

DETERMINING THE SOCIAL AND ECONOMIC IMPORTANCE OF RURAL TOURISM

TUDORAN ANA^{1,2}, PETROMAN CORNELIA¹, CIOLAC RAMONA¹, MARIN DIANA*¹

¹*Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania", Faculty of Management and Rural Tourism*

²*Technological High School "S.F. Dimitrie" Teregova, Caras-Severin*

*Corresponding author's e-mail: diana_rachiciu@yahoo.com

Abstract: *The main social benefits that come from the development of specific forms of tourism, which increase their importance by practicing them in certain areas with vocation, are of economic nature, thus being able to find the creation of new jobs, the increase of the number of tourists, development in the area of some prosperous businesses, diversification of the tourist offer, the emergence of an economic stability, and from the socio-cultural point of view one can talk about the conservation of rural life, highlighting the natural but also anthropic heritage, raising awareness of agrozootechnical problems, improving the infrastructure but also by improving the services of the communities.*

Key words: *rural tourism, economic, social, impact*

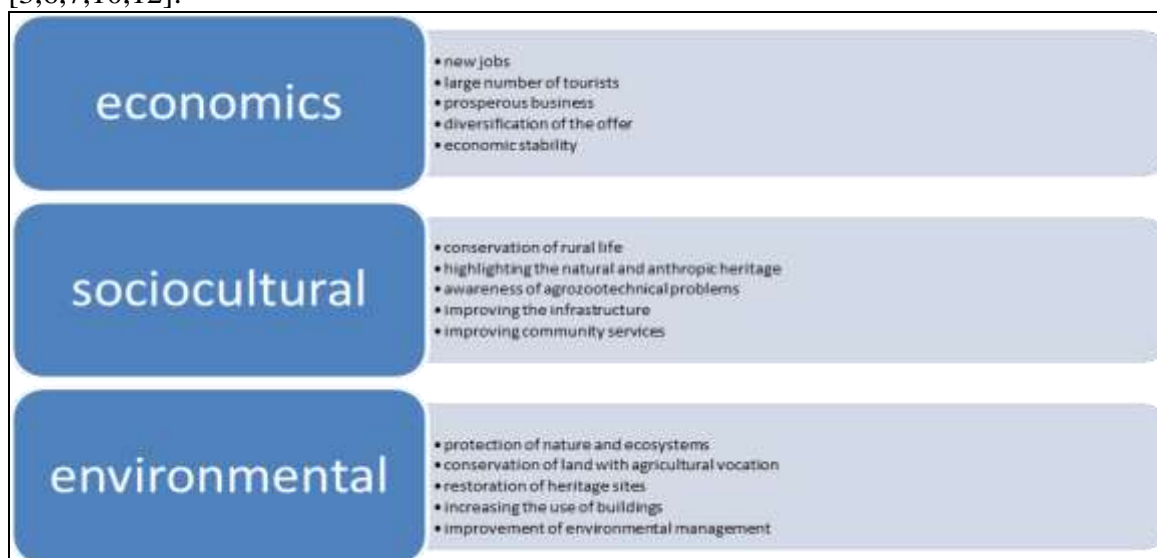
INTRODUCTION

Rural tourism, with its main forms, agritourism and farm tourism, has as effect of great importance the social changes that take place in the areas with vocation under the influence of the main factors [1,9,13]:

- the form of tourism that is practiced, in this sense we can mention that mass tourism has the greatest social effects [8,14];

- another factor worth mentioning is the place of origin of tourists, namely in this case we talk about the difference between the cultural, economic and social level of tourists and the host population that produces major social effects, thus, as much as the gap the greater the social effects increase [1, 15].

Among the social benefits brought by the development of these forms of tourism, which increase their importance by practicing in vocational areas, we mention: [3,6,7,10,12].



The uncontrolled development of tourism, in the rural environment, could also have negative effects on the following levels: economic, causing the increase of the prices to the local services but also the increase of the value of the land and living properties;

cultural/social through the emergence of half-time jobs, increasing threats, increasing noise pollution, destroying the lifestyle in rural areas or overloading the infrastructure; environment, causing the increase of the volume of the constructions for commercial purpose or the destruction of the vegetation, due to the big tourist flows or the erosion of the soil, the pollution of the surface/underground waters, but also the disturbance of the wild animals or the pollution of the air [2,4].

