

## APPEARANCE MOTIVATIONS OF RURAL TOURISM IN RURAL AREA

E. BIANU<sup>1</sup>, CLAUDIA SÎRBULESCU<sup>2</sup>, D. CHIRILĂ<sup>1</sup>

<sup>1</sup>*Polytechnic University Timisoara*

*diebianu@yahoo.com, chirila\_runner@yahoo.com,*

<sup>2</sup>*Banat's University of Agriculture Sciences and Veterinary Medicine Timisoara,  
Faculty of Agricultural Management: claudiasirbulescu@usab-tm.ro,*

**Abstract:** *One of the trends developing tourism industry is returning to nature, already manifested in all countries, the current post-industrial civilization has created the need for withdrawal (for several days) of the metropolis. And for the huge tourism potential of our country, rural tourism is one of the most attractive travel packages and this from a multiple perspective: on the one hand, the tourist, Romanian or foreign, which will require increasingly more intense this tourist service, on the other hand, villagers who will use all the energy and skill to integrate into what will become the association's efforts to profile a network covering the whole country.*

*It is no secret that beyond the obvious need to relax in nature, one that comes to rest here gladly participate in these habits. And because of its beautiful pictures plus original memories about a different way of life and a different culture, local efforts to justify open house to receive tourists, efforts will be rewarded in the future. Experience from other countries confirms most optimistic forecasts.*

**Key words:** *rural tourism, rural area, tourism services, types of tourism*

### INTRODUCTION

Rural tourism, as part of national tourism as a whole, is a sub-sector with great potential for development, thus representing an alternative employment for rural labor as a way of diversifying economic activities in rural areas and stabilize the rural population. Its development can help mitigate imbalances in various locations, constituting a source of increasing rural incomes.

Natural landscape, specifically Romania, offers excellent opportunities for rural tourism, something that allows recreation in rural setting, experimenting with novel activities, participation in events representative or visiting sights that are not available in urban areas.

Rural tourism travel includes all activities carried out in rural areas, primarily hostels and agro tourism farms, and small restaurants and hotels or other accommodation.

Rural tourism is, in general, and ecological tourism in villages that tourists are more close to nature that respects, however, is cultural tourism, because such attempts to offer something in addition to what offered so far - folk traditions.

Rural tourism is a real hope for Romania. Therefore this form of tourism has been reconsidered and redefined as wide as the practice area throughout the country. Introduced organizational form of rural tourism and companies which have the sole purpose of rural tourism activity. Today, rural tourism has about 3% of the tourism offer and will be supported to reach 5-10%.

Rural tourism has the advantage that it creates special products offered to tourists as do the big hotels, but exploit that exists to develop them further, but without services is difficult even developed this branch of tourism.

## INFLUENCE FACTORS FOR RURAL TOURISM APPEARANCE AND DEVELOPMENT

Tourist specialized literature contains numerous references to factors influencing the emergence and development of tourism.

After François Moinet, the main reasons for the emergence of rural tourism are: [6]

- Rural tourism is a particularly complex corresponding need for urban residents to find their roots. Wealth rural tourism, landscapes and effort expended by the whole industry to offer accommodation, quality and varied animations with peasants hospitality make the natural environment to become an attractive destination;

- Danger of desertification national areas that face problems such as aging, loss of skilled labor, reducing the number of farmer's downturn. If the problem continues, rural landscape will lose its values, while these regions are the most popular with tourists;

- The existence of agriculture in difficulty. It is going through a period of adjustment extremely restrictive. Productivity and efficiency gains made by modern techniques have led to an overproduction how much of the classic work. Had to be sold surpluses, very low world prices. In this context it is necessary to diversify the economy and many people are engaging in new activities, rural tourism is one of them;

- New logic of competition. Unlike traditional agriculture where production recovery was assured, business activities concerning tourism are directly subject to supply-demand relationship. Competition is felt in this area is necessary for true success potential demand study. Only serious study and the increasing demand of customers by measuring and analysis techniques allow preserving the quality and competitiveness. The main reason why visitors choose rural tourist destinations is that they want to enjoy the countryside quality natural and anthropogenic. Maintaining environmental quality is essential for the area to be attractive.

Another expert states 20 reasons for choosing a rural destination: attractive landscape, the quality of food, the general atmosphere (indigenous population, the region's reputation, cleanliness, etc.), Curiosities region, climate quality in relation to health, rest and relaxation, itinerary , accommodation, great price, language problems, contact sympathy with indigenous people, cultural attractions, roads, entertainment, day or night, arrival and reception, local folklore, the possibility of practicing sport activities, travel planning and formalities , shopping opportunities, other hobbies or entertainment.

