

STUDY REGARDING OVER BORDERS TOURISM AND ENTREPRENEURSHIP CULTURE IN THE DOMAIN

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Abstract:

The study was regarded as a qualitative research that measures entrepreneurship tendencies of the two regions from the border rural environment, initiation and management measures of business in the rural environment. The study regarding entrepreneurship education knowledge of target member groups from the partner border communities from Caras-Severin and Serbia has as main objective the evaluating of entrepreneurship knowledge of communities from the two regions of the rural environment, both with a strong touristic and cultural potential, for the purpose of rebirth of border socio-economical activities and the improvement of life quality by developing rural tourism. The objective desired from this study were: a quantitative and qualitative of information level gained by the members of the target groups regarding the initiation and development of business in tourism; the establishing of an entrepreneur profile for the respondents; the identification of the activity domain with a high potential of economical exploitation. Starting from the premises that only a correct evaluation and a detailed information of these aspects will determine the fact that the results of the research will represent the basis of the elaborating of a development strategy for the rural tourism for the border rural communities, the research team, to which I was also a member of, has used the method of investigation and questionnaires as useful instruments in the development of the activities of the Centre for Border Rural Tourism. These instruments have contributed to the knowledge and measuring of present dimensions from the two dimensions, qualitative and quantitative, of the level of basic entrepreneurship knowledge in order to stimulate in the future the inhabitants' involment in the development of tourism activities and of economical-social ones.

Key words: tourism, rural, border, culture, entrepreneurship, management, development.

JEL Classification: A12

I. Introduction

The participation in this reasearch as a member of the research team with responsibilities in the evaluating of the knowledge degree in entreneur education form the communities involved and in the dissemination of results, of other information in the entrepreneurship domain and of touristic management domain, was realized in the project “*Centre for border rural tourism*” Teregova, Caras-Severin district, with the code RO 2006/018.448.01.01.18, belonging to the Local Council Teregova, partners the Local Council Uzdin, Eftimie Murgu University Resita, The School of arts and jobs Teregova, duration 2008 – 2009.

The research and the implementation of the project are especially important because the Centre for Border Rural Tourism from Teregova insures and will insure the implicit development of a general competitiveness in the regional economy, as a result of a growth in quality of touristic services, for the improvement of the life standard of the population from the partner communities, by increasing financial resources, as a result of attracting a large number of tourists. The action proposed on a duration of 12 months has contributed to the increasing in number of touristic and agro-touristic establishments, of new jobs, the socio-professional insertion of young people and unemployed, the development of a touristic network, the promoting of diversified touristic packages, the diversification of trans-border cooperation forms and at the request of access opportunities of specific funds of development and modernizing of the existing areas, of implication of communities in the development of touristic services quality, of financial resources obtained from this and implicitly of the country life.

The general objective aimed at the development of rural tourism in order to become a major fact in the trans-border economy, and the specific objective: the insurance of a permanent institutional frame of organization, development, diversification and promoting of touristic offers by establishing the CBRT Teregova. The entities affected in a positive manner and directly by the project are the *target groups*: local public authorities, economic agencies from the two communities and the representatives of the communities by focalizing on young people and unemployed, these also representing the final beneficiaries of the project results. *The results estimated:* a modern institutional frame (CBRT) and a permanent network of border rural cooperation; three target groups informed and involved in the project; the creation of orientation facilities towards areas of touristic interest; the stimulation of development and diversification of rural tourism; the realization of advertizing materials for the promoting of touristic offers for the two communities; the creation of two new opportunities of promoting – the valuing of touristic products; the increasing of the number of touristic units and places; the increasing of tourists numbers; the creation of new jobs in community economic agents; the increase of the number of persons employed. *The main activities:* the official launch of the project, the establishing and functioning of CBRT, the organization and development of symposiums and workshops, the realization and assembly of orientation boards towards the areas of touristic interest, the marking of touristic routes, the elaboration of advertizing materials, cultural exchanges, the fair for offers in rural tourism, entrepreneurship evaluations, the evaluation of the project, the

multiplying and dissemination of information. *The relevance* of the action is the offering of opportunities for both communities and the promoting of the touristic sector, to employ communities in order to renew their interest in culture, history and common natural riches, to promote the diversification of a touristic offer, to involve the entire community in the attraction of tourists and the obtaining of revenues from basic and complementary touristic activities, to increase the number of touristic and agro-touristic establishments, the number of jobs, the socio-professional insertion of young people and unemployed, the professional development in the entrepreneurship domain and touristic management etc., so that a permanent contact between the members of the two communities will contribute to the cultivating and developing of feelings of good neighborhood, of collaboration between the tourism domain and in the development of networks in other domains of regional plans of development.

