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RESEARCH ON THE ROLE OF ECONOMIC AND SOCIAL DEVELOPMENT AGROTURISM IN ROMANIA

GODJA (DĂNILĂ) DANIELA ILEANA¹

Abstract: *The main purpose of this paper is to present agrotourism, as a "specific phenomenon of the modern world". Agrotourism is circumscribed Romanian society and is influenced by the difficulties facing the Romanian economy, the pace in which the process of economic reform and the emphasis on the tertiary sector and tourism as its constituent part. Romania has an exceptional tourism potential that the attractiveness of the complexity and variety may urge to travel an extremely wide range of tourists, but more importance should be given to transforming this fund tourism in heritage tourism. For the purpose of World Tourism Organization and European organizations of rural tourism, it is a "form of tourism which includes any tourist activity organized and managed in rural areas by the local population, exploiting tourism resources local (natural, cultural - historical, human) and facilities, including hostels and tourist structures agrotourism farms. "the general objectives of the tourism industry in our country areas should contribute to increasing the number of jobs and income alternatives. Tourism development, even at a smaller scale, holds particular importance as regards the country's economic development and employment.*

Keywords: *tourism, economic development, heritage tourism.*

INTRODUCTION

Agrotourism participate in the development of the rural area and the fundamental action of the modern economy through the development and diversification of their economic potential turning sense by hosting activities and capitalizing on their products and local. It must undergo economic activity due to additional income for rural households.

Agrotourism must be considered and expressed as an economic element that produces jobs and stimulating rural settlements factor determining economic growth. Structural transformation of the economy of rural areas but produce rigorous constraints leaders and local authorities are looking for innovative actions to solve the problems of these areas and thus support good rural population.

The problems solving support facing rural areas and change the trend of depopulation, especially due to the weakening of agriculture, the European Union has developed a support framework and integrated rural development. Also promoted policies that have strengthened the emergence of new economic activities in rural areas and rural tourism occupies an important position.

MATERIAL AND METHOD

Unit tourism evolves in some circumstances that make up the overall socio-economic environment. Strategy that relies on tourism development and development unit, must take into account the characteristics of the environment in which it operates, but also directions and how they evolve their composition.

The totality of tourism activities taking place in terms of tourism demand go through different stages progressive and necessitated highlighting and rural development through tourism benefit. Studying this development presents itself through periodic progress constituted by a peak period of activity in a particular area of economic activity.

The research method used is qualitative analysis by studying documents and data retrieved and processed by the National Institute of Statistics and literature, bibliographic documentation, studying the results of research conducted on the subject at national level and to study the legislative framework to practice rural tourism in Romania and the European Union. As for the statistics Romania EU countries is lower GDP earnings from tourism. The highest proportion for example in

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2014 they had Croatia (17.2%), Malta (14.4%) and Cyprus (12.3%), Romania (0.9%). In Romania tourism is one of the economic sectors with real opportunities for development and is also a means of creating and improving the country's image in the other country is a source of increasing foreign exchange earnings, a secure labor market.

RESULTS AND DISCUSSIONS

The role of tourism in economic and social development and rural tourism development occurs as a result of the action of the natural environment in terms of modern existence. Thus, rural tourism is considered as a therapy for easing necessary modern man, in an appropriate and pleasant space at a reasonable price. The decrease in revenues due to citizens economic crisis, unemployment and inflation affected by mass tourism, and the middle class was determined to turn to tourism. This reduction led her people to assert their homes and landscaped spaces suitable agro prepared for receiving guests. Here they are providing dining areas and other complementary activities, directly dependent on economic specifics of the farm as well as leisure activities, teaching various skills in traditional horse riding, fishing, therapeutic cures, etc. Thus, specific tourism and existing accommodation capacity in agro hostels are in a continuous growth. Balancing tourist development through a strategy to stimulate rural economy and rural economies through additional demand for agricultural products and financial capital contribution can be achieved by:

- encourage the improvement and use of agricultural land less productive (enabling preserved surfaces covered with natural vegetation);
- guiding and encouraging investors;
- implementation of a specific management;
- identifying the values that can form the basis of sustainable tourism;
- ensuring long-term security of investments in tourism;
- encompassing idea of nature conservation and cultural heritage of the region specific strategy for tourism development;
- encouraging new entrants in tourism ecological education of tourists, inventory of natural and cultural peculiarities all that can form the basis of tourism potential and analysis of all information received, assessing the carrying capacity of the different areas, which are components of approved tourist areas.

This increase recorded nationally, it is explained by the fact that the development of rural tourism depends very much on specific regional and the presence of various types of activities, folklore, the existence of ethnographic regions and practicing various agricultural activities. Thus, specific tourism:

- Bucovina (North - East) is religious,
- in Maramures (North-West) - architectural tour and ethnographic
- in Transilvania (Centre) - and cultural recreational tourism, food and wine,
- in the Carpathian foothills is fishing.