The main reasons behind the expansion of rural tourism in view of Blanca Garcia Henche are [5]

- Meeting new needs and demands of tourists. Diversify tourism occurs upward trajectory to meet European demand, combined with the form of life in which relaxation time is getting bigger. Quantitative trend will place the quality, characterized by respect for the environment, service quality, personalized welcome and so on;

- Troubleshooting concentration of tourists in space and time. With the emergence and consolidation of new forms of tourism can contribute to a greater magnitude and geographic responsible tourism, alleviating the pressure on traditional services;

- Development of regions and areas of the European Union, rural tourism contributes to correcting regional disparities, revitalizing local development;

- Possibility of creating new professions and services. Rural tourism allows farmers to earn and additional income;

- Contribution to improving the global competitiveness of tourism economy and jobs in the sector.

Classic appearance and later tourism rural tourism and agro tourism as mass phenomenon is related to the creation of economic and social conditions that we call premises. These assumptions are as follows [4]

- Technical development in the last century led to the creation of urban centers, which led to a specific life imposed by the "bands industrial plant." Technical development of the tourism practice (equipment, machinery, tools) especially those providing tourist products (accommodation, meals, therapy, recreation), today made the tourism turns into a real growth industry extremely fast and real opportunities to change the economic structure of areas and communities where it is practiced.

- Economic development. Tourism, in any form, is a rather expensive and money. Therefore, the availability of public funds is another prerequisite for the emergence and development of tourism. Cash achieving these for tourism is the result of a process of economic development. Predominance of urban population, increasing incomes and increased leisure time, has made tourism market to experience mass tourism demand exceeded the tourist offer. As a result, traditional tourism prices increased rapidly, which ruled a large part of the mass tourists. These, we have access to traditional tourism have sought to spend free time „grass” or „fresh air”, thus giving rise to „green tourism” to „agro tourism” and the „rural tourism” .