In the context in which, in Europe the elimination of borders is desired, the realization of euro-regions and the obtaining of a clear frame for the support of border cooperation by the implication of local and regional actors in border collaboration and by increasing of their capacities in frontier regions, an obvious necessity has appeared: the creation of a permanent institutional frame of organization, development, diversification and promotion of touristic offers - of CBRT, which will insure common services for the support of development of the region business sector, to insure a touristic management in order to obtain an economic development and especially of the tourism in the border regions. For this matter the dimensions of the target group with the choice of a number of 275 representatives from the Romanian side and 65 representatives of the Serbian communities, the weight being held by the young people and unemployed and the greatness of the action is offered by final beneficiaries, the 140 economic agents from which 117 from Teregova, 23 from Uzdin and the 7365 inhabitants of the partner rural communities from which 4915 in Teregova and 2450 in Uzdin by focalizing on the 1200 young people (600 for each community) and 197 unemployed (97 in Teregova and 102 in Uzdin).

II. Study regarding rural tourism and entrepreneurship culture

The study was realized at the request of the Local Council Studiul a fost realizat la cererea Consiliului Local Teregova, in the context of the fifth stage of the Phare project CBC 2006/018.448 “Centre for Border Rural Tourism”, developed in the village Teregova (Caras-Severin), together with the over borders partner Uzdin (the village Covacita, Serbia). The target groups was initially informed regarding the basic elements of the entrepreneurship culture, by putting an accent and offering a possibility to debates regarding the definitions offered “the entrepreneur is the person that initiates and develops and action, assuming the risks associated to innovation, in exchange of material satisfactions or personal ones”[1], “the entrepreneur has two main methods of entering business, the initiation of a business of his own and the acquisition of an existent business”[2], “the entrepreneur is the natural authorized person or a legal person that, individually or in association to other authorized natural or legal persons, organizes a commercial society, called enterprise, in order to realize actions and acts of commerce, for the purpose of obtaining profit by realizing material goods, respectively by offering services, by selling them on the market, in conditions of competition”[3], etc.

Type of research: qualitative research of a descriptive nature with a large theme – entrepreneurship culture from the rural environment.

Main method of quantitative research: investigation

Instrument of research: questionnaire.

Because an exploratory research can also be realized, I have asked for the filling of *three qualitative methods:* observation, interview and document analysis.

Instruments of research: the individual semi-organized interview, semi-structured “face-to-face” interview, the external unstructured scientific observation, the sociological bibliography (treaties, synthesis works, volumes and local statistics).

The population targeted was partially researched, because together with the demanding authority I have identified in the project Phare 2006 “Centre for Border Rural Tourism” the following target groups, from which the study sample has resulted:

- The representatives of local public authorities – 50 members, from which 20 from the partner;
- The representatives of economic agents from the two communities – 75 members from which 15 from the partner;
- The representatives of the communities, with a focus on young people and unemployed – 150 members from which 30 from the partner.

Sample type: not random (non-probabilistic).

Sample: 100 members of the target groups, from the two partner communities Teregova-Uzdin.

The sample is representative for the 275 members inside the target groups identified in Teregova and its Serbian partner Uzdin.

Sample representativeness: (97,3%, 95%).

Work hypothesis:

1. The level of entrepreneurship education knowledge of the target groups members from Teregova and Uzdin (Serbia) is a relatively low one.
2. The entrepreneur’s profile for the members of the target group proves real specific capacities to an entrepreneur, which means a new opportunity opened to rural population.

3. Tourism is considered by the members of the main target group as a chance to recover from a socio-economic point of view their rural community

Variables of calculation used in testing hypotheses:

- *Sex:* from the point of view of sex of the people interviewed, we may say that there exists a relatively good balance - 44% females with 56% males. The representativeness of the sample in this case includes a standard error of 5%, with a maximum error admitted of 10%.
- *Age:* 41% of the people interviewed are placed in the “adult” category, which is ideal from the point of view of initiation and development of a business, followed by the young group – 36% and the elderly – 23%.
- *Occupation:* a low economic activity from both environments may be deduced from a large number of teachers involved in the offering of education (17%), followed by economic factors involved in offering different services for the population (14%). Agriculture – cultivation of lands (Uzdin) and animal growth, forestry (Teregova) represents a high place in their hierarchy, but little exploited (11%).
- *Place:* 67% of the people interviewed come from Teregova and 33% from Uzdin.

