

## THE INCREASE OF THE OCCUPYING IN THE RURAL ENVIRONMENT BY DEVELOPING THE TOURISTIC SERVICES

### **Grigore Aurica**

*Danubius University of Galați Faculty of Economics Galați, Bvd. Galati, no.3 E-mail: diversimpex@yahoo.com Telefon:0733180322*

### **Turtureanu Anca Gabriela**

*Danubius University of Galați Faculty of Economics Galați, Bvd. Galati, no.3 E-mail: ankterra@yahoo.com Telefon: 0740076386*

### **Modiga Georgeta**

*Danubius University of Galați Faculty of Law Galați, Bvd. Galati, no.3 E mail:georgetamodiga@yahoo.com Telefon: 0744620828*

*The tourism importance in the sphere of tourism services is resulting from the way in which are being realized some of its defining features, such as: dynamism, mobility, capacity to adapt to the requirements of each touristic consumer, etc. Therefore, the touristic services are found to be in a certain sense, the dominant component or determinant of the touristic offer, the variable part of the complex of activities, the most dynamic element, and their characteristics are found in specific forms in the touristic activity. By their nature, the touristic services must create conditions for restoring the physic capacity of the organism, concomitant with enjoyable and instructive spending of free time; also, they must be designed so that.*

**Key words:** *tourism, services, activities, agro tourism, consumer*

**JEL classification:** *Q01, Q26, Q56*

### **1. Introduction**

The touristic practice noted that the tourist doesn't go in an area or another for basic services, but for developing some enjoyable activities, regenerator – in psychological plan, fro satisfying some hobbies or of some cultural needs. Taking into account these aspects, there is obviously important that the services for the tourist are those related to the image “dream vacation” for which he made the movement.

The basic touristic services represent the destined services in first place for satisfying the daily psychological necessities of human (alimentation, rest, sleep) which by their nature aren't exclusively specific to the touristic phenomenon. Within the rural tourism and agro tourism the basic services differ substantially from those from the classic one, especially because some basic components, like the transport service or of entertainment, doesn't represent essential characteristics for this touristic motivation.

### **2. Accommodation services**

In the case of services offer for tourists, a central position is having the accommodation services, considered along with food, transport and resting, basic services. The accommodation services relate, primarily to creating conditions for tourists resting, for their remaining longer at the destination.

The category of classification of the boarding house is determined by fulfilling all the obligatory criteria, listed below and by achieving a minimum score realized from assessing the supplementary criteria ( according to the “ Official Gazette, Part I, no 582 bis/6.VIII.2002)

The spaces for preparing and serving the meal, in case in which are destined for the outside consumers, the number of places being bigger then the accommodated ones, but not less than 20 seats, is classified that the alimentation units for tourism, according to the specific rules developed by the Ministry of Tourism.

Camping spaces in the population households are structures of reception consisting of one or more (not exceeding 10) camping plots located on a well defined field inside the court or afferent the garden attached to a property in rural or urban environment.

Also for classifying the rural touristic pensions it is necessary fulfilling of certain minimum score resulted from assessing the supplementary criteria, as follows: 150 points for 5 stars, 120 points for four stars, 80 points for 3 stars, 40 points for 2 stars.

The parcel is the surface of land, well demarcated and marked, where can be parked the vehicle and install the tent or trailer, while ensuring the necessary free surface for movement and resting of 4 tourists. Parcel sizes and sanitary equipment are identical with those of camping in the same category with specifying that, for the capacities up to 5 plots the sanitary group can be common with those of the household, while being admitted lavatory or showers in outdoor and dried toilets.

Supplying with drinking water must be ensured by connecting to the public network, and in its absence, by realizing of own drilling or other works of capture of some springs in the area. It isn't allowed supplying with water from uncovered fountain from which the water is pulled out with the bucket or with another similar mean.

The distance between the water mouths on the camping area mustn't be greater than 100 meters.

Water supply must ensure for each camping place (including for the personal) at least:

- 60 l/day, from which 20 l of hot water in the camping's of 3 and 4 stars
- 50 l/day, in the camping's of 2 stars and one star.

The common sanitary groups must be located as centrally as possible, but not closer than 20 m from the nearest housing area (parcel, house or bungalow) and not more than 100 m from the farthest space of camping accommodation.