MATERIAL AND METHOD

In order to determine the social but also economic importance of rural tourism, we undertook studies using both the bibliographic resources existing in the national and international specialty literature, as well as our own experience of tourists visiting the Romanian rural area frequently.

RESEARCH RESULTS

The development of the rural tourism in an uncontrolled way, can produce in the case of the rural area several social effects of which we mention: Figure 1.



Figure 1. Social effects of uncontrolled development of rural and farm tourism

- the emergence of anti-social phenomenons, as a result of imitating the lifestyle of the tutors;
- diversification of professional occupations, and loss of traditional ones;
- population concentration, in areas with agro-pastoral vocation;
- increasing the demographic level;
- changes in social stratification;
- tendencies to change the type of agricultural profession with a agritourism farm.

If we determine the direction of tourists travel, rural tourism can have both a positive influence from the point of view of the sustainable development of the rural area and a negative influence on the local economies if it is not well managed.

Rural tourism, with all its subcategories (agritourism, country tourism, female tourism) produces the redistribution of income, dividing the national area into regions and destinations that are generators of tourist or destinations that are welcoming of rural tourists.

The economic importance of tourism in general and rural tourism in particular can be justified by the fact that: international tourism in developing countries, as well as our country, has increased with about 94%, while in developed countries only with about 34%, which determines the hospitality industry to become a key industry, which offers an important opportunity for developing countries to overcome the poverty line, through investments in rural tourism.

Rural tourism has a particularly important impact on the regional and especially local economy but also on the following economic elements (figure 2):

- creation of jobs for women in the case of agritourism farms;
- extern external exchange of information;
- balancing the balance of payments.

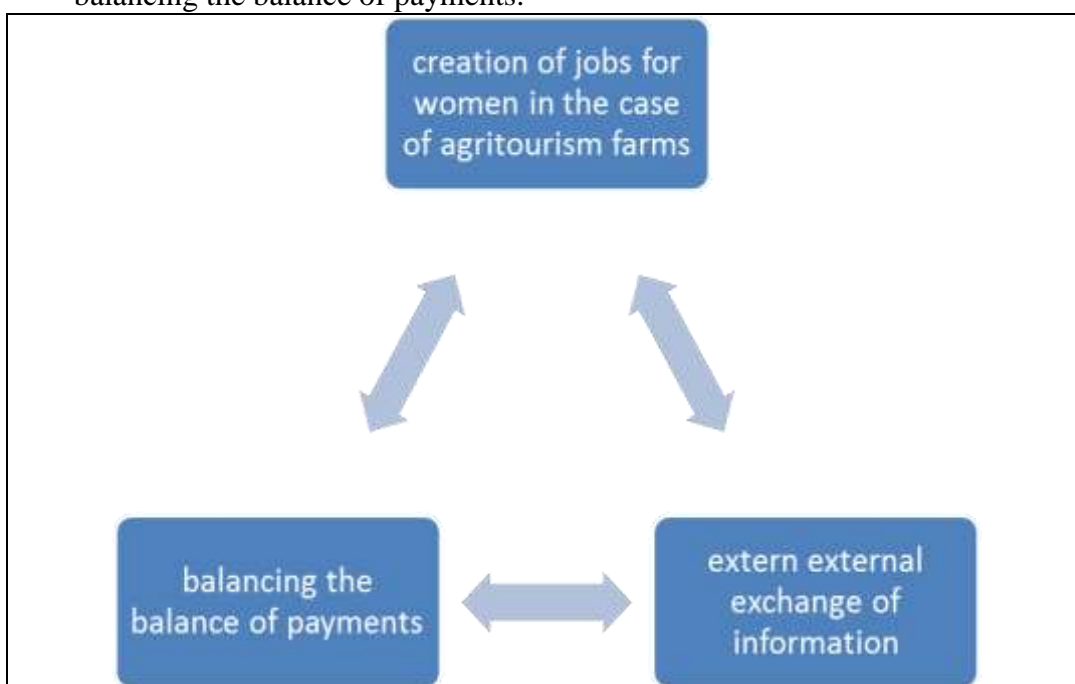


Figure 2. The impact of rural tourism on economic elements

There are several specific ways that can produce economic effects through the practice of rural tourism, namely:

- participation in seasonal events in the Romanian rural area;
- spending holidays in rural areas and participating in activities specific to the area;
- bed and breakfast at rural guesthouses on weekends;
- organizing fun-educational trips for students and pupils.

