there are probably the most various and refined types of offers for practicing rural tourism. These have a solid tradition and excel through organization and efficiency.

For Maramures county, rural tourism can be a solution for the economy recovery especially in the situation in which we are marked by the decline of mining. This imposes a serious approach and integrity from the administrative level to factors from rural environment.

National and regional strategies are elaborated at a central level, but they should be viewed critically and adapted to local specific terms by using specialists capable of drawing the path that leads to the achievement of high purposes. Most of the people are good at politics or football, this being exactly the reason why these two had success in detriment of tourism, for example. What about that people?

Soldiers have reached strategy to the art level. They understood that war can be won first of all with the mind so that it may never occur afterwards. But there are some indispensable factors of course: planification, organization, coherent and unitary leadership which takes us to the meaning of real strategy as the dictionary says. According to this, it is necessary the skillful, tactical use of the available means that you dispose of in order to reach your purpose.

One thing is clear as water still. We want to develop tourism in Maramures county, so the purpose is well-defined. The potential is remarkable so here we have already one of the premises fulfilled. There are specialists who may bring a substantial contribution if

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their potential will be used as necessary. Investments in tourism are an interesting project for business people but also for householders from rural environment who can have part of counseling with tact and understanding in order to realize the benefits of agrotourism at the individual level as well as comunitary level. What is missing then?

What if we would take time to observe other people that give a positive example and assume it as well?! It is not really necessary to do what others have not done, it would be no guarantee that it will work, but we can do what is already working. It is easier to take a path that has already been used. There are countries in which this was the key to the economic development, implicit of tourism, to levels that we only dream of. In fact, this is the (touristic) politics and represents the dexterity you work with, the strategy you apply in order to obtain what you have planned.

If we take a look from this perspective we can notice a major lack of touristic politics at local levels. Unfortunately, this kind of politics are efficient through understanding, use and tenacity not superficiality. We can then take the risk of asking a common sense question: how many consultants are hired regarding this topic at the county council as well as city halls from Maramures? This according to the fact that they say development of tourism is a priority. Sadly, poor results can be noticed. So, either we don't have those specialists, either we have people who are not specialized in this or we simply don't care.

It is necessary to correlate and incorporate touristic development of the county and also say that it can be deliberated a strategy of the county based on tourism. In realistic terms, besides agriculture we don't have more things that can be developed in actual conditions because nobody is rushing to invest in industry. We can manage tourism and agriculture in tandem even more the resources of non-ferrous metals are not exploited anymore. On the other hand, the costs are lower for development of industry. We were submitted enough to pollution and there are consequences for it, so it would be a very useful solution.

In Hungary for instance, was taken into consideration the development of tourism by building some modern aqua-lands. Therefore it has been solved the problem of summery, balneary, spa-type and littoral tourism. They brought the inexistent sea in their country. People spend their money in vacations and even more there is a steady flow of foreign tourists who bring a substantial and constant financial contribution.

As a consequence of this, many people who live in West, North-West and event in the center of country have given up spending their holidays at our seaside in spite of short distance to their resorts, excellent services and attractive prices. By understanding the opportunities of applying this kind of strategy, local communities started searching ways of development, different programs of informing the people, seminars also in order to gain popularity among touristic activities.

Thereby appeared the guesthouses which besides cheap and decent accommodation spaces near the aqua-lands, offer wine tasting, harness traditional cuisine, fishing captures, local trips. The difference between them and us is that they offer you exclusive recreation not almost only accommodation as we do.

Look how from national strategy or flowing from it, local communities made from tourism an important source of income and welfare for citizens. In order to make this happen it was given free hand to specialists who identified the touristic potential of every locality. They suggested optimum modalities of use, advised citizens about profile activities and showed to local authorities how to manage unitary development of this activity with European funds. Of course that the results were immediate and benefits have brought even more investors in this field.

We also have successful stories regarding local tourism which are due to the effort, flair and sometimes the luck of some special people but these are exceptions. Meanwhile at our neighbors these became part of daily prosperity to which tourists from Romania contribute for sure.

Analyzing these aspects we observe that nothing is new nor a fantastic wrinkle but a molding of local touristic politics framed in the national strategy and filled it up. What can be so hard? The answer is simple: having the true and honest desire of doing something. A successful touristic strategy must contain at least 3 elements: willingness of the administration in order to develop this section of services-tourism, a juridical regime and true facilities offered to those who want to invest in it as well as having some attractive prices regarding the competitors so that we can occupy a serious place in the touristic market.

There are studies which show that selling some products to tourists can overcome organized export like in the case of Spanish wine. That is how intern market grows, manufacturers are encouraged and hereby the complementary activities of tourism are supported leading to what is called laying the bases of integrated sustainable development.



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The flourishing of tourism in a country's region offers benefits to the local people, rewards for tourists and indirectly reclaims tourism of poor quality. Guests can find and study offers at decent norms and prices so that afterwards they can become suspicious and not willing to pay anymore for lower standards. Taking this into consideration, a new type of consumers demand takes shape. It removes from the market those who offer bad and over evaluated services. Slowly but for sure.

Coming back to France, there are regional committees of tourism which were given by regional council to take care of touristic identification, study, preservation and capitalization of patrimony as in the "Mission Val de Loire". This mobilizes local agents to point out the touristic patrimony and build an attractive image of the region. They are aware of the fact that selling the image is the first and major factor. After those things it remains clearly the preoccupation of keeping up with their guests.

This is an example of correct strategy applied through adequate touristic politics which can be implemented at any level. On the other hand, administration has its own legal levers by which it can afford the development of a touristic performance so that services may correspond to what is written in the offer and what the tourist paid. We suffer at national level and it is not essential of a tremendous effort from authorities in charge for a rectification of the situation whereas there is an adequate legal framework and people paid from public money who only have to do their jobs after all.

## CONCLUSIONS

In conclusion, some milestones which can point out the touristic strategy of Maramures county and even the idea of the administrative reorganization, can be: serious approach of tourism development problem by working with specialists, support offered to those who want to be advised not only in tourism but for related branches as well; development of general and touristic infrastructure including private-public partnerships; presentation of opportunities to the people who live in rural environment. Also it would be support for the young generation in order to establish here and develop agrotourism including popularization of achievements in this domain; protection of natural and anthropic patrimony, informing local people towards its potential and methods of recovery; organization of round tables and presentations of profile activities which were not successful elsewhere; sanitation programs, waste collections and

environmental education in order to provide a clean and refreshing tourism; systematic promotion made by professionals. Last but not least, the collaboration with educational institutions where there are specialist and qualified staff regarding out topic.

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