The floors at the sanitary groups from arranged spaces for washing the laundry, and respective, for preparing the meal must be at least mosaic, with corresponding slope drain to be easily maintained.

### **3. Complementary services**

Complementary touristic services represents services provided to ensure a pleasurable time spending holiday: recreation, sports, excursions, cultural and artistic event, renting of sportive objects or of personal use, other auxiliary services provided directly or intermediate by the tourism organizers.

In the current moment, the hospitality, reception qualities are the strengths of the Romanian rural tourism. But the key of success of competitive rural tourism consists in assessing the cultural patrimony and diversifying the recreation structures addressed to tourists.

Young people, but and the tourists will appreciate more the rural areas, as much as the cultural life will be more diverse, more lively without leading to losing a authentic way of life. The today tourist seeks before all a pleasant place, where can meet a agreeable lifestyle and where aren't missing the recreation means and of entertainment.

In this context all the recreation structures that may appear and develop in the rural environment, must adapt to the specific of rural settlements and of existent occupations.

### **4. Entertainment activities**

All these activities can meet multiple forms of manifestation: pastoral festivals, folklore, wine, hunting banquet, fishing, organizing of mini clubs especially for cultural activities (literary contests, scientific, carnivals, evening dance, and theater performances) especially for the cold season.

Elaborating all these activities of touristic recreation doesn't must to alter the quality of the natural environment and to lead at losing the cultural identity.

Realizing of new touristic recreation structures must be taken into account of: the agricultural systems used, value of landscape of the natural frame, socio-professional structure of the inhabitants, the requirements of the tourists, economic development of the rural area.

### **5. Services and balneo touristic products**

The movement of tourists in the Romanian rural space has an extensive motivational base, and in addition to those mentioned above, they may benefit and by the beneficial effects of balneary resources that are found in many rural areas of our country. These resources require the existence of some facilities or arrangements for utilization, and others require harvesting or capturing, but absolutely all require the preservation, conservation and protection for a longer use.

Some of these villages, as: Albestii de Muscel (Arges), Balvaynos (Covasna), Bazna (Sibiu), Baltatesti (Neamt), Baile Homorod (Harghita), Baile Turda (Cluj), Baile Baita (Cluj), Calacea (Timiș), Crivaia (Caras-Severin), Harghita-Bai (Harghita), Lacu Sarat (Brăila), Ocna-Sugatag (Maramures), Praid (Harghita), Sarata Monteoru (Buzau), Tinca (Bihor), 1 Mai (Bihor) were declared touristic resorts of local interest, and their list can be found in the Official Gazette of Romani, Part I, no. 770/23.X.2002.

In addition to these recognized localities, recognized as touristic stations, there are and other villages which are having balneary resources, such as: Balta Alba (Buzau), Bala (Mehedinti), Badesti (Arges), Baita (Cluj), Baltatesti (Neamt), Bizușă (Salaj), Bradetul (Arges), Boghis (Salaj), Bughea de Sus (Arges), Caineni Bai (Braila), Cojocna (Cluj), Danesti (Maramures), Dranceni-Ghermanești (Vaslui), Jigodin Bai (Harghita), Malnas Bai (Covasna), Miercurea Sibiului (Sibiu), Ocnele Mari (Valcea), Ocnita (Valcea), Oglinzi (Neamt), Pietra Soimului (NeamT), Remetea (Harghita), Sangeorgiu de Mures (Mures), Someseni (Cluj), Șugaș Bai (Covasna), Tinca (Bihor), Valcele (Covasna), etc

In all these localities are present installations of balneary treatment, but there are many villages that, although are having balneary resources, don't have a proper base of treatment.