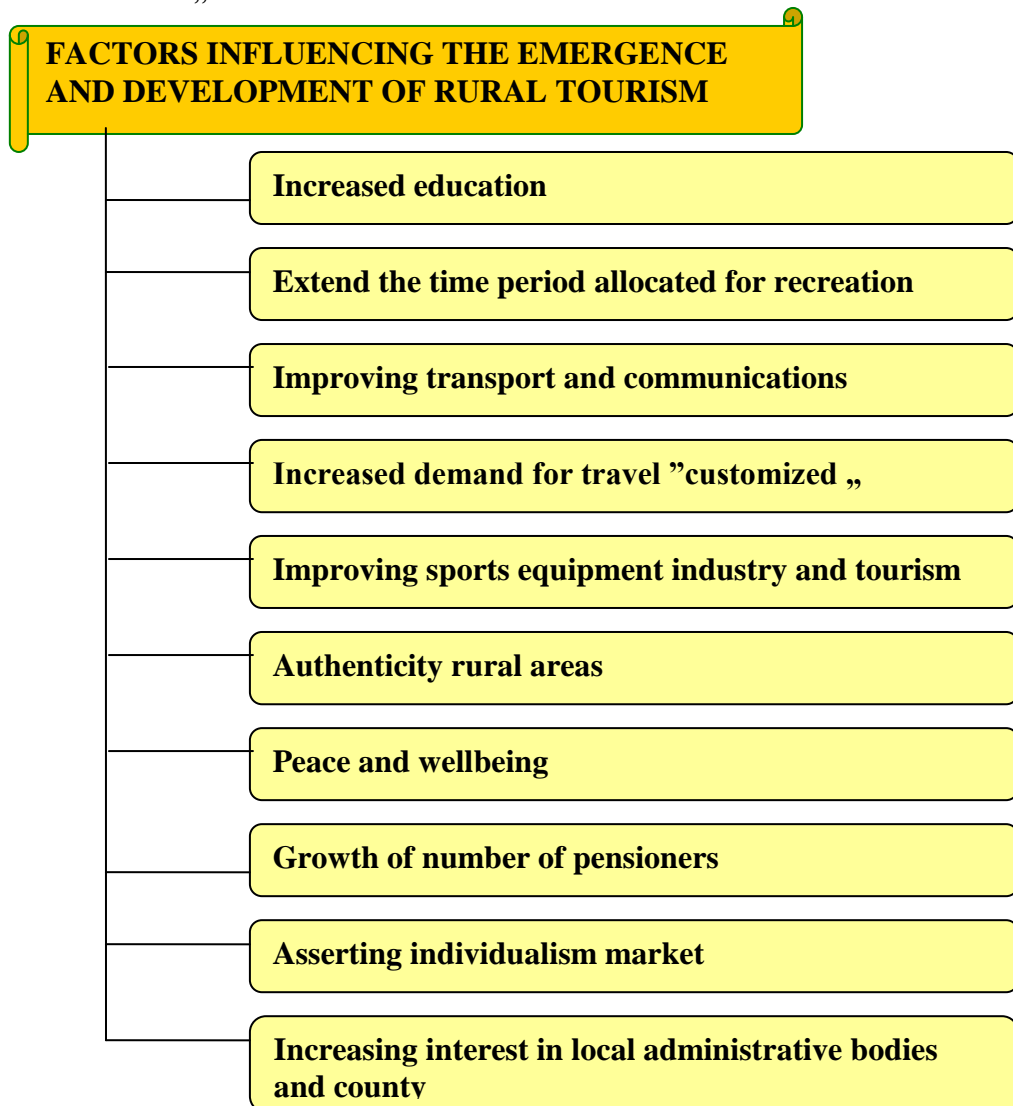


Figure1. Influence factors for rural tourism appearance and development

- Spatial mobility (motorized) and independence of movement of families was made possible by motorization families. It is a prerequisite that created the economic and social emergence and development of tourism in general, rural tourism and tourism in particular.

- Leisure.

Generally the factors that influence the emergence and development of tourism can be grouped into the following categories: economic factors, psychological factors, demographic factors, natural factors, political factors, factors. [1, 7]

- Increasing the level of education;

- Extend the time period allocated for recreation;

- Improving transport and communications;

- Increased demand for travel "custom";

- Increasing interest in maintaining health;

- Improve sports equipment industry and tourism;

- Authenticity rural areas;

- The peace and wellbeing;

- Increase in the number of pensioners;

- Affirmation market individualism;

- Increasing interest in local administrative bodies and county.

- Increased demand for a new form of holidays, supported by a less polluted environment;

- Are becoming more frequent and important travel on weekends;

- Rural tourism support rural economic development;

- Accession to the European Union structures support the development of rural tourism.

Regarding economic factors, two issues seem to have greater importance, namely: personal or family income and charges for services and agro tourism. It is relatively easy to imagine increasing tourist traffic as incomes grow and reach critical levels that exceed the financial resources available to a household are dominated entirely by the need to meet basic consumption needs such as food, clothing durable industrial products etc.. As for prices, it is clear that they can have an inhibiting effect that will increase or will facilitate tourist flows that fall.

- Psychological factors are more difficult to estimate because individual preferences expressed very different. We are dealing in this case with the tourist motivation, that the man who causes it to move from his place of residence to another locality or geographical area.

- Demographic factors can cause a complex positive effect on current main interest as a result of population growth, the changes in age structure and professional structure, increasing urban population. Already so called, civilization free time began to gain unsuspected dimensions, bringing a lot of economic and social issues. A phenomenon that emerges louder tourism development is the entry of new tourist circuits age groups - young and old.

- Natural factors play an extremely important role in choosing the routes, halting settlements and length of stay. In this context we can not ignore the fact that prefer seaside or mountain, prefer the sunny side, or we practice winter sports.

- Incidental factors usually have a temporary effect on tourism growth to certain areas or geographic regions. Among these factors mentioned phenomenon inflationary economic crises, unemployment extent, changes in the currency system, the energy crisis.

The analysis of all these factors combined and review the progress so far of rural tourism, especially in mountainous areas, is about some characteristic trends tourist flows as follows:

- Continuous upward development trend that is likely to be lengthy;
- Continue the trend of diversification of tourism demand as a result of tourists' motivation, changes in age groups and tourism transformation, sometimes in a mass phenomenon;
- Recording appreciable differences in tourist flows from one area to another;
- Tourism services expenditure growth trend in total household budget, as revenues increased population, GDP per capita and economic development;
- Increasing duration and distance for which a trip as a result of transport and infrastructure development.

The benefits of this type of tourism to all members of the community are: [2, 3]

- For the local community rural, rural tourism is generating direct revenue for rural community members, help improve living standards and especially development of infrastructure and settlements and landscape beautification helps prevent environmental degradation and not least avoids spending money important public infrastructure.
- For the region, rural tourism supports conservation efforts in the region, revenues from tourism. Rural tourism helps prevent social tensions and the maintenance or enhancement of local traditions, to reduce development disparities among regions and provide a better understanding and interregional cooperation.

