

RURAL TOURISM ENTREPRENEURSHIP IN ARAD'S VILLAGES-PROPOSALS

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Abstract: *One of the current trends is the focus on the rural world, from various points of view. There are many examples of successful rural entrepreneurship, from tourism, providing conditions for sports and recreation or for training to small trade activities. The purpose of this research is to: analyze the development potential in rural areas of the territory of Arad County; exemplifies entrepreneurship in Arad rural area through tourism; propose a management plan.*

Key words: *rural area, entrepreneurship, village*

INTRODUCTION

There are many examples of successful rural entrepreneurship. [1,2,3,4] Diversification of the non-agricultural use of available resources through entrepreneurial combinations has taken different forms, from tourism, providing conditions for sports and recreation or for training, to small trade activities, industrial applications (ceramics, etc.), consulting services, value creation added (meat, milk, wood products). [7,8] Recent approaches focus on new land uses that allow reducing the intensity of agricultural production, such as organic productions. [13,9]

The tourist activity can solve some of the economic and work problems in which the rural population is involved. [12,15] The need to expand activities in rural tourism at the level of the rural environment is the result of creating favorable conditions for harmonizing some elements that include: [5,6,10,14]

- various tourist resources;
- the supply of agri-food products, traditional folk art, crafts and folklore is done directly by the farm, the family and the rural community;
- the offer of natural surroundings and ecological requirements is compatible with tourist activities. [11]

MATERIALS AND METHODS

In carrying out the scientific approach, undertaken during the present research, the qualitative study was used, following several stages: identification of the research topic, collection of information from the field, their analysis and issuing of specific conclusions.

RESEARCH RESULTS

Arad villages with resources that ensure the development potential of rural tourism

At the level of Arad County, there are numerous villages with tourist potential, we have chosen to exemplify five of them.

Siria. The commune is located 25 km from Arad County, comprising three villages: Siria, Galsa, Masca. The particularity of the area consists in the large area cultivated with vines, integrating the commune into the area of the Podgoria area, which closely follows the configuration of the western slopes of the Zarand massif.

The locality was included in the guide "The most beautiful villages from Romania", the inclusion in this guide means, in addition to the recognition of the authentic beauties, and the chance to be promoted as tourist villages. An advantage of the commune is the fact that it is located on the Wine Road. At the commune level, there are rural tourist accommodation structures.



Important objectives from Siria

Source: own source

The representative tourist attractions of the commune are:

- Siria Citadel, located on a neighboring hill, is a vast stone construction, today in ruins. Mentioned in documents since the 13th century, the fortress was enlarged in the 15th century. With an ellipsoidal plan, it was fortified with strong square towers. It is very little archaeologically researched.

- Bohus Castle was built in the first half of the 19th century, in neoclassical style. It is composed from a single body with 30 rooms. Since 1960, the castle houses the memorial museum of Ioan Slavici. There is also a permanent exhibition dedicated to the composer Emil Montia in its premises. In one of the rooms there are relics from 1848-1849: paintings, letters, photographs, some pieces of furniture, (the table on which Artur Görgey signed the act of laying down arms, the armistice took place on August 13, 1849. Russian Army surrendered to Rüdiger general Hungarian).

Hasmas. From an ethnographic point of view, Hasmas commune falls within the ethnographic area of the Apuseni Mountains, at the interference between Banat and Bihor. There are hunting lodges and guesthouses as accommodation structures in the area.



Important objectives from Hasmas

Source: own source

The representative tourist attractions are made up of:

- Codru Moma Mountains, with centuries-old forests of beech and holm where the Outlaws' Cave is hidden;

- The Dacian fortresses from Botfei testify to the habitation of these lands during the period of the Cotofeni culture and the Roman conquest;

- An important role in ethnography is occupied by architecture, constructions, houses being frequent: traditional construction materials (stone for foundations, wooden beams for walls and floors, straw for coverings), rectangular shape, with two rooms (large room and awning), pantry and larder;

- The popular port is specific to the Bihor area. Some preserved folk traditions, the paparudes, customs related to weddings, baptisms, funerals, the Felegia tradition (the towel worn on all important occasions), the feast of new bread (the labor holiday during the summer);

- Traditional occupations: agriculture, house construction, wheelbarrowing, working in the forest as woodcutters, shepherds, woodcarvers (an important center for wood processing, dowry boxes being famous for the technique of carving, painting with natural colors - the shape specific to the place, being that of the sarcophagus.

