

## ***Rural Tourism in Romania***

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**Abstract:** *Rural area offers infinite possibilities profitable: pensions, campsites and accommodation in households can support a wide range of activities such as pedestrian walks, cultural tourism, river, fishing, hunting, riding, winter sports, cycling etc.. Each type of rural settlement offers particular opportunities and raises specific problems. Romania is the country where the atmosphere and flavor of rural life are still close to its traditional image, so that tourists show a growing interest in rural tourism. Romanian village mystery is reveals tourists in different areas: mountain peaks, valleys, Danube Delta, Black Sea coast. Potential areas offer infinite possibilities profitable: pensions, campsites and accommodation in households can support a wide range of activities such as pedestrian walks, cultural tourism, river, fishing, hunting, riding, winter sports, cycling etc.. Each type of rural settlement offers particular opportunities and raises specific problems.*

**Keywords:** *Rural tourism, potential anthropogenic, development strategy, pension, campsite, accommodation*

### **Introduction**

Romania has a framework that is why picturesque countryside offers great opportunities to rural tourism development in general, and particularly tourism, with houses and farms comfortable and airy, open and hospitable people who have a genuine cultural and artistic tradition, craftsmen and talented artisans. After 1989, a factor that clearly influenced the development of tourism but rather rural tourism was the establishment of associations of tourism service providers in rural areas. With the increased interest has been established a number of small firms, local associations arose, and then the national ones. They are concerned with evaluating the tourism potential of areas, identifying potential accommodation (houses and pensions), the materialization of rural tourism products, development of their tourism offer.

The main actions aimed at development of Romanian tourism development and maintenance of tourist resorts and cities bordering the Black Sea, beach and ensure protection of bathing water, a clean environment and the structures as entertainment. [1, p. 187-196]] Upgrading of existing accommodation and comfort levels and ensure qualified personnel are necessary and urgent.

### **1. Supporting, Developing and Promoting the Rural Tourism**

Some associations have played a significant role in supporting and developing this area are FRDM, ANTREC and CEFIDEC. FRDM is Romanian Federation for the Development of Montana, was founded in 1991, and has especially focused actions to mountain development. In 1994 was founded the National Association Plateaus Rural, Ecological and Cultural Tourism in Romania - ANTREC which plays a decisive role in what concerns the development of rural tourism, rural tourism in Romania implicitly.

ANTREC goal is to identify and promote rural tourism potential Currently, ANTREC is 3500-4000 pensions, mostly located in Bucovina (Customs, Gura Humor, Glade Stamps, Ciocănești and Sadova), Brasov (Bran, Moeciu, Poiana Marului, Rasnov), Sibiu (Orlat Rasinari River Mouth , Sibiel) and Neamt. Those areas have reached a peak somewhere in development due to entry in the ANTREC. Approximately 60% of these pensions with European standards in the industry, estimates the National Association of Rural Ecological and Cultural.

EUROGITES catalog is a paper issued yearly conducted by the European Federation Rural EUROGITES. The catalog includes the most representative private farms approved in the European rural tourism network. Along with France, Germany, Belgium, Ireland, etc., Can be seen in traditional

households Rucăr - Bran, Maramures, Bucovina, mine and the Danube Delta. The catalog is, in fact, offer the rural tourism villages developed in Europe. Innovation Centre for Training and Development in the Carpathians - CEFIDEC - Wah is a public institution under the Ministry of Agriculture, Food and Forestry which was established in 1994, aimed at development of rural settlements [2].

Immediately after the revolution from 1989 there is a tendency to promote rural tourism and encourage both local and national authorities, professional associations and the tourism industry. Although growth is slow, but is a phenomenon of development, with an increasing apparent specific accommodation base. Another program support and development of rural tourism is rural tourism LEADER program which defines as "all tourist activities practiced in rural areas". For rural tourism to achieve objectives (to provide a tourist service, to bring additional income to farms, rural community revitalization, environmental protection) must meet certain requirements. These requirements are on location in rural areas (performance must be located in a tourist inn, hotel, motel or tourist villages, campsites, rooms for rent, etc.. Provided they are located in the village), the operation of the principles of rural (houses and traditional arrangements, contact with nature, traditional societies, rural employment, etc..) wide services to rural practice, small (in terms of buildings and facilities). Requirements while also speaks to local authority control and placed under a development to meet long-term interests of the region to sustainable tourism and development to help maintain the rural character of the particular region and make use of local resources and tourism areas to be considered as a potential protection and durability and not as an instrument of urbanization.