For tourists, prices or tariffs are much lower and more affordable, and this tour allows less favored social groups access to tourism. Dissemination reception places all across the countryside allow tourists to travel to the most convenient distances, to spend free time every time in another region and know and their own country and other countries. Variety of comfort and good conditions for housing accompanied by a corresponding variety of rates allow tourists to choose the most convenient place in relation to their desires. with their culture and their material as possible.

**Table1**

**Situation of rural tourism in rural area-advantages and disadvantages**

<b>Level</b>	<b>Advantages</b>	<b>Disadvantages</b>
Economy	Increase local revenues; Diversification of activities; Application for employment;	Loss of authenticity; Danger of mono-activity;
Environment	Protection of natural areas; Improving infrastructure;	Pollution; Erosion; Disturbance of flora and fauna due to the large number of visitors;
Anthropology	Cultural exchanges; Maintaining local traditions; Support for local small businesses;	Conflicts between the community and visitors; Altering traditions;

Source: Blanca Garcia Henche, Marketing în turismul rural. Editura Irecson, 2003

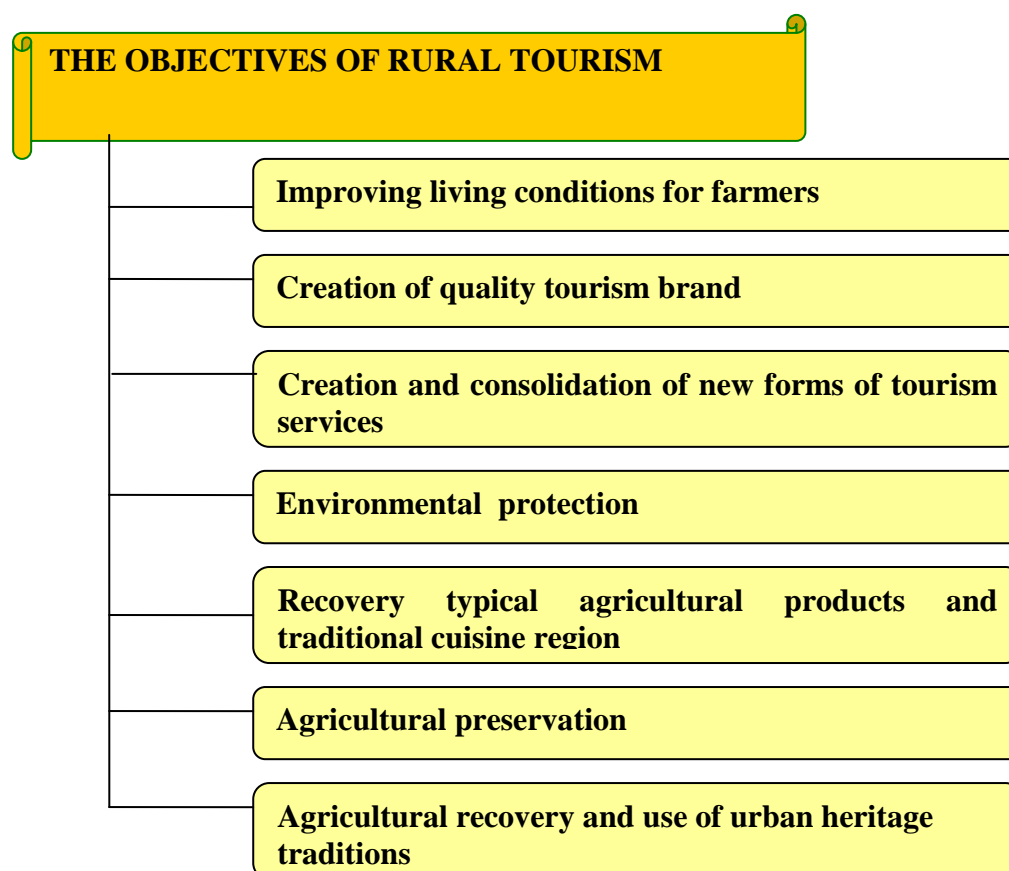
- For agricultural, rural and agro tourism revenues go directly to family farmers and rural businesses without going through businesses specialized tourism

and affiliates that revenue drain outside rural areas without impacting their benefits and income from tourism is an important means of capitalization and modernization of agricultural holdings. Farmers gaining new professional competence different from that of farmers in the benefits of tourism services that you need to do professionally. Rural families are unemployed if they can provide employment and adequate income in their household as agro occupancy increases in farm labor. Hosting tourists farms will require improvement of existing housing parts, supplying elements of modern civilization (toilet, electricity, sewer, telephone, television).

It can be seen that rural tourism overall increase income for farmers and the local community, but at the same time if not taken necessary measures to achieve authenticity space loss due to urbanization.