Savarsin. According to official information, it is located at the foot of the Metaliferi Mountains, at their contact with the Mures Corridor. The economic potential of the commune is extremely high. In the commune's economy, agriculture, forestry, the wood industry, the construction materials industry represented by the granite (Savarsin) and marble (Caprioara) exploitations, the extractive industry represented by the molybdenite exploitations (Troaș) and tourism have important weights. The tourist fund of the commune is an exception:



Important objectives from Savarsin

Source: own source

- The "Duțu Cave" and "Sinesie Cave" Natural Reserves;
- the decorative plastic art collections (universal graphics, decorative art from the Far East;
- graphics and paintings (signed by Eugen Popa and Gina Hagi) and ethnography from Savarsin;
- the ethnographic museum from Temesesti - with folk costumes, fabrics, icons, ceramics - the wooden church "Sfinții Trei Hierarhi" (1782) from the village of Troaș;
- the fortified settlement and the archaeological site from Troaș located in the "Dambul Tatarilor";
- "Gomile" are just some of the tourist attractions in the commune;
- Along with these, the castle of Savarsin (18th century) completes and enhances the image and tourist potential of the commune. Since 2005, the royal residence in Savarsin has entered the tourist circuit. Here, in a true oasis of greenery, culture and art harmoniously intertwine with stories from Romania's contemporary history.

Carand is located in the north of the Sebis Depression, at the foot of the Codru-Moma Mountains, and has an administrative area of 3813 ha.

The Sic Forest natural reserves, covering an area of 17.8 ha and the Downy Oak Forest covering an area of 2.1 ha, to which the thermal water springs are added, are the most important tourist attractions of the commune.



Natural objectives from Siria

Source: own source

Ghioroc commune enjoys a high tourist potential due to its geographical location and the fishing lake. The first electrified tram line in Eastern Europe and the eighth in the world was created here. The tourist potential of the commune is exceptional, the commune being known as an important tourist convergence area. Among the tourist attractions of the commune of Ghioroc we mention: Minis Winery, offers wine tastings, on request; The Wine Museum located in Minis; The Apiculture Museum located in Minis, no. 9, visited on request; Lake Ghioroc is also a tourist attraction of great interest.



The villages described are only a few that can currently support rural tourism, but they still need a lot of improvements to become tourist villages, but like these villages there are many others in the territory of the area under research, which would successfully carry out tourist activities.

Exemplifying entrepreneurship in the Arad rural area by proposing a management plan

The fact that the area under analysis has a remarkable potential for rural tourism activities is certain, but in order for this potential to be capitalized through rural tourism activities, it is necessary to establish some objectives and measures, the implementation of which will somewhat ensure future development. Such a proposal of a possible development plan is, in our view, a way to "bring to light" the Arad countryside.

Table 1.

Management plan proposal for the capitalization of Arad rural environment

Directions	Objectives	Measures	Actions
Entrepreneurship in rural area of Arad	<i>Identification resources with potential</i>	Reviewing the specific resources of Arad's rural areas to be exploited through tourism	- identification of representative resources so as to be exploited - review of some traditional customs - identifying the crafts that give local identity
		Identification of accommodation structures and the realization of a centralization	- making a centralized statistic of the existing structures - the exposure of these structures to tourists, through flyers
		Introduction of local products through rural tourism activities	- the creation of partnerships with the aim of marketing local products through the prism of tourist guesthouses
	<i>Identification of additional activities and capitalizing on them through tourism</i>	Emphasis on encouraging tourist businesses with "local origin"	- connecting local producers to rural tourism activity
		<i>Promoting the idea of "tourist village"</i>	Reunion of owners of rural structures under the title of "tourist village"
	Integration actions in the tourist activity of the owners of houses with local specificity		- carrying out conservation works of local specific elements
			- starting a campaign to prepare the owners to carry out tourist activities

Source: the author's proposals

The necessity and at the same time the motivation of proposing a future development plan derives from multiple aspects:

- stimulating and why not improving the rural area and the life of the community here;
- stimulating the perpetuation of the way of life specific to the community;
- supporting local producers;
- promotion of specific local values.

For the objectives included in the proposed plan, were identified several possible results: (figure 1)

