THE FACTORS APPEARANCE AND DEVELOPMENT OF RURAL TOURISM

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Abstract: In this paper we try to show as well the main factors of the emergence and development of rural tourism in order to establish priorities in the joint action of local people, entrepreneurs, tourists and local and national administrations. In many countries, the tourism industry fall within government priority. Tourism has been identified as one of the primary industries with potential to support local communities in developing economic diversity. Rural tourism has developed due to revenue growth (it is mostly discretionary income), due to increased leisure life and diversification motivations and desires of tourists. Tourism development is favored by improving infrastructure, historical monuments and architectural restoration and promotion of environmental conservation. Rural areas have a special attraction for tourists because of the distinct characteristics associated with mystical, cultural, historical, ethnic and geographical. For progress together with profit for those involved, it requires several components: attractions, investment, appropriate infrastructure, services and diversified hospitality promotion. To run this set of factors need to join entrepreneurs and public administrations. From the literature we can draw a number of necessary conditions for the development of rural tourism and a number of motivations for its support. The public sector is responsible for policy formulation, research and planning, development of basic infrastructure, the development of certain landmarks, establishment and management of service delivery standards, establishing management measures and recovery planning and environmental protection, setting standards for training and improve employment, maintaining public health and safety. The private sector is responsible for the development of accommodation services, travel agency operations, the activity of commercial tourist enterprises, development of landmarks and advertising through specific marketing activities, all based on existing infrastructure provided by public administration. We believe that a revision of an important part of approaches that have appeared in the literature in terms of the concept of rural tourism, in terms of methods of analysis of tourism activities and, not least, requiring the use modern techniques for foresight indicators by which to make assessments on these activities.

Keywords: rural tourism; development factors

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1. Introduction
Today, in many countries, the tourism industry fall within government priority, which is why there are numerous national and international projects of large scale and offer stimulation programs for economic development. In this situation is that the program and Romania join the European Union had the priority areas agriculture and tourism.
From the literature we can draw a number of necessary conditions for the development of rural tourism and a number of motivations for its support. Implementation of policies and plans tourism is the responsibility of both governments and private sector entrepreneurs. The public sector is responsible for policy formulation, research and planning, development of basic infrastructure, the development of certain landmarks, establishment and management of service delivery standards, establishing management measures and recovery planning and environmental protection, setting standards for training and improve employment, maintaining public health and safety. The private sector is responsible for the development of accommodation services, travel agency operations, the activity of commercial tourist enterprises, development of landmarks and advertising through specific marketing activities, all based on existing infrastructure provided by public administration. In general need to implement tourism, was deduced from the experience of countries that are considered to have pioneered in the field, such as Montana in the U.S.A, where the employment rate in tourism, in 2000 was 7% compared to only 1.5% in agriculture, and if we refer to the UK in 2001, tourism income were double those obtained by livestock, according the same sources (Sharpley, Craven, 2001). We believe that a revision of an important part of approaches that have appeared in the literature in terms of the concept of rural tourism, in terms of methods of analysis of tourism activities and, not least, requiring the use modern techniques for foresight indicators by which to make assessments on these activities. The role of those involved in tourism is to seek to better meet the diversified demand of tourists given increasingly broad range of desires and experiences desired by them (experience or desire to explore, experience biotic, social experience and experience optimized). In this paper we try to show as well the main factors of the emergence and development of rural tourism in order to establish priorities in the joint action of local people, entrepreneurs, tourists and local and national administrations.

2. Materials and methods
For analysis of several aspects of rural tourism research was conducted by scientific reading, organization and systematization of information and ultimately benchmarking data, performed both in theory and in practice.

3. Results and discussions

3.1. Factors appearance of the rural tourism
The appearance of decline of traditional rural occupations, such as agriculture, mining and forestry, since three or four decades, rural communities determined to explore alternative means to strengthen their economic base (Byrd, Bosley, Dronberger, 2009). As a result, rural communities approached alternative activities or industries to strengthen and diversify their economies. Tourism has been identified as one of the primary industries with potential to support local communities in developing economic diversity. However, tourism is a cure, but it is only cure for the economic downturn because it induces both positive and negative effects. For tourism
development all activities must be coordinated as well constructed strategic plans and management and then managing to do with maximum responsibility. Rural areas have a special attraction for tourists because of the distinct characteristics associated with mystical, cultural, historical, ethnic and geographical (Wilson, Fesenmaier, Vanes, 2001). Rural tourism is less expensive than traditional tourism and therefore can more easily establish development strategies and to attract tourists with more modest incomes. But this kind of tourism can not develop without the participation of local small businesses, and can not be totally independent companies outside of the community. New attraction holiday is oriented to satisfy desires of the potential tourists addressing four different areas of life experience, the desires of tourists that are required but offered sometimes simultaneously (Snack, Baron, Neacsu, 2001):
- experience or desire to explore (from an ordinary walk into a geographic area known or unknown to participation in some agricultural work) that reaffirm the need for travel, it does come back, it causes regeneration;
- experience biotic (the tourist is finding himself unknown skills or capabilities in rural areas);
- social experience (integrated in social manifestations of a rural tourist location, together with individual satisfactions experienced in different small communities created spontaneously);
- experience optimized (it has a tourist complex expected satisfaction and intended to create a feeling of self, feeling it was "good" and that recent experiences have added value to its existence).