### **RURAL TOURISM-A WAY OF LIFE FOR RURAL COMMUNITY**

One of the trends developing tourism industry is returning to nature, already manifested in all countries, the current post-industrial civilization has created the need for withdrawal (for several days) of the metropolis. And for the huge tourism potential of our country, rural tourism is one of the most attractive travel packages and this from a multiple perspective: on the one hand, the tourist, Romanian or foreign, which will require increasingly more intense this tourist service, on the other hand, villagers who will use all the energy and skill to integrate into what will become the association's efforts to profile a network covering the whole country.



**Figure 2 Rural tourist activity objectives**

It is no secret that beyond the obvious need to relax in nature, one that comes to rest here gladly participate in these habits. And because of its beautiful pictures plus original memories about a different way of life and a different culture, local efforts to justify open house to receive tourists, efforts will be rewarded in the future. Experience from other countries confirms most optimistic forecasts.

This form of tourism as appropriate if the lack of huge amounts of money that requires construction of tourist accommodation facilities will provide the opportunity for financial accumulation are likely to be absorbed by the need to improve the tourist offer. In the future, however, will contribute to raising the standard of living of the initiative. In addition, it will create or maintain handicraft industry, which almost naturally attaches rural tourism. There is even more intuitive certainty that rural tourism is a real demand both abroad and in Romania.

Joint efforts of rural tourism will certainly be rewarded in the near future. What concerns us all is ultimately, achieving our country's tourist vocation, which unanimity is the most beautiful country in the European geographical area. If this is achieved, we will have a standard of living in line with that of developed countries for tourism will be the future industry.

The objectives of rural tourism (figure 2):

- a. Improving living conditions for farmers
- b. creation of quality tourism brand;
- c. creation and consolidation of new forms of tourism services;
- d. environment;
- e. capitalization typical products of agriculture and traditional gastronomy of the region;
- f. and promote agricultural preservation of natural resources and historical and cultural assets;
- g. recovery urban agricultural heritage and cultural traditions of the rural world turning.

## CONCLUSIONS

Romanian rural area spread and diversified, is not only the most important source of food, but also cultural heritage and national civilization, being the source of Romanian spirituality and historical sustainability of the Romanian nation. Interest in rural areas is determined not by forms of tourism, despite their importance in valuing and respecting skyrocketing countryside, but the extent of it.

Rural tourism and rural tourism development incentives may be local in many rural areas. They allow dynamic traditional economic activities and use of local cultural particularities, while providing jobs and halting the rural exodus.

Rural tourism and agro tourism may be incentives for local development in many rural areas. They allow dynamic traditional economic activities and use of local cultural particularities, while providing jobs and halting the rural exodus.

Intensity of tourism is a result of many factors that permanently changes locally, nationally and globally.

The main factors are related to: the level of socio-economic development of certain regions of the country or established, this factor is materialized by per capita gross national product, prices and tariffs in direct and indirect costs occasional travel tourism, tourism demand rural areas, through quality and diversification can attract tourists in certain areas, technical progress with reference especially to tourists travel possibilities in different regions, geographical changes and merge them with rural tourist traffic, increasing

urbanization, which generates recreation needs of the population in rural areas, lower costs of tourism in rural areas than in tourist movements in other famous tourist areas in the country and abroad.

### BIBLIOGRAPHY

1. **CIUREA, I.V., BREZULEANU, S., BODESCU, D., MIHALACHE, ROXANA**, 2004, *Studii privind valorificarea potențialului agroturistic în zona Cașin-Oituz, județul Bacău*. Universitatea de Științe Agricole și Medicină Veterinară, Facultatea de Horticultură, Lucrări Științifice, 2004;
2. **CSOSZ, I.**, 2007, *Agroturism și turism rural*, Editura Mirton, Timișoara;
3. **GLĂVAN, V.**, 2003, *Turism rural, Agroturism, Turism durabil, Ecoturism*, Editura Ecoprint, București;
4. **GLĂVAN, V.**, 1999, *Criterii de omologare și tipuri de sate turistice*, în volumul „Turismul rural. Actualitate și perspective”, Editura Pan Europe, Iași;
5. **HENCHE, BLANCA, GARCIA**, 2003, *Marketing în turism rural*, Editura Irecson, București;
6. **MOINET, F.**, 1993, *Preface a la tourism rural*, Editura France Agricole;
7. \* \* \*, Ministerul Turismului, Institutul de Cercetare pentru Turism, Turismul secolului XXI, Materiale prezentate la sesiunea științifică jubiliară, București, 8.11.1996 .