1. Testing the first hypothesis:

The level of entrepreneurship education knowledge of the target group members from Teregova and Uzdin (Serbia) is a relatively low one.

Hypothesis no. 1 is partially confirmed: we have to keep in mind a relatively low environment of entrepreneurship culture, estimated under the percentage of 37%, a result extrapolated from the two partner communities due to a high representativeness of the sample.

In conclusion, males possess a higher degree of entrepreneurship knowledge – 33%, probably due to prejudices from the rural environment regarding the females’ attributions, but also due to the involvement of male in different economic activities unlike women – 28%. From the age point of view, adults have a better entrepreneurship education – 25%, being followed by young people – 21%, fact which shows a tendency manifested to launch and develop a business that grows in a proportional manner to professional experience and decreases directly proportionally with age.

Entrepreneurship culture becomes more accentuated for the population with superior education, which had access to a base of diversified education during the last years – 15%. Economic agents also manifest a high level of entrepreneurship education – 10%. Also, the score registered in the case of a dichotomist distinction entrepreneur/manager by the respondent people is an unsatisfying one: 5 to 7.

The first step that needs to be followed in the case of a new business is considered by the members of the target groups to be the capital – 25%. This is the opinion of young people from both rural communities – 14%, in general females. The establishing of a business plan, the primal vital component for a business with potential and real surviving chances is agreed as a first step only by 12%.

The level of entrepreneurship education was mainly formed during the execution of professional activities from a job – 44%. The respondents’ perception on this level is argued as being a “medium” one – 70%, a percentage that does not correspond to the empirical universe studied.

Another negative aspect is represented by the low percentage of the proper entrepreneur inside his business – 14%.

We may deduct that in the context of statistical analyses that 58% of existent business is found in the partner village Uzdin, Serbia.

2. Testing the second hypothesis:

The entrepreneur’s profile for the members of the target groups proves real capacities specific to an entrepreneur, which underlines a new opportunity opened to the rural population.

Hypothesis no. 2 is entirely confirmed: the potential entrepreneur of the target groups members from the two border line communities is established around a value that is satisfying – 43% of the respondents have a very good entrepreneur profile, from which 34% desire to open their own business.

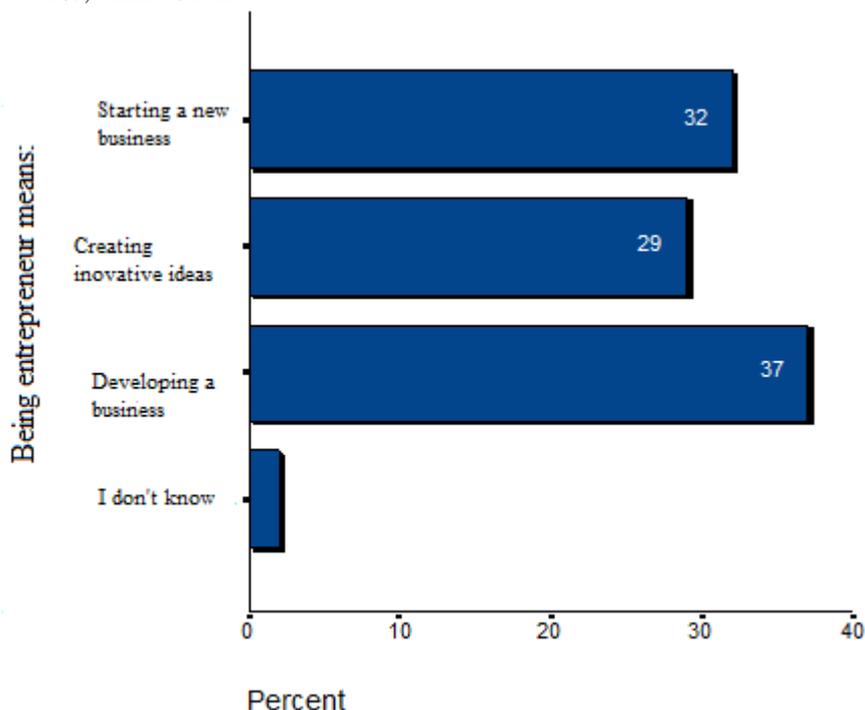
In conclusion, from the point of view of the calculation variable of sex, 24% of the male respondents have great chances of becoming successful entrepreneurs in their community, unlike women that prefer to be hired in a firm or an institution – 14%. The proper age for starting a business is when young: 17% of the young people possess a good entrepreneurship potential, but because they initially prefer to get hired after finishing school, in a company that offers instinsic facilities, are defeated by the adult category – 16%. The latter take seriously the idea of initiating a business – 17%.

