RECREATION ISSUES IN RURAL AREAS

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Abstract: In our country it is difficult to start rural tourism activity because almost all times, especially when cities have become a special category of communities, towns, urban population, escaped "always in rural areas where he met relatives where were the so-called, country house "and where he could fi nd peace in the midst of unspoiled nature atmosphere. In addition, those various actions that attracts individuals to travel in rural areas. Thus there Sanziene habits when, according to tradition, Maramures then proceeded to the monasteries of Moldova pilgrimages to places of worship, celebrate holidays in the Villages and monasteries, and the like. The concept of rural tourism has evolved, encompassing all tourism activities taking place in rural areas. Gradually the extent of diversification of tourism practiced in the rural areas has outlined some forms: actual rural tourism, rural tourism, green tourism.

Key words: rural area, tourism activities, rural tourism, recreation, forms tourism

INTRODUCTION

Tourism activities in rural areas work on farms and rural pensions varied agricultural activities, small, which also have an attractive natural environment and active implementation of local government in providing infrastructure, minimum service of commercial, recreational, health.

MATERIALS AND METHODS

Documentation work was to use data from national publications and, in association researches which led to the analysis and conclusions in the paper.

RESULTS AND DISCUSSION

In a review of research on rural leisure, Owen (1984) showed not only their free time in the country increased rapidly between 1950-1960, but especially that this increase was accompanied by a wave of interest in researching this phenomenon, which was reflected in the literature. Although this literature has known special size, Owen still managed to distinguish a number of topics and trends therein.

Initially, the subject was dominated by the fact that it was at the research demand both regional and national, (what people do or want to do people) and the research conducted on the spot (what people do when they get there).

Since 1975, these types of study dominated rural tourism, they should produce a basis for future research study.

However, these studies, moreover, recognized that strong links and relationships that describe (e.g. increase of practicing rural tourism using their own cars) were permissive rather than causal. As such, since 1975, researchers began to examine the perceptions and behavior of individuals, and then to develop the overall concept and theoretical research, changing the inductive methods with the scientific.

In fact, all comments on recreation in rural areas emphasizes that the three main factors explaining the pace of rural tourism (time, income and mobility) have increased substantially after World War II.
No doubt, all studies conclude that the pace of development of recreation in rural areas is strongly influenced by social class from which tourists and its income and shows that the richest have greater participation in this development.

Other factors that appear are: level of education (higher odds for the educated) and gender (with lower odds regarding women). It also points out that levels of participation in rural tourism development are sensitive to growth and although positive factors increased between 1977 and 1995, they increased negative factors which contributed to a significant decrease or an oscillating evolution in recreational activity period 1977-1995.

Other changes occurred in long-term recreation such as tourism, which in some rural areas is the main economic activity. Thus, the percentage of those who rent hotel rooms and pensions between 1970 and 1982 fell from 31% to 27% while for those who rent apartments or stay at camping percentage increased from 29% to 35%.

These trends outlined above are, of course, secondary only to determine the work, but now the trend is pointing to more specific and detailed studies, and they show a continuing increase until 2000 and after.

Fitting rural areas know fewer constraints than other types, tourist implantation is determined by the specific facts of each area. Among the factors which makes the selection of areas and sites typology are quiet, spacious (scope), vegetation, road positioning in relation to the presence of natural curiosities or monument, the local architectural traditions.

A special place in the suite of these factors is the possibility to participate in their activities. This, coupled with the desire to return to places of origin generated a new particular form of tourism, namely agro. Present in a number of countries with tourist tradition: Italy, France, Austria, Finland, and so on, contains the idea of incentives for farmers to agro tourism development in rental accommodation and marketing of natural and tourist involvement in agricultural activities.

Rural tourism has seen a growing interest from customers, travel demand, which is crucial for businesses tourist service providers, administrators, for rural communities and not least for rural inhabitants, especially for farmers who open a new perspective on economic and social development. More and more authors from countries with experience in this field deals with rural tourism as a special form of tourism that differs fundamentally from traditional tourism. Other factors that appear are: level of education (higher odds for the educated) and gender (with lower odds regarding women). It also points out that levels of participation in rural tourism development are sensitive to growth and although positive factors increased between 1977 and 1995, they increased negative factors which contributed to a significant decrease or an oscillating evolution in recreational activity period 1977-1995.