The fundamental components of a tourism product that is offered for sale through a distribution network can be considered as follows:

a. equipment (structures) for receiving and restoration: reception, accommodation and catering - is the primary component of the touristic product and premise of retaining the visitor stay. In addition to the investments required to build new structures of renovating existing ones is imperative to achieve minimal civilized standards (Wilson, 1999). Our opinion is that the use of the term "restoration" isn't best used in this case, even if accepted by the experts who made the DEX according to which "restoration (in cooking) recently word, used more often in the literature the term instead catering for the activity including culinary production (preparing culinary, pastry and confectionery) and distribution, and drinks, activities in the specialized economic units. - In fr. Restauration ". We believe that simply catering structures would be more appropriate:

b. elements of attractiveness: climate, landscape, historical, cultural, quality tourist services, strong reasons to return to a destination;

c. communication infrastructure: access roads, transportation, telecommunications, transport services - that can be included in the package or left to customer choice. A constant affecting tourism activity and the choice of rural tourist destinations is transport infrastructure (Gartner, 2005) whose role was and still is ignored in the regions of Eastern and Southeastern Europe. Almost all studies showed the transport in these regions its weaknesses, so negative impact on tourism activity (Dickinson, Robbins, 2008);

d. human elements: civic education, technical, professional and cultural knowledge, aesthetic education, hospitality (tourism is known as a "hospitality industry"). During the last three decades have established a lot associations and NGOs whose main object of supporting tourism and organizing conferences to
discuss research works results and their implementation (Pforr, 2001). Our opinion should not be ignore human resource training for the preparation and implementation of projects to attract EU funds reimbursable or partially reimbursable. For countries that joined the EU in recent period these funds could be the most important financial resource.

e. additional equipment: permanent: recreational, sports and cultural facilities, own facilities of holiday center for spending a varied and attractive leisure; occasional: cultural, artistic or commercial activities (fairs, expositions, festivals). In many cases (Wilson, 1999; Gorz, Kurek, 1999), even if it was not too rich sightseeing, tourists have expressed a desire to spend time in some rural areas for desire to exploit the opportunities for outdoor recreation (biking, walking, horse riding, climbing, rafting or walking with rafts).

To implement tourism in general and rural tourism so, conditions need to be met, such as:

- action program in the first stage of development, generally the first five years of the plan is done as part of the whole process of programming tourist then periodically, updated and adapted to the new socio-economic conditions. Action program must include public and private projects including infrastructure, attractions, facilities and services necessary to ensure that development is integrated, comprehensive and coordinated as possible. A comprehensive action program must describe each project, indicate the estimated costs of each development project area have all logical steps and their sequence and indicate the factors responsible for each stage of the project;

- zoning, is important for the implementation of land use plans for all tourist facilities in areas of attraction. The rules of zoning requires the existence of standards development such as tourism density, the upper and lower levels. They can be separately adopted for each tourism sector. Zoning must be made to develop areas near tourist areas, so that they are compatible with tourism development;

- administration of sites, architectural and landscape design must be made by a panel of architectural analysis. This committee should consider and make changes, if necessary, all tourism development proposed projects to ensure compatibility with natural resources and harmonize with the environment and local architectural traditions;

- according to some authors (Mccool, Moisey, Nickerson, 2001), the review of quality life showed a number of problems when you want to implement sustainable tourism. Here, the views of residents on quality of life are often critical in implementing tourism development policies. Economic development activities such as tourism, are seen more as a tool than as an purpose;

- establishment of tolerance limits of an area or region presents other problems. For example in the Czech Republic government policy was to establish several tourist routes and where investments were concentrated (Holland, Burian, Dixey, 2003). This strategy has determined to overcrowding of these areas. We present the Prague metropolitan area, which, according to the same source, record 60% of the national tourism receipts, phenomenon imposed disperse tourists to other adjacent areas, and perhaps just as attractive, but obviously with other specific, so they imposed new development projects in other areas. Growth limits, however, may be difficult due and only some appropriate policies at the right time can reduce negative effects (Saarinen, 2006);
- also the idea of harmonious development and dispersal of tourism activities can remember that often invest in less sought by tourists or high demand areas, but investment remained one step behind. We call here a study done on the correlation between supply and demand of accommodation of tourists in NV development region of Romania (Barbu, Olah, 2010).

