

Chapter 7

Romanian Rural Tourism in the Context of Sustainable Development

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ABSTRACT

Tourism, in all its activities, is dependent on the environment, and by exploiting its resources, products are created, creating a significant added value. But all this must take into account the rational use of natural resources with risk of depletion or degradation and the ability to achieve a decent standard of living for future generations, with an equitable distribution of general or specific revenue. Based on these considerations, the aim of this chapter is to assess the evolution of touristic infrastructure both in time and in terms of regional distribution. To estimate the tourism supply of Romanian rural tourism accommodation, the main statistical indicators used were the number of agro tourist boarding houses, the existing accommodation capacity, and the accommodation capacity in operation, their territorial concentration, and the way in which the results are strategic levers in the regional development of Romania.

INTRODUCTION

Competitiveness of rural tourism, on background process development sustainability can shape and analysis from a basic element of rural touristic supply: accommodation. In relation to the location and services, rural tourism units can be competitive success of a tourist destination.

Given the economic and social changes faced by Romania, while, there have been changes in the classification of tourism facilities that operate rural tourism, which justifies the existence of the macro-distributed data, regions of development and counties from 2000 to 2012, provided by NIS (Tempo-one line).

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The conceptions of researchers and analysts have changed over time from negative opinions, which had consider rural tourism as a weak producer of value-added, to the positive one, which consider it as a important value-added creator.

The decrease in revenues from agriculture, increasing interest in sustainable development, the increasing efforts of local institutions to develop rural communities have created prerequisites of increased competitiveness of rural tourism destinations.

In this context, there has been a significant change in the market rural, characterized by a growing concern for health and the environment, which led to a significant increase in demand for accommodation and standards for this type of tourism, emphasizing the phenomenon of sustainability and attenuating seasonality (European Commission, 2000).

In the year 2013, EUROSTAT study (European Commission, 2013) results show that in predominantly rural regions across Europe, the share of services in regional GDP was lower (64.8%) in 2010, to predominantly urban regions (78, 6%) and the mixed regions.

Except Netherlands and Romania (46.8%) in almost all European countries, services that include tourism contributed with more than half of the value-added in the region predominantly rural. However, within Europe, it was determined that 32.2% of the total number of beds in all collective accommodation establishments are placed in the regions predominantly rural, which represent more than a third.

The objectives of this chapter is to evaluate the evolutions and the regional distribution of number of the agro tourist boarding houses (ATBH), existing accommodation capacity (EAC), and accommodation capacity in operation (ACO), their territorial concentration and specific modality in which the results are strategic levers in the regional development of Romania.

In the research methodology based on theoretical statements as guiding principles were used methods and techniques, ordering processes, correlation and processing information taken from official data provided by the National Institute for Statistics of Romania.

BACKGROUND: SUSTAINABILITY, SIGNIFICANT ELEMENT OF THE COMPETITIVENESS OF RURAL TOURISM

The competitiveness as a complex concept is viewed and analyzed globally, but also in terms of each component separately, considering the financial, human and organizational aspects. Regarding to this concept (Kotler, 2001) seats that it can be represented by the degree to which a nation, in a free and fair market conditions can produce goods and services that pass test of international markets, while managing to maintain and increase the real income of its citizens. National competitiveness is the result of competitive interdependence manifested at regional, local or company level.

In tourism, competitiveness can be approached from economically through the capacity of destination or of travel company to be more profitable in the tourist market. For a tourist destination, the competitiveness can be shaped by factors such as: attractions and tourist resources, support factors harmonized with other resources, favourizing conditions, demand conditions, tourism destination management, planning and development, policy implemented for raising the standard of effectiveness and profitability at international level.

Tourism enterprise competitiveness is analyzed mainly through tourism products, targeting innovation, diversification, renewal and quality, client positioning the background first.

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