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According to a definition of „rural tourism is a concept that includes all tourism activities in rural areas”.[1]

This definition seems to be universally accepted and undisputed. Question always arises: what is meant by "rural areas". In some European countries such as Germany, Netherlands, Belgium, Luxembourg and France, the term rural towns represent different areas, coastal areas and mountain areas. In Italy, for example, the term refers to rural areas that are neither urban nor sea, but includes mountains. In Ireland and the UK, rural areas are virtually all non-urban areas. In Spain, Portugal and Greece, there is a tendency to understand the rural parts, parts, used for rural production [3].

It can thus be seen that this concept has the same meaning in all European countries. Passing over this matter geography, rural tourism implies the presence of certain features of the tourism product. For example, a visit to a factory in a rural area or a day at a theme park in a rural area is not rural tourism in the current sense of that term.

Defines all offers rural tourism in rural areas that are not related to peasant household. Tourist wants to know: local traditions, culture and nature, like to spend holidays in a rural intact and not least be offered products and regional specialties. He seeks peace, fresh air and wants to practice sports and hiking.

In „Handbook of rural entrepreneurs”, General Secretariat of Tourism defines rural tourism as an „offer recreational activities, lodging and related services located in rural areas generally to the inhabitants of the cities, looking for some holidays in contact with nature and with the local population. „Handbook of rural entrepreneurs” indicates that the rural tourism is the natural landscapes, plains, mountains, rivers, typical architecture, flora, fauna, traditional forms of life, folklore and so on, but to be able to spend a few days in the country, tourist needs equipment and services to make pleasant stay.

For the purposes of the World Tourism Organization and many European organizations of rural tourism, rural tourism is a form of tourism that includes any tourist activity in rural areas organized and led by local people, taking advantage of local tourism resources (natural, cultural and historical, human) and facilities, tourist structures, including hostels and agro tourism farms”.

This definition is based on a number of specific features that characterize rural tourism activities. Among them we mention [4]:

- Rural location (rural existence);
- Construction of functionally tourism product, based on the characteristics of the rural world (open space, contact with nature, tradition, organization and traditional practices);
- The rural the scale (in terms of buildings and facilities - usually small - preserving our rural infrastructure);
- The traditional (gentle and organic growth in relation to local families, taking functionality to preserve rural lifestyles and conservation areas);
- Diversity of presentation according to: Rural areas and economic; Historical settlement (beyond any specific cultural identity).
General Secretariat of Tourism defines rural tourism as „tourism recovery any rural area to meet a number of limitations”:

- Tourist is diffuse, as opposed to intensive sun and beach tourism or urban;
- respect the natural and cultural heritage;
- involve the active participation of the local population;
- maintain traditional activities of the area."

An important feature of rural tourism is that tourism is seasonal, which is practiced especially in summer, on weekends, with a lower standing than sun and beach tourism.

Another feature of rural tourism is tourism that is selectively targeted a particular audience, whose nuclei are issuing metropolitan areas. Rural tourism is not just the holidays on the farm but also to other tourism activities in the country. [4]

Looked through the sociological approach, rural tourism can be defined as a specific activity of rural areas, where tourists discover country life, farm owner rural traditions and its customs. For this reason it is essential that rural tourism remains a product of rural society, namely spatial areas, implementation of recreation and leisure equipment. It should be a contribution to rural society as a whole, taking care to preserve the rural originality. In this way insertion occurs tourists willing to integrate authentic lifestyle, unique in rural society. [5]

In terms of geographic approach, rural tourism is assessed by reference to appropriate rural existence, namely, rural tourism in rural areas occur regardless of the physical-geographical and rural demographics.

Thus, some psychological approaches, rural tourism is defined as a particular form of tourism as an industry and an art of receiving tourists and a behavior that differs from other forms of tourism. We appreciate that rural tourism is a specific mood rural residents, involving a lot of respect towards guests. As a result, the tourist is not anonymous, but a guest account, a family friend who is always happy to board. As such, we can see a wide variety of impressions exchange between tourists and host continuously cultivating relationships that eventually lead to increased tourist flow in the area.