Supporting promote European village in international tourism, and the country's internal rural heritage special is supported mainly by the following:

a. knowledge and promoting heritage items that arouse of tourists interest and curiosity to enjoy living and civilization other than those that are used daily, have these great possibilities the increasing number of tourists in tourist areas with low weight tourism;

b. system fragmentation holidays and school holidays for a stay of 4-5 days in rural areas;

c. choice of tourist destinations in neighboring or distant countries, as a result of border crossing facilities, customs formalities and getting some original tourism products;

d. continuous development of cultural tourism and support new forms of manifestation, which has increased interest to cultural values of the villages;

e. increasing request of accommodation with modest comfort and low prices, especially in rural guesthouses;

f. diversification of rural leisure activities which include some adventure sports activities and desire to know of natural biodiversity.

After all, how forms of services taking place in the Romanian rural area now demonstrates the need to strengthen alternative activities as:
- there is growing aging rural workforce;
- migration intensifies from rural to urban;
- required increasing participation of women in economic activities;
- emerges slowing and even loss artisan-crafted skills;
- skills and management of rural services are not clearly strengthened in a form-legislative methodology;
- diminishing role of agriculture is found, a manufacturer of raw materials (less than 10% of PIB in developed areas, compared with 30%, on average, in the developing countries);
- is more visible development of farms under the impact of technological and managerial revolution in the rural areas.

3.2. Factors that determine the development of rural tourism

Rural tourism has developed due to revenue growth (Botezat, 2003) (it is mostly discretionary income), due to increased leisure life and diversification motivations and desires of tourists. Then it's about other factors that may favor the development of rural tourism, namely:

- growth levels of education, asserting the originality and authenticity of the tourism market of cities or regions with tourism potential developed or expansion;
- Improved quality of transport and communications;
- increasing demand travel offers customized according to the wishes of tourists and funds that they are willing to spend;
- increasing interest in health maintenance;
pronounced development of sports equipment industry and tourism;
• increasing interest from global, national, district and local administrations;
• development of telecommunications. Mobile telephony, which has grown exponentially I might say, led to an increase in demand for trips or holidays spent in tourist areas, but also helped pensions owners to organize their work better, skin showed by the mass media in some economic issues.
Tourism development is favored by improving infrastructure, historical monuments and architectural restoration and promotion of environmental conservation. This is why tourism should be considered an important factor in social and economic development of a country and rural areas in particular.
If we consider the types of rural tourism (cultural, curative, religious, adventure, rest and recreation, for winter sports, for hunting and fishing, transit, etc.) we can say that the demand is influenced by the situation overnight stays a number of factors such as seasonal calendar of religious holidays, restrictions on hunting or fishing, planned vacations periods of pupils and students and not least infrastructure and weather conditions.
Addressing rural tourism sector like any other economic activity to progress together with profit for those involved, it requires several components: attractions, investment, appropriate infrastructure, services and diversified hospitality promotion (Wilson, Fesenmaier, Vanes, 2001). To run this set of factors need to join entrepreneurs and public administrations.
In our opinion, this list of components required for tourism to progress plans should be completed with some very well documented and carried out by experts in the field and, most importantly, a strategy for medium and long term development of tourism, strategy must be an integral part of the general development strategy of the area.
Development of rural tourism and implementation travel plans requires long-term efforts and sometimes consistent investments. Modalities of implementation are:
- approval policy and tourism plan, as an official document of the tourism development in the region and managing development for a longer period than five to ten years;
- planning development projects and necessary actions and efficient organization of public and private sector;
- adoption and implementation of relevant legislation and regulations for tourism development and measures such as environmental protection and development standards;
- efficient and systematic funding of individual tourism projects and public sector to develop attractions and infrastructure tourism;
- preparing and training staff in all tourism activities - human resource development in tourism and local community involvement in tourism development;
- tourism marketing and efficiency advertising of tourism across the region and private firms;
During 1990-2000 in South America and the Caribbean Islands a number of factors have marked losses in the tourism industry (Strizzi, Meis, 2001): economic and financial instability, structural unemployment, inflationary pressures, unequal income distribution, urbanization underway, risks safety and security, health threats, limitations in aviation infrastructure and political uncertainty.
Occurrence of diseases or epidemics also determine to lower demand for tourism. Mad cow disease in the United Kingdom (Sharpley, Craven B, 2001), for example, had a strong impact economic on losses to farmers. In particular, the tourism industry
had losses between 140 and 500 million pounds only to England and worldwide about 5 billion euro only in 2001.