The rural space presents several types of balneary resources, unevenly spread in the territory, most of them founded in the hill and mountain area, as follows:

- sodium chloride waters ( Mirrors, Sarata Monteoru, Ocnele Mari, Cojocna, Baita, Bazna, etc.)
- sulphurous bicarbonate waters ( Bughea de Sud, Schela Cladovei, Danesti, Carunari, Strunga, etc.)
- sulphurous waters of sulphate type ( Bizusa- Bai)
- carbonated, sulphurous chloride waters ( Szeike, Costesti, etc.)
- carbonated, bicarbonate waters ( Baile Jigodin, Carta, Malnas, Valcele, Boghis, Tinca, etc.)
- sulphate waters ( Caineni, Sarata Monteoru, Vulcana Bai, etc.)
- therapeutic sludge – sapropelnic and minerals ( Caineni, Baita, Bazna, etc)
- therapeutic gases – pits ( Balvanyos, Malnas-Bai, Sugas, etc.), sulphate ( Baile Santimbru, Baile Hraghita, Turia, etc.)
- saline ( Ocna Sugatag, Ocna Dejului, Ocnele Mari, etc.)

Services related to the ethno-cultural activities and tourism awareness.

These are based on putting in value of the specific cultural events, local crafts, of products of crafting and realizing some art workshops – school for tourists willing to have new experiences, of presentation of some myths and legends, of the popular theater, of the local gastronomy. A particular role are having and the presence of some museums, memorial houses, of some old traditions connected with preserving the traditional architecture, of the organizing way of the interiors, technical installations, of the popular wearing in the days of celebration

In our country, the popular creation in various areas of the popular art, of literary folklore, musical and choreography known a great development, she acquired on the strong background of traditions multiple new forms and artistic expressions with feature of originality.

## **6. Services of information and promotion**

The success on a market means more than realizing a good product and establishing an attractive price to make it accessible to the aimed consumers. The companies, regardless of the profile of their activity must communicate with both the current customers and with the potential ones. Inevitably, each firm must carry out both activities of communication and information, and promotional activities.

Some of the objectives that a campaign of promotion and implicitly of information may propose itself are:

- Continuous and ascendant development of the touristic flows;
- Continuous diversification of the touristic request ( modifications intervened at the level of age categories and of transforming the tourism in a mass phenomenon );
- Promoting the local initiatives and of cultural values located in the rural environment (special elements of architecture, elements of art, sculpture, music, dances with local specific, festivals, old cultures , archeological centers, etc.);
- Formulating some promotional active policies, even aggressive;
- Increasing the expenditures for the touristic services in the total family budget, on measure that the population incomes are increasing;
- Increasing the duration of staying and distance for which is effectuated a journey;

Moving the touristic demand from quantity towards quality as the incomes are increasing and the degree of training.

## **7. Other services**

This category has a increasingly important contribution within the tourism benefits, and on the measure that the offered services by the peasant households become more various, the services aren't negligible.

We can include here the rental services of sportive equipments (such as bikes, sled, ski or motorized equipment like snow-mobile, motorcycles, cars) services of information (announcing different manifestations cultural artistic, which is taking place in the village life, or providing of any type of information required by tourists), services with cultural-educative character ( participating at different folklore manifestations or of another nature from the village life, such as Sundays hore, weddings, baptism, fairs, etc.), services with sportive character ( practicing some sports in the measure of the necessary facilities), services with special character ( occasioned by practicing some forms of tourism like the hunting programs or fishing, childcare, taking care of people with disabilities, medial and veterinary assistance fot the animals, etc), services of touristic guides ( national guides, specialized guides, etc.) various services ( in the measure of the possibilities of the exchange rate , facilities of payment such as according discount rates, subscriptions, etc.). It can be said that these services come, usually in addition to the entertainment services.

## **Conclusions**

The agro tourism as specific modality and relatively successful and assessing the natural and man made resources from the rural space traverse in Romania the first stages of formation and manifestation as economic phenomenon. This includes all the activities and touristic services that can be organized at the level of rural households.

Currently there aren't systematic ways of preparing the families and members of those that are involving in tourism, starting from the reception, hosting up to departure. Therefore from this reason the present study offers a complete image of possibilities of development, diversification of touristic services on relief units and ethno folklore areas.

The development strategy on medium term and long of the agro tourism must be in concordance with the evolution of agriculture, because the touristic services must be regarded as an alternative and not a total replacement of agricultural occupations from the rural environment.

In less than a decade as a result of restructuring from other economic sectors, the rural households have taken the initiative to orient towards the tourism. From the wide range of touristic services, those of accommodation, alimentary can highlight the best, without major investments, all that offers the rural housing

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