Countryside with various features and all its parts and better preserved life in the country with significant traditional components, agricultural and forestry potential of the highlands, the specific architecture of rural areas are natural factors that favor its development. The essential condition of success work in rural tourism organization requires several steps (Fig. 1):

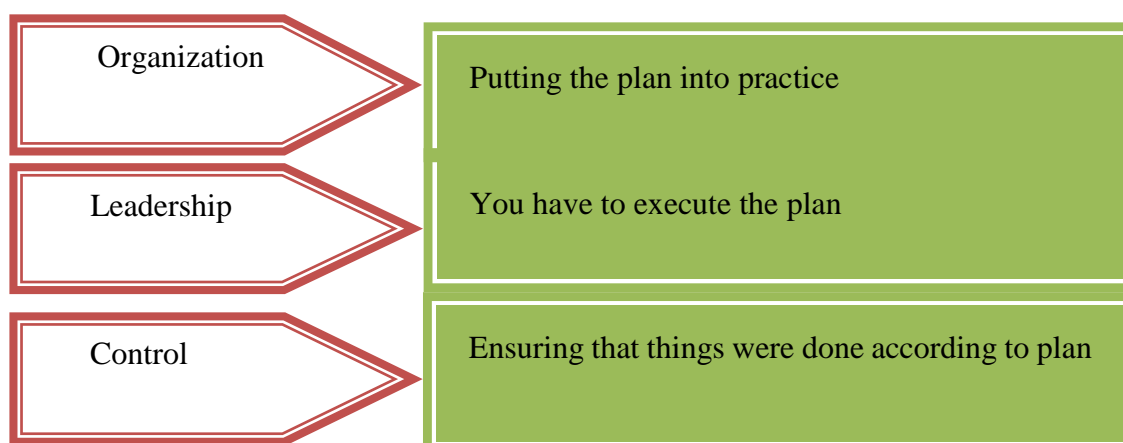
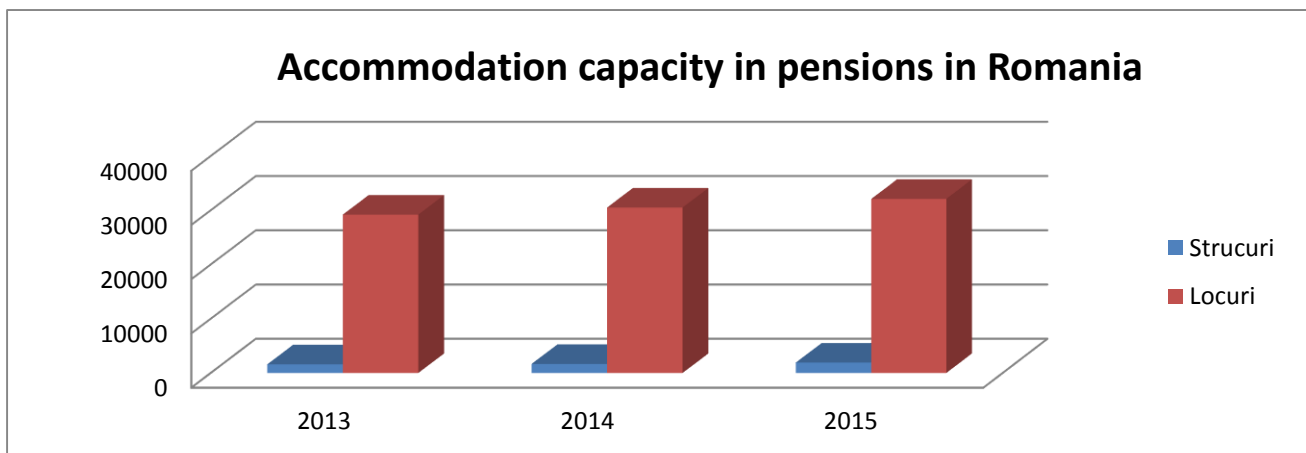


Fig. 1 - Organizational steps in tourism

Planning is paramount to all other activities and finally can argue only unnecessary effort because often entrepreneurs will enter directly into the action and begin concrete visible results in the short term.

To better understand the implications of economic and social development in the tourism industry, it is necessary to know the number of accommodation units in a calendar year or oscillations while the volume and intensity of visitor flows in different areas and tourist resorts inters.

After analyzing government data, national tabulation its comparison reveals increase in the number of rural locations. In the period under review, the ability of existing tourist accommodation in 2014 increased by 2% compared to 2013. And tourism capacity in 2015 increased by 5.5% compared to 2014 (Table 1).