In the case of analysis of the economic impact of tourism in the Romanian rural area, the mathematical model of the inputs and outputs is used to describe the monetary flows of a region and the contribution of tourism; to determine how much of the sales constitutes the salary income, how much the income of the owner constitutes and how much the taxes constitute or to estimate the multipliers (meaning the level of re-spending the amounts initially spent in tourism) based on the estimation of the re-circulation of expenses.

CONCLUSIONS

This form of tourism contributes to the redistribution of income between agricultural sectors and services within an economy, because tourism consumption differs from personal consumption.

For the economic recovery of the Romanian rural area, a viable solution would be to diversify the rural tourism activity but also to implement new forms of niche tourism of rural tourism and ecotourism: among which agritourism, with the promotion of agropastoral culture; gastronomic tourism with the promotion of traditional cooking, on wood fire in clay pots; sustainable tourism; rural cultural tourism with the promotion of local traditions and customs.

REFERENCES

- [1]. **ALECU I.N., MARIAN C.**, 2006, Agroturism și marketing agoturistic, Editura Ceres, București
- [2]. **FRANKLIN A.**, 2003, Tourism. An introduction, London: Sage Publication
- [3]. **MARIN DIANA**, 2015, Study on the economic impact of tourism and of agrotourism on local communities, Research Journal of Agricultural Sciences, vol. 47, Issue 4, pp.160-163, Timisoara
- [4]. **MARIN DIANA, PETROMAN I., PETROMAN CORNELIA, BĂLAȘA MIHAELA, CSAHOLCZI A.**, 2015, Study on specific activities of agrotourism, Research Journal of Agricultural Sciences, vol 47, Issue 4, pp.164-168, Timisoara
- [5]. **MCGEHEE NANCY G., KIM KYUNGMI & JENNINGS GAYLE R.**, 2007, Gender and Motivation for Agri-tourism Entrepreneurship. Tourism Management 28: 280-289
- [6]. **QUELLER GEORGINA**, Agri-tourism in Newfoundland and Labrador, www.gov.nf.ca/agric/fact_pubs/pdf/fbm/tourim.pdf
- [7]. **PETROMAN CORNELIA**, 2016, Types of Banat rural tourist products required by international tourist, Scientific Papers Animal Science and Biotechnologies 49(2), pp.260-263
- [8]. **PETROMAN CORNELIA, MIREA AMELIA, LOZICI ANA, CONSTANTIN ELENA CLAUDIA, MARIN DIANA, MERCE IULIANA**, 2016, The rural Educational Tourism at the Farm. Procedia Economics and Finance 39, pp.83-87
- [9]. **PETROMAN CORNELIA, BRAD I., MARIN S., PETROMAN I., IOSIM IASMINA, FIRU A.**, 2017 Types of consumers of agroturism, Lucrări Științifice Management Agricol 19(1), 177
- [10]. **PETROMAN I., STAN ANDREEA, PETROMAN CORNELIA, MARIN DIANA, STATIE C., DUMITRESCU A.**, 2012, Impact of tourism on rural development, Scientific Papers Animal Science and Biotechnologies 45 (1), pp.454-455
- [11]. **PETROMAN I., VARGA MELANIA, CONSTANTIN ELENA CLAUDIA, PETROMAN C., MOMIR B., TURC B.**, 2016, Agritourism: An Educational Tool for the Students, With Agro food Profile, Procedia Economics and Finance 39, pp. 83-87
- [12]. **PY P.**, 1986, Le tourism. Un phenomene economique, La Documentation Francaise, Paris
- [13]. **RICHARDS G.**, 2005, Cultural Tourism in Europe. CAB International, Wallingford, UK
- [14]. **ROBERT L., HALL D.**, 2001, Rural Tourism and Recreation. Principales to Practice. Oxon- New York: CABI Publishing
- [15]. **SCHOLLIE B., BUAN E.**, 2006 Economic Impact of tourism study, Red Deer AB: Schollie research & Consulting