Overall global economy of tourism, rural tourism is defined as tourism recovery: Rustic spaces; Natural resources; Cultural heritage; The cultural buildings; Rural traditions; Agricultural products; Through branded products (dedicated) illustrative of regional identity covering consumer needs in terms of accommodation, food, recreation, entertainment and various services for local development, sustainable and adequate response to the needs of recreation in modern society, a new city-village social vision.
The term rural tourism has different meanings in different countries. Finland - leasing cottage or rural service offers type food and transport. In Hungary - village tourism „involves activities and services in rural areas, accommodation at low prices involvement in agricultural activities. In Slovenia - tourism farm “- guests staying with families of farmers. The Netherlands - camping on farms where most services are related to activities such as cycling, horse rides, etc. Greece - accommodation in rooms furnished in traditional style with traditional breakfast often made from products made at home.

Local economy as a whole, rural tourism is defined as being a form of exploitation of rural areas through tourism natural resources, values and cultural traditions and historical agricultural products, branded products with regional identity and ethnographic specificity and cultural, designed to meet the needs of consumers in respect of accommodation, food, recreation, entertainment and other services. [6]

Rural tourism requires the following items: [2]
- The existence of a countryside rich in tradition with a beautiful natural environment;
- People interested in practicing such activity;
- Services provided by these people: accommodation;
- The existence of a material base (involving transportation and access routes) and a legislative framework that would spur people to practice such activities.

Between mass tourism and rural tourism there are some differences.

![Figure 2. Comparative study general tourism - alternative tourism](image)

Rural tourism is a form of tourism that is taking place in rural areas, drawing on local tourism resources (natural, economic, cultural and human) as tourism facilities and equipment, including hostels and agro tourism farms, using various accommodation: Inns and rural hotels, houses, holiday villages and holiday takes various forms, with a wide range of reasons: transit or traveling with cultural-cognitive meanings, etc.

Rural tourism is an alternative to traditional tourism, Classic, held in resorts and tourist centers, and to offer „standard” Industrial and contains several forms:

1. Cultural tourism involves the various social and age and is visiting rural sites whose distinction is due to historical monuments, memorial houses, museums, or participation in the conduct of festivals and traditional customs (religious pilgrimage practices related to agricultural calendar or social events in the community (patrons, Feasts, weddings and so on).

A higher proportion of this type of tourism is noted in younger categories, especially students, school tourism as learning or discovery. Unfortunately, although the most common form of rural tourism, rural tourism infrastructure poor habitat and the absence of adequate travel packages make this type of tourism is almost exclusively the passage economic impact on heritage tourism holders are practically insignificant.
2. Recreational tourism is practiced as unorganized and is spending all or part of an individual or family leave in an accommodation (house, furnished room) existing rural obtained by different methods: legacy family rental durations time varying accommodation with friends and relatives etc. In general, combined with the characteristics of nature tourism health tourism. The customer is tempted to observe nature, to know and even to integrate into it through various activities: bird watching, identifying plant species, gathering herbs, berries, mushrooms, walks etc.

3. Curative tourism. Its development is favored by the existence of favorable climatic conditions (no pollution, atmospheric calm prevailing, and negative ionization), the presence of mineral springs with therapeutic properties, thermal water, the salt mines, possibly associated with the possibilities of application of remedies enshrined in „medicine” popular.

4. Sports tourism. Rural areas can be an important area for the support of neighborhood sports: cycling, fishing, climbing, water sports, winter sports, tourism orientation.

   In some cases, sports tourism Adventure tourism becomes accents when the aim is to practice activities designated specialty language collocation, extreme sport ". Practicing some of these sports require a policy of tourism management (water sports, cycling, horse riding) others, however, can attract tourists with a minimum technical development, coupled with the natural course of favorability and especially the quality of reception (sports winter sport fishing, mountaineering, tourist orientation).

5. Religious tourism can also have an impact on rural tourism development by outlining some definite purpose. Beneficial effects are well known in this respect, religious pilgrimages performed by large, e.g. Lourdes - France, UK Stonehenge etc.

6. Rural agro require modified by man in the primary sector (agriculture, livestock, forestry ...) is very evident. This tour includes accommodation, food and beverage management and additional services offered by a farmer or peasant.

CONCLUSIONS

Rural tourism is not developed according to market domestic tourism and international tourism infrastructure exists not fully in compliance with tourists in terms of quantity and quality of accommodation and places of recreation currently facing difficulties from a technical and financial education. This situation calls for measures to support and boost the development of this sector, particularly tourism promotion and marketing areas that are underdeveloped and cover only certain areas.

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