In our case, the tendency manifested to launch and develop a business decreases directly proportional with age.

Young people are predisposed to communication, have an optimist attitude and a stronger initiative spirit, being animated by high goals. Patience also represent a strong point. Adults prove to be more calculated, persevered, organized, with a good self image and a strong temperament, armed with trust and patience, motivated by continuous professional development and a successful one. Elderly people manifest tolerance for other types of culture, trust their own capacities, work with an iron will, being oriented towards a practical side.

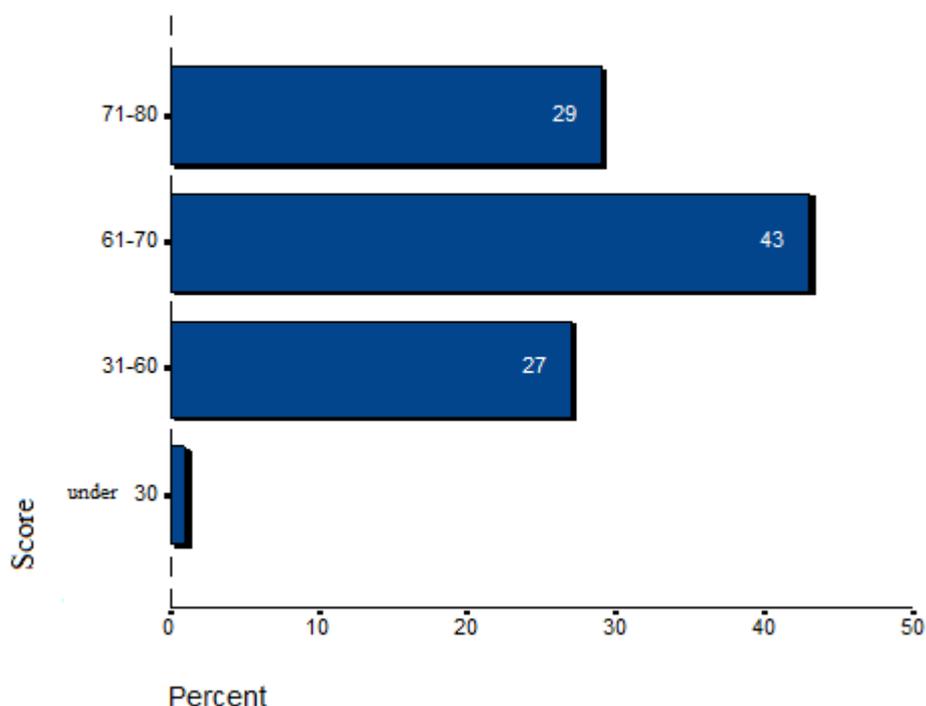
Students have a good entrepreneurship profile – 7%. The maximum points belong to economic agents that distribute services with an ideal profile of entrepreneur – 7% and a higher predisposition to initiate a business - 6%, pe

while agricol production entrepreneurs, implicated in their own business, wish only to develop it - 6%. Teregova desires a development of entrepreneurship – 46%, unlike Uzdin (Serbia) – 24%. On the other side, Teregova seems to be in the domain – 42%, unlike Uzdin.



Being entrepreneur means: Sex* Age* Crosstabulation

| Count | | | Sex | | Total |
|-------|---------------------------|--------------------------------------|--------|------|-------|
| | | | Female | Male | |
| 18-30 | Being entrepreneur means: | Establishing and managing a business | 6 | 1 | 7 |
| | | Creating new and crazy ideas | 10 | 4 | 14 |
| | | Developing a business | 8 | 6 | 14 |
| | | I don't know | 1 | 0 | 1 |
| | Total | 25 | 11 | 36 | |
| 31-45 | Being entrepreneur means: | Establishing and managing a business | 7 | 8 | 15 |
| | | Creating new and crazy ideas | 2 | 8 | 10 |
| | | Developing a business | 6 | 9 | 15 |
| | | I don't know | 1 | 0 | 1 |
| | Total | 15 | 26 | 41 | |
| 46-60 | Being entrepreneur means: | Establishing and managing a business | 2 | 8 | 10 |
| | | Creating new and crazy ideas | 1 | 4 | 5 |
| | | Developing a business | 1 | 7 | 8 |
| | | I don't know | 0 | 0 | 0 |
| | Total | 4 | 19 | 23 | |