In Romania, more than ten environmental organizations in the Apuseni Mountains battle with local administration to reduce pollution and deforestations (Abrudan, Turnock, 1999), important factors in the development of rural tourism. Apullum Zlatna enterprise polluted Ampoiu river, from Zlatna to the confluence with Mures, using old technology. Then dust polluted 30,000 ha of agricultural land and 49,000 ha of forest. Abusive deforestation for two centuries determined to soil erosion and higher frequency of floods and flood threatening. Excessive use of grazing by large areas of grasslands rental owners sheep from Sibiu area, determined to damage to the ecological balance. We have not found statistics by which to observe a decrease in the activity of rural tourism in these cases, but we believe that the affected areas were less visited by tourists.

According to specialists opinion in the field, shared view of new human resources has an important place in all tourism activities, thus developing human resources for tourism should be a priority in providing quality services expected by the tourist. This requires a systematic approach to design personal needs and establish training procedures necessary to provide qualified personnel both in the public and private sectors.

Chaotic, unscheduled development or without serious pre-feasibility studies of rural tourism sector has determined to competition in the job market between agriculture and tourism (Fleischer, Tchetchik, 2005).

It is also essential to use techniques and methods tourism marketing, targeting and marketing strategies and implementation of a promotional program. Marketing activities must take place in the government tourism offices, local tourism office and the private sector for the development of a positive image of the new potential tourism markets tourism sector is very important.

In a study about students has shown that inappropriate behavior on trips and camps, they have determined parents to not allow them free vacations for keep under observation (Mattila, Apostolopoulos, Somnez, 2001). This determined the tour operators and tourism service providers to address more carefully the behavior of pupils and students.

4. Conclusions

The concept of rural tourism had a series of additions based on socio-economic development of society, increasingly diversified demand of tourists, but also to a change in the great mass tourism resorts established.

We conclude that factors that stimulate more sustained affirmation of rural tourism are:

- increasing time assigned for recreation, which is generally an important factor in the development of rural tourism. A particular issue that has implications for rural tourism is multiplying short periods of time allocated to leisure. To these are added the possibility to make a staggered holidays. Correlating this with other factors such as reduced duration of transport, cost of stay, the deficit of short term tourist solutions, that rural selecting prospects holiday as space is increasing, at least for short periods of time;

- increased interest in maintaining the health, aspect recorded a spectacular growth. Although currently in our country, how to obtain food is less artificial than
industrialized countries, it is also true that stressors generated by economic instability, failures and pollution of the big cities, affecting increasingly health of the population. Orientation more obvious purpose of stay for leisure activities, sports, daily release from tension is natural and part of a strategy more or less deliberate health maintenance. Rural areas are excellently placed to provide satisfying the most diverse and sophisticated options, from walks in fresh air, biking, climbing or hiking, the quiet fishing parties to the satisfactions offered drinks and traditional food tasting:

- authenticity is increasingly required or sought by tourists. Coming mostly from an saturated with audiovisual environment, dominated of products by highly industrialized, districts of blocks dull, impersonal collective relations, more and more tourists appreciate authenticity, naturalness of country life, warmth specific to small rural communities. Sociological surveys conducted so far show that the quality is ranked second by the quality of landscapes, between motives underlying the option for stay in the country;
- peace and wellbeing are more elements sought by many tourists, which is not surprising, given the level of stress, specifically most workers. Mechanisms underlying the displacement of the tourism activity are diverse and often subtle. Voluntary aspiration occurs frequently leaving the city life. The idea of escaping into nature is found almost universally among today's urban desires, and her realization often occurs in rural areas. The man wants usually alternating calm with animated emotions and, therefore, not surprising leave home for the possibility of being able to find the pleasure in the quiet, unpolluted, far from the constraints of urban activities, rural areas being the that can answer all these needs;
- assertion of individualism on market. Systematic and persistent promotion of certain products to earn a stable segment of consumers is a practice commonly used to impose various tourist consumer products markets. Rural tourism is able to capitalize on this opportunity can be particularly beneficial in circumstances where there is motivation and competence for advertising and sale offer, or receive tourists. Needs to develop a profitable rural tourism are based transformations on should take place in rural areas to meet the ever-increasing and diversified demands of modern tourists (Glavan, 2003):
  - civilization and comfort standards development of households according to their originality and typological diversity;
  - change the mentality, giving up a way of thinking summarized by the words "anything goes" or "go anywise" and understanding the requirements and the need for professionalism and performance in the tourist activities. As generous as offer some components, it does not prove to be profitable only if it manifests in a system that integrates all the factors that define the tourism product (accommodation, pension etc.);
  - tourist movement, animation, various activities, services, friendliness, cleanliness exemplary, attention for detail, etc.);
  - entrepreneurship and entrepreneurial development among the natives.

The future looks promising for rural tourism due to a increasing interest to spend time in the countryside and outdoor activities and due to increase free time and duration of holidays. This we consider promising future and because the entrepreneurs are not required to invest too much money, but most important condition is that governments make available infrastructure.
References