Curious foreigners to discover new EU countries is the main reason that could boost Romanian tourism. Travel agencies rely on a 10% increase in the number of European tourists this year, as tourism attractions and spa areas.

Abolition of restrictions on travel in Europe, brought by EU accession, will increase the number of foreign tourists visiting Romania. Europeans Curiosity is an important factor for Romanian tourism. According to a report by the Romanian Tourism Employers' Federation - FPTR, rural tourism and ecotourism will have profited most from this curiosity, as they could be put into special value, unique items of national heritage tourism. "Managers of hotels and they must take account of market and prices, which are fundamental elements of competitiveness," the report shows FPTR [3].

Since 1992 Romania has benefited from PHARE tourism that took place in two stages until 1997, with funds allocated about 9.5 million ECU for institutional development, staff training, development strategies and grant tourism sites and co-development projects. In this context and under the central government authority in tourism (as permanent as the institutional creating instability in terms of institutional continuity) to the legislative act creating the general legal framework for development of rural tourism activities, approval and classification tourist accommodation structures in rural tourism and business support by providing facilities and subsidies.

To act and evaluating rural heritage and the possibilities of integration in the European tourism by developing studies by Tourism Development Research Institute and by supporting the establishment and development of a network of NGOs and the National Association of Rural Tourism, Ecological and Cultural (ANTREC) which developed and rural tourism section of the PHARE program. Attracting and selecting experts - among professionals in tourism, higher education and the environment (economic, agricultural, etc..), Administration and other areas - is non-governmental organizations (associations, federations, etc..) Interested in developing rural tourism, which will be require support both internal and external support.

Domestic support may be requested from institutions like the Ministry of Labour and Social Protection, Ministry of Education, Ministry of Youth and others, and external support may be required by the European Community and the specialized bodies such as EUROTUR (European Association of Rural Tourism ), EUROGITES, TER (Tourism in rural area - en Espace Rural Tourism - French association encompassing all forms of housing in the countryside), AFRAT (Association for Training villagers in tourist activities, AUTRANS, France), Cofra (Training Center the inhabitants of the country for tourism activities, based in Angers, the Loire Country, France), etc.

Referring to the Romanian rural area, it allows the development of an extremely diverse range of tourism products, in accordance with specific resources and territorial location. Can be considered tourism planning in villages situated along major tourist regions passage of established (Black, Valley

Prahova Olt Valley, Bucovina and Maramures Moldova etc.), Altitude villages as points of support for tourism mountain, those specializing in certain types of farming (vines, fruit, vegetable, pastoral, etc.), that points to practice tourism, etc.

Rural area offers infinite possibilities profitable: pensions, campsites and accommodation in households can support a wide range of activities such as pedestrian walks, cultural tourism, river, fishing, hunting, riding, winter sports, cycling etc.. Each type of rural settlement offers particular opportunities and raises specific problems. Therefore, the tourism product offered must be prepared exactly according to the presence of various components in relation to the individual character of the settlement [4, p. 79].

Anthropogenic potential of an area, region, country is the same potential that tourism offers geographic area. Trying to potential anthropogenic subdivision can see that it consists mainly of cultural and historical background of the area and economic objectives tourist interest. Romanian rural and conservative guardian is a valuable treasure of historical monuments, architecture and art, historical artifacts, as well as a genuine folk heritage of the incomparable value and purity [5].

Romania is the country where the atmosphere and flavor of rural life are still close to its traditional image, so that tourists show a growing interest in rural tourism. Romanian village mystery is reveals tourists in different areas: mountain peaks, valleys, Danube Delta, Black Sea coast. Regardless of the area and the level of culture, hospitality of the inhabitants remain unchanged.

Romanian women from the village still spin wool, weave mats and cook tops and traditional dishes. Tourists can take part in activities at the farm to collect berries, jams and wine preparation, initiation or horse riding, cycling, horse and cart and donkeys samarizați. Holiday tourists can witness habits and specific dances.

Historical cultural components of the rural area are the archaeological remains, historic architecture and art, museums, houses, memorials and testimonies of popular culture and civilization.

