THE NECESSITY OF DEVELOPING RURAL TOURISM

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Abstract
A component of the agro-touring market, the agro-touring demand expresses a circle of needs, of a superior rank, and is extremely elastic with respect to the action of influencing factors.
The agro-touring demand has a high degree of mobility, due to the fact that the tourist must “migrate” to the area where the touring product exists.

Key words
Demand, agro-tourism, local development, accommodation, household

INTRODUCTION

AGRO-TOURISM: A CHANCE FOR LOCAL ECONOMY

There are several Romanian villages that are provided with good natural conditions or practicing tourism and which are also endowed with a picturesque architectural frame, with comfortable houses and households, with hospitable people who have their own cultural and artistic tradition, with talented craftsmen and artisans.

But there are also many cases when these areas, representing a rich and important local patrimony are not sufficiently capitalized. Inhabitants and
household owners of the village have to go to the city in order to sell their products and find a job. In order to capitalize the unused patrimony and to sustain the village, one must find the solution by which to determine the city to take a look at the village. The preoccupations of agro-touring development come to meet the motivations to satisfy both the need for rest and active recreation of the urban or crowded-area population, and the one for capitalization of local resources that can meet the tourists’ demands.

Agro-tourism represents a real chance for local economy. Created and assisted agro-tourism builds the main motivations in drawing and developing initiatives, long-neglected traditional activities, handicrafts, in consolidating and developing local artistic creations, establishing friendships, satisfying the tourists’ material and spiritual needs, activities which make a dynamic local economic life.

Rural households concretize the accommodation and agro-touring services offer and create the motivation of the proprietor to prepare and arrange the interior and exterior of the household with a view to obtaining earnings, it stimulates the proprietor/owner to invest in their own household, to develop activities complementary to their preoccupations. The proprietor will compete, will carry out their activity in a competitive environment and will be forced to become competitive, to improve the quality of their services and products in order to be called for.

The touring activity offers the proprietor the possibility to capitalize the accommodation offer, their own fresh or processed household products, to provide services. The tourist creates a local demand for fresh food products, small industry products, and craftsmanship, is a seeker of touring routes, of recreation, requests services and stimulates the proprietor’s inventiveness.

The village or the agro-touring area represents the real space of attraction, the space where all local development elements are assembled. There comes an interest in sustaining the village, in improving the infrastructure, in building a spiritual life of the village. The support for improving public services is thus created.

The proprietor’s instruction in preparing the accommodation offer, the notification of tourists can be carried out by an agro-touring "assistant/helper". This may be a local or a national agent, the condition that imposes itself being
the harmonization of conceptions among all “actors” involved and their modes of action.

THE INFLUENCE OF AGRO-TOURISM IN LOCAL SOCIAL-ECONOMIC DEVELOPMENT

There is a correspondence and reciprocity relation between agro-tourism and the social-economic development of rural areas.

The agro-touring activity, through its complexity, will contribute to the global development of the rural areas in question, and this development, in its turn, will determine an increase in tourist circulation. We observe that a real circuit is formed.

As it has been shown, agro-tourism is a complex concept. In order to determine the effects that it produces, as well as the way in which it influences the evolution of other domains, one has to use the deduction method, to decompose this concept into its primary elements. Each of these composing elements has a determining role in the assembly and is in a tight interdependence relation with the others.

As a result of the interaction among these composing elements, immediate or long-term effects emerge, which can be of an economic, social, cultural etc. nature, and can manifest themselves directly or indirectly.

The development of the accommodation offer leads to the emergence of a qualitative architectural frame, which results in the improvement of the village’s architectonic appearance. In this way, the peasant household is consolidated. There are also mutations involved in the conception of those to be built from now on: they will accept the assistance of an architect, with a view to carrying out a functional house. The degree of comfort of the new buildings will be higher, beneficial or both the tourist and the proprietor.

The realization of the accommodation offer will lead, of course, to the increase in the venues of the entrepreneur in question. If we consider the cases when the accommodation offer already exists, and therefore there is no more need for massive investment, the venues thus obtained will considerably increase.

The peasant household adhering to agro-tourism is restructured: it is preferable that the space allocated to livestock should be as far from the lodging
as possible, that the circulation of tourists in the household should not interfere very much with the circulation of the proprietors etc. There is a higher interest of the host for maintaining the house and the entire household, or ensuring cleanliness both within the household, and in its surroundings. The household is a tourist objective and a place of rest and active recreation.

The peasant owning an agro-touring household is more prosperous than the others, consequently he will be willing to invest, with a view to increasing their living standard and the prosperity of the entire household and rural community whose member they are.

As a result of tourist circulation, local economic activities are developed (for instance, the processing of proper-production raw materials: meat, milk) to meet a growing demand of agrarian and non-agrarian products. Indirectly, we assist to an increase in the number of workplaces, which happens because the new employees work not only in the tourist activity, but they work in productive area and services too.

In the meantime the development of the different types of services which results in increasing of prosperity degree of the area. An increasing touristic traffic will make possible and necessary the modernization of the local infrastructure.

The practice of agro tourism has cultural effects too: an increase in the level of culture and civilization of the inhabitants in that area, the enlargement of their mental outlook, exchange of knowledge and experiences between village and town. The agro tourism is an unprecedented experience for the two partners who come in contact: the host and the tourist.

We notice that agrotourism has a complex influence on the external field (economic, social, cultural), its development has a strong impact on the general level of development in that area.

CONCLUSIONS

The agro tourism must be perceived as social-cultural services pack, sport activity and specific to geographical environment, available to the tourist. Romania possesses multiple possibilities for the development of the agro tourism.
The rural tourism, complementary to other tourism forms has a great part in sustaining touristic offer.
The insurance of living and civilization condition in rural area stimulates active population in this part of the country.

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