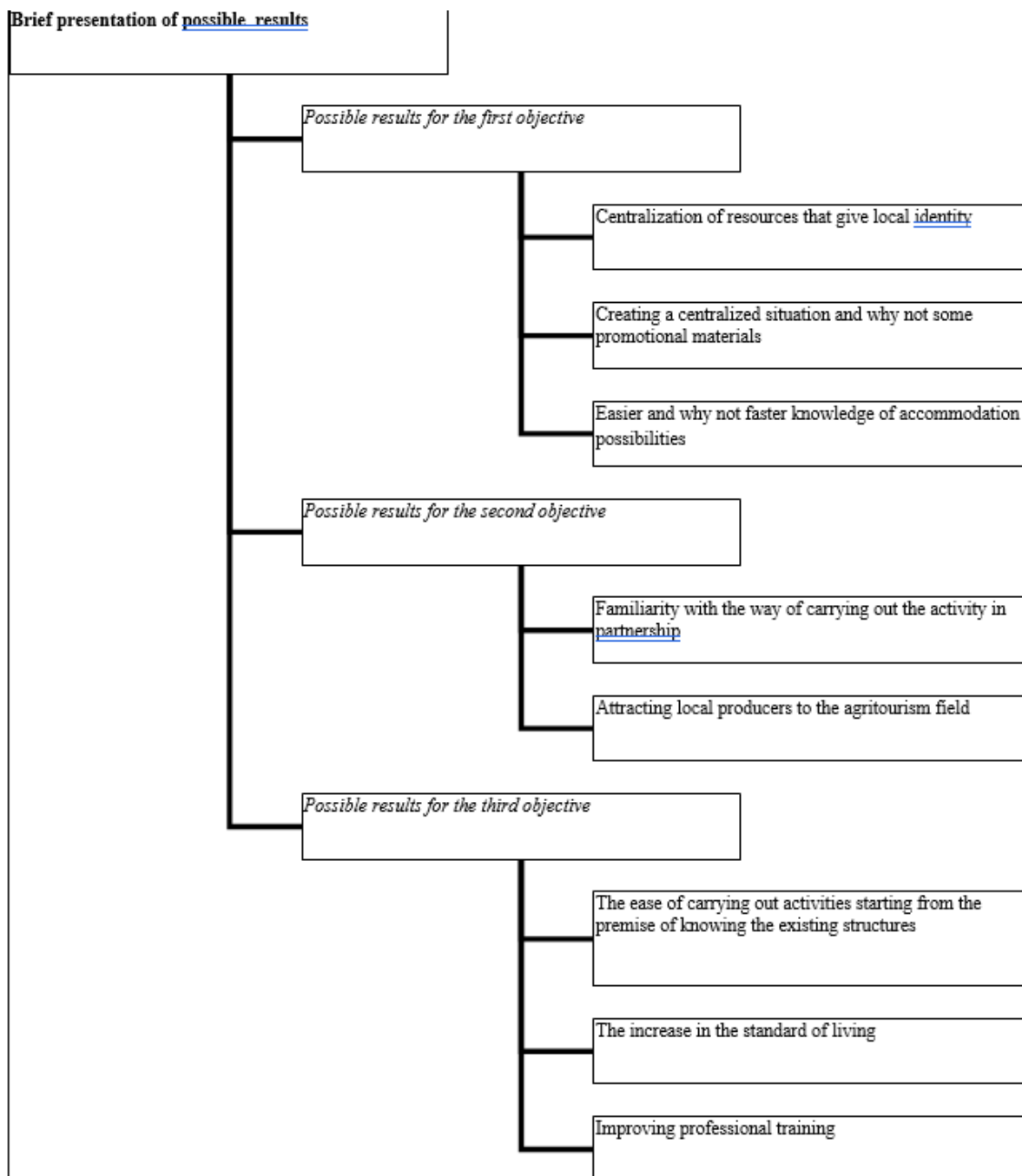


Figure 1. Brief presentation of some possible results identified by objectives

Possible results related to the first objective. For the first objective, two representative aspects were pursued:

- Reviewing the specific resources of Arad's rural areas to be exploited through tourism;
- Identifying accommodation structures and creating a centralization.

Following the implementation of these two aspects, the possible benefits that could appear refer to: the centralization of resources that give local identity; creating a centralized situation and why not some promotional materials; easier and why not faster knowledge of accommodation possibilities.

Possible results related to objective number two. The second objective proposed in the management plan for the capitalization of Arad rural environment involves two objectives:

- Introduction of local products through rural tourism activities;
- Emphasis on encouraging tourist businesses with a "local touch".

To the extent that the actions that make up this objective will be implemented, the beneficial aspects that may appear include: getting used to the way of carrying out the activity in partnership; attracting local producers to the agritourism field.

Possible results for objective number three. The main aspects proposed in the management plan to be followed and as far as possible implemented refer to:

- The reunion of the owners of rural structures under the title of "tourist village";
- Integration actions in the tourist activity of the owners of houses with local specificity.

The implementation of these aspects will bring a series of beneficial objectives: Ease in carrying out activities starting from the premise of knowing the existing structures; the increase in the standard of living as a result of the establishment of the tourist village; improving professional training.

CONCLUSIONS

The necessity and at the same time the motivation of proposing such objectives in a future development plan derives from multiple aspects:

- stimulating and why not improving the rural area and the life of the community here;
- stimulating the perpetuation of the way of life specific to the community;
- supporting local producers;
- the promotion of specific local values.

To increase the profitability of the proposal, we believe that a series of measures would be appropriate:

- Creation of a quality tourist package, including original elements, specific to the Arad rural environment;
- Transposing rural tourism into a tool for revitalizing the rural environment and improving living conditions, by focusing on partnership;
- Intense promotion.

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