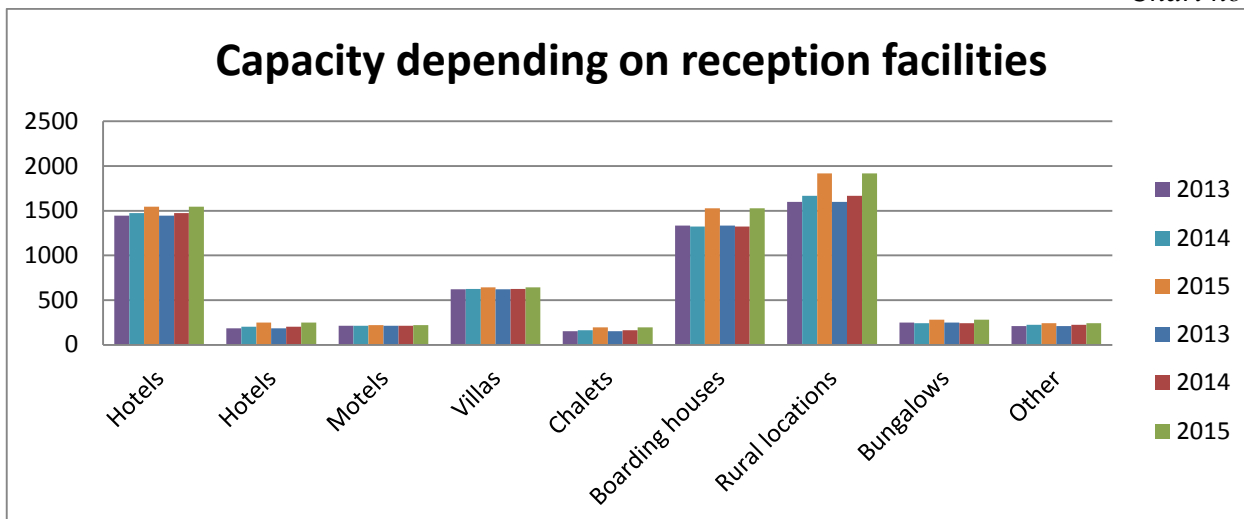
Chart no.1

To reflect the agritourism accommodation capacities in Romania, we took into account the number of reception The structure of the National Statistical Institute statistics on years between 2013-2014.

Table nr. 1

TOURISM CAPACITY (NUMBER OF STRUCTURES)			
YEARS	2013	2014	2015
Hotels	1.445	1.473	1.545
Hostels	185	204	248
Motels	215	212	221
Villas	621	624	643
Tourist Chalets	152	162	196
Boarding Houses	1.335	1.323	1.527
Agro Pensions	1.598	1.665	1.918
Bungalows	249	242	280
Other types	209	225	243

Chart no. 2



The economic function that rural practice follows:

- ensuring production system tourism that meets the needs and demands of the inhabitants and provide them and their families an adequate level of income compared to that of other liberal professions, with a level of responsibility comparable, thus providing a source of income basic rural population;
- protect the environment and ensure the regeneration of the means of production for future generations in the spirit of sustainable development;
- appearance of activities in most rural areas to stimulate and support initiatives for mountain tourism, especially rural tourism, respect for the natural environment, economic and social diversification small industries of clean production craft, acting on infrastructures and administrative and fiscal procedures.

In terms of accommodation in rural areas currently laying down certain developments and innovations that put the following issues:

- programs of reconstruction and renovation of village houses, for receiving guests, proposing, for optimum productivity, musters housing and a collective tender for local services (known as "shelters" without being provided necessarily work reception tourists, customized for each villager in parts);
- In many European countries there is a diminishing and aging population, which could reduce local development and reduce the economic impacts of tourist accommodation in rural areas;
- implementation and use of these designations of "safe" housing furnished, which are not subject to any control or standardization (labeling), carries a risk of diminishing the importance of name and guarantees its quality, arising out of unjust (inadequate) thereof;
- initiatives are adopted by organizations territorial tourism to regroup tourism offers under a single label, to implement a single strategy to promote tourism product globally, which could lead to a trivialization of tourism at the expense of means receiving specific rural areas, but also to a standardization of villages in terms of tourism;
- a variety of strategies and there tags for rural tourism offer in various western European countries, each region and singled wanting to own products compared to other similar regional products. These activities are justified in seeking a "tourism identity" regional, but are also a source of confusion for consumers.

CONCLUSIONS AND RECOMMENDATIONS

Agritourism is an area that can contribute significantly to the national economy, given that take into account the place, role and importance in the economy. Besides the changes to be made at the organization level, most important effects, evidenced by higher revenues. On motivations that determine consumer to choose one or more travel services, and factors that determine the development of tourist areas, are important factors investors should consider in this industry.

Rural areas must produce renewable raw materials to meet the needs of small and medium agricultural, industrial, craft or commercial service. Activities in most rural small industries pursue diversification of clean production craft, acting on infrastructures and administrative and fiscal procedures, and supporting initiatives in the field of mountain tourism, especially rural tourism, respect for the natural environment, economic and social.

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