What are your ambitions at a professional level? Sex* Age* Crosstabulation

| Count | | Scor | | | | Total | |
|-------|--|--|-------|-------|--------|-------|----|
| Age | | 71-80 | 61-70 | 31-60 | sub 30 | | |
| 18-30 | What are your ambitions at a professional level? | To be paid well since the begining | | 3 | 4 | | 7 |
| | | To work in a relaxed and comfortable environment | 4 | 4 | 3 | | 11 |
| | | To become a good manager | | | 1 | | 1 |
| | | To initiate a business | 2 | 5 | | | 7 |
| | | To develop my own business | 4 | 5 | | 1 | 10 |
| | Total | | 10 | 17 | 8 | 1 | 36 |
| 31-45 | What are your ambitions at a professional level? | To be paid well since the begining | 1 | 3 | 4 | | 8 |
| | | To work in a relaxed and comfortable environment | 1 | 3 | 4 | | 8 |
| | | To become a good manager | 2 | 3 | 3 | | 8 |
| | | To initiate a business | 2 | 3 | 3 | | 8 |
| | | To develop my own business | 3 | 4 | 2 | | 9 |
| | Total | | 9 | 16 | 16 | | 41 |
| 46-60 | What are your ambitions at a professional level? | To be paid well since the begining | | 1 | 2 | | 3 |
| | | To work in a relaxed and comfortable environment | 4 | | | | 4 |
| | | To become a good manager | 2 | 2 | | | 4 |
| | | To initiate a business | 2 | 2 | | | 4 |
| | | To develop my own business | 2 | 5 | 1 | | 8 |
| | Total | | 10 | 10 | 3 | | 23 |

Among the criteria of succesful entrepreneur, the population studied has offered a great deal of attention to the following qualities: impecable organization and discipline – 54%, work disponibility – 50%, a personal fulfilment wish – 50%, initiative – 54%, communication, sociability – 58% and patience – 53%.

The main characteristics from the ones presented higher are also found in the people we interviewed: patience - 24%, initiative - 14%, organization and discipline - 26%, communication and work - for each 13%, professional fulfilment and initiative spirit - each with 12%.

The entrepreneurial profile of women may be described as follows: communication and sociability - 33%, patience - 25%, work - 25% and optimism -20%. Males put an accent on discipline and organization - 27% and on initiative - 18%.

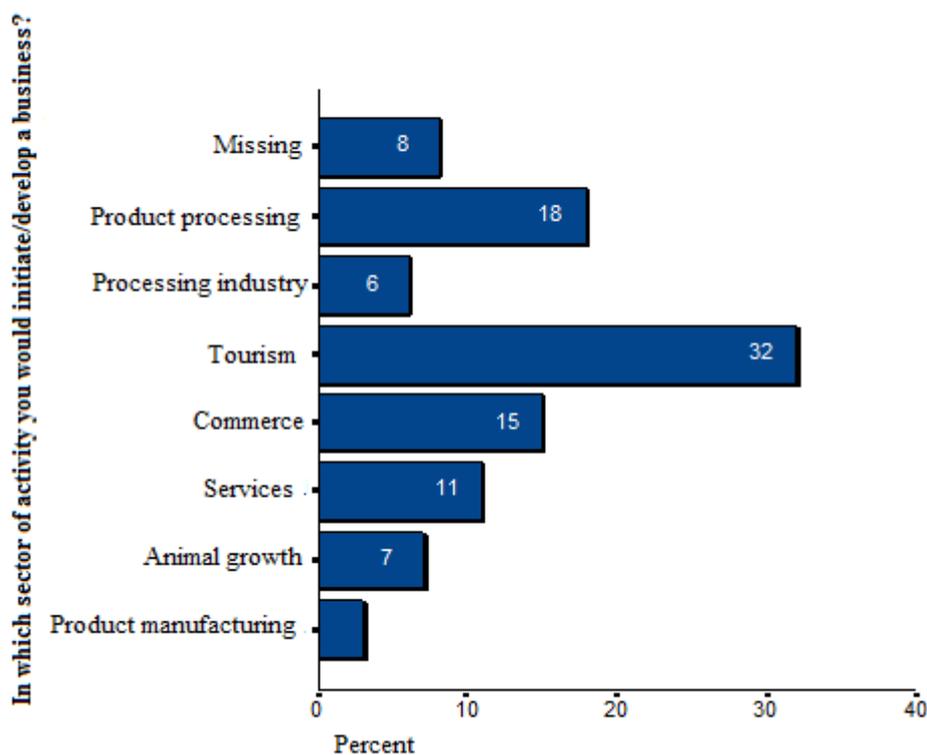
The major problem identified is represented by a weak importance offered to the adventure - 25% and implicitly to risk - 1%, elements without a business can not be “born” and survive in the conditions of the present market.