Archaeological remains related to the genesis of the Romanian people and its continuity in the Carpathian-Danubian-Pontic are Dacian fortresses (Costesti Blidaru, Grădiștea Muncelului), the Greek cities (Histria Enisala Callatis Tomis), Roman camps (Hațeg Sarmizegetusa), cities Medieval (Targu Neamt, Poenari, Suceava, Targoviste, Sighisoara, Alba Iulia, Oradea, Timisoara, etc..). The historical monuments of architecture and art are the painted churches of northern Moldavia (Voroneț Sucevita Moldovita, Humor, etc..), Middle Moldova (Neamt, Agape, Secu, Hermitage), the wooden churches of Maramures (Ieud, Rozavlea, Bogdan Voda), peasant citadels and fortified churches in Transylvania (Harman, Cisnădie, Daia, Prejmar) Brancovan style monuments (Mogosoia Hurezi, Polovragi), medieval fortresses (Fagaras, Bran, Harman, Sighisoara, Rupea etc.).

Museums, collections and memorial houses are Romanian Peasant Museum, Museum of Folk Art "Mina Minovici" Village Museum Bucharest, Sibiu Grove Folk Technology Museum, The Museum Golesti, open-air Ethnographic Museum Bujoreni (Valcea), Museum of Ethnography and Folk Art Flower Hill (Maramures - Negrești-Oas) etc.. List shows only some of the museums best defined, most included among the objectives of international interest. Other than that, in rural areas of rural tourism practitioners have emerged in recent years small museums of local, regional or national.

Among the testimonies of popular culture and civilization of the elements of ethnography and folklore can remember popular and traditional architecture technique, artistic popular (folk, folk music, literature and dance, crafts, ceramics, handicrafts traditional folk events (fairs, festivals, fairs, competitions). This information will find the main ethnographic regions of the country: Moldova, Oas, Bukovina, Mărginimea Sibiu, Oltenia In the mountains, Bihor, Banat, etc..

## **2. Rural Tourism Legislation**

A milestone in the development of tourism in general and tourism in particular in Romania was the approval of Ordinance No. 63/1997, promulgated by law no later. 187/1998 on the establishment of facilities for the development of rural tourism in the mountains, the Danube Delta and Black Sea. According to their pensions are tourist accommodation structures for housing and dining, with a capacity between 3 and 20 rooms, operating in public housing or independent building and training services and catering, private farms is a structure of reception for housing and dining, with a capacity

between 3 and 20 rooms, operating in farms that provide tourists with fresh food from local sources or own.

To reach the rural tourism practiced in the European Union Romanian legislation on this subject should be as clear and perspective. This long-term development policy should not omit to improve the general infrastructure on which the whole revitalization of rural economies (roads, water, sewerage, telecommunications, electricity); achieving national reservation system (including equipment or systems in one reservation viable), the first phase and connection to the international world of tourism reservations - priority areas. It is also very important organization dispatch office accommodation and information - guiding, positioning in tourist villages and the roads connecting them (European, national and local) panels - the map with location markers TRR (Romanian rural tourism): dispatch accommodation, point information, attractions, hosts traditional catering facilities, farms, pensions, etc. Therefore, to create a Romanian rural tourism and sustainable competitive EU market is holding up necessary decision-making bodies at national level to achieve a good structure and a promotion that would eventually propel the country on the international tourism market.

### **3. Features of Romanian Rural Tourism**

In Romania, confronted with profound changes in recent years imposed by the transition to market economy, tourism has proved the most sensitive to economic and social stimuli, a phenomenon experienced in both the demand and supply sides of Romanian tourism products. Forms of entertainment and activities offered in each part of rural tourist area, position and their accessibility, the natural and socio-cultural, ethnography and folklore have influenced tourism demand and choice of tourist destinations.

Romanian rural tourism was also longer in direct relation to the whole Romanian tourist movement is observed rarely but still wish to persuade tourists with its pluses. Features that help differentiate the traditional rural tourism is rural tourism consumption that occurs, nature complemetară farm, emotional side of this type of tourism, tourism potential put into account municipalities, rural ambience and tradition and not least village - psychological entity.

Rural tourism product that is consumed and where all services are provided on rural tourism, is a first feature that helps differentiate the traditional rural tourism. In this environment are essential quality and service pension received from farmers, human environment and cultural knowledge and originality of tourism products.