The motivational factor to become an entrepreneur from the community is represented by a superior financial condition in comparison to the present one - 38%.

- Testing a third hypothesis:

Tourism is considered by the members of the target group as the main chance for a socio-economic renewal of their rural community.

Hypothesis no. 3 is entirely confirmed: most of the respondents have chosen their active involvement in the development of tourism - 32%, through the launching of a business in agro-tourism - 41%, especially because the border line area Teregova-Uzdin disposes of a high touristic potential from the point of view of natural landscapes - 43.5%.



The developing of tourism as an alternative to the low socio-economic situation from the two communities represents a strong equilibrium from the sex point of view: 18.5% female and 18% male.

This time, adults are the ones that manifest a high tendency to open a business in touristic activities, especially in the agro-tourism sector - 17%. Young people would involve in adventure tourism - 15%.

On the second place we find the processing of agricultural products - 18%, activity preferred by the elderly. Both establishments desire an economic relaunching of the area though the practicing of rural tourism intermediarily - 21% from Teregova and 11% from Uzdin.

The members of Teregova chose the development of a farm tourism (agro-tourism) - 32%, and the population from Uzdin, cultural tourism - 12%. The two components reflect the specific of a mountain area - for Teregova and the specific of fields - for the Serbian village Uzdin.

Select the main component of rural tourism regarded as business. Sex* Age* Establishment* Crosstabulation

| Count | | | Age | | | Total |
|---------------|--|----------------------------------|-------|-------|-------|-------|
| Establishment | | | 18-30 | 31-45 | 46-60 | |
| Teregova | Select the main component of rural tourism regarded as business. | Farm tourism | 7 | 14 | 11 | 32 |
| | | Eco-tourism | | 5 | 2 | 7 |
| | | Adventure tourism in rural areas | 12 | 4 | 1 | 17 |
| | | Cultural tourism | 1 | 6 | 1 | 8 |
| | | Action tourism | 1 | 1 | 1 | 3 |
| | | Total | | 21 | 30 | 16 |
| Uzdin | Select the main component of rural tourism regarded as business. | Farm tourism | 5 | 3 | 1 | 9 |
| | | Eco-tourism | 1 | 1 | 1 | 3 |
| | | Adventure tourism in rural areas | 3 | 3 | | 6 |
| | | Cultural tourism | 5 | 4 | 3 | 12 |
| | | Action tourism | 1 | | 2 | 3 |
| | | Total | | 15 | 11 | 7 |

The great trust offered by the subjects to the research of rural tourism as an alternative for the relaunching of the socio-economic situation from their communities is based on the belief, a real one, that their area holds an unvalued touristic potential, and a special natural landscape, framed in a mountain area with a rich cinegetic base – 53% in the case of Teregovei, respectively an area of fields filled by rivers and large ponds – 42%, unaltered customs and tradition, art – in the case of Uzdin.

The complexity of the entrepreneurial phenomenon has offered us the possibility of extremely interesting measurements, analyses and interpretations for the rural borderline environment. A great volume of primal data and a deap documentinf in the area Teregova-Uzdin, have contributed in the knowledge and the measurments of the present dimensions of the two communities, qulitative and quantitative, of the basic level of entrepreneurship in order to stimulate inhabitants in developing touristic activities.

III. Conclusions

The launching of the rural Romanian village on the regional market and on the international one may be associated with measures of openness of our rural space towards the exterior world. Entrepreneurship in the borderline rural environment offers possibilities of exploiting of a remarcable touristic potential, concentrating their efforts in the insurance of an offer of autentic touristic products, traditional and competitive, inedite, with a profound note of romanian personalit.

Endnotes:

(1) Study realized in the project “Centre for Border Rural Tourism” Teregova, with the code RO 2006/018.448.01.01.18, owner the Local Council Local Teregova, partners the Local Council Uzdin, Eftimie Murgu University Resita, the School of Arts and Jobs Teregova, duration 2008 – 2009.

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