Another feature is that it should be noted that rural tourism is an activity complementary to the farm and not an alternative or replacement thereof.

Natural potential of rural tourism should be placed in the care of local councils and not the owners of guesthouses account or trader to make the stage for development of an entire community (not just a small portion) and the activation of an authentic tourist offer, stimulating diversity, distinguished both for tourists and locals. Tradition and rural environment is the starting point of development and implementation of sustainable rural tourism in our country. [4, p. 68-69].

Village - rural asuopra whose work should be regarded as a complex psychological entity, an entity characterized by simplicity and hospitality, urban education really free but certainly not lacking in culture and Bursting with intuition and common sense. Hospitality offered by the rural nature removes a category of tourists and makes it accessible only to those attracted to harmony in the household work, retrieval simple and natural life. [6, p. 33]

Development of rural tourism is manifested by a continuous growth and improvement of structures of this type of tourism. Now new forms of tourism in rural areas such as agrotourist form, religious pilgrimage, in places of worship, an increase in visits of foreign tourists who have lived for a time when Romania and want to revisit places where they spent the previous periods of life . Issues facing the service of rural tourism is the need for advance knowledge of tastes and needs of tourists with the need to continually adapt to these requirements (with particular reference to the requirements of comfort in accommodation, serving unpolluted fresh products, specific to the knowledge of local

traditions, etc..) and study of the promotion which is consistent with seasonal features of rural tourism. These problems are independent of the structure for tourists in rural areas.

Holiday Village is composed of the tourist villas and / or houses built entirely of wood for single and family accommodation, which are usually grouped around a common area for meals, entertainment and sports. Halt tour is a type of hotel with more than 10 rooms, a restaurant with regional cuisine, located over a large or near the tourist route and is for tourists passing by. The motel is considered as a set of apartments grouped in bungalows, isolated from each other (or in the same building) consisting of bath room and car location.

Motels are located along roads allow travelers to always have car available. Today the term motel meaning construction is based hotel and by weight (small or medium capacity), usually located outside but near the towns road network (holding and service stations) and is intended providing necessary tourist services motorist.

Inns are built mostly in rural areas and groups more rustic pavilions. The share of such forms of accommodation in Romania is significant in terms of accommodation capacity but are outside the comfort ratings. Rural tourist pensions are up facilities for hosting and dining, with a capacity between 3 and 20 rooms. They work in homes or public buildings for accommodation independent travelers and training services and catering.

Camping is a form of tourism that involves accommodation in tents or caravans requiring equipment. They introduced regulations on land planning and tourist behavior for this type of tourism.

Monastic settlements are rural tourism accommodation structures that have the capability of accommodation and meals and are considered landmarks of religious worship (churches, putty, etc..). these structures begin to be known through religious tourism, visiting the monasteries, churches, cemeteries and other religious centers. Residences side arose from the desire to be in contact in a certain period of rural isolated location of some individual houses or dwelling buildings. Are the more commonly used types namely weekend residences, residences located in tourist resorts or tourist areas and other rural areas. Boarding house work in households and provides tourists with fresh food from local sources or own. Activities in this form of pension services include accommodation, meals, entertainment and other activities are provided to tourists.

### Conclusions

In parallel with the development of rural tourism have boosted the spur tourists, infrastructure elements, cultural elements and those related to traditional occupations (including crafts) that have become factors of attraction areas. It may be noted now that the supply of sites in rural and urban are very similar, although should the local traditions, rural nature become iconic brands. Objectively, rural tourism should not and can not be broken by village tourism as the element of space. At the heart of rural tourism is just a tourist village. So the tourist village is the rural touring and has an impact on the tourism. Between typology tourist villages and tourist typology forms a close interdependence, easily noticeable. For Romanian village to grow and thus to achieve a solid base of rural tourism must meet several conditions such as the natural environment is as attractive, with various monuments and reduced pollution, there anthropic order objectives (points museums, statues, monuments, ruins and castles, castles, old houses, monuments of folk architecture, etc..) are preserved cultural traditions, folklore and traditional customs; be a minimum infrastructure for tourists, for providing accommodation, meals, recreational facilities, and equipment and facilities to be made in a municipal - the household.

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