

**TOURISM IN COUNTY ARAD.
RURAL TOURISM - ECONOMIC IMPLICATIONS**

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Abstract:

In recent decades, tourism has grown to become a major economic activity in some areas in Romania. Contributors to this growth were the changes in travel consumer in terms of their motivations and how to spend holidays and vacations. West Development Region, in general, and county of Arad, in particular, is one of the areas where tourism is growing more and more. The region is one of the most specific in Romania, because this county there is at the border with Hungary, so is a gate for exit to West of Europe. This county has a special charm to the cultural heritage of the popular ethnographic areas in this part of Romania.

Impact or implications of rural tourism refers to tourist industry effects on the local community, the area and the tourists. The impact of tourism can be positive or negative, depending on the effect they induce on the community or area.

To study the impact of rural tourism, as emphasized in the literature, we have to analyze all government and local administration, entrepreneurs, residents and tourists.

In this paper we want to present the main economic implications of rural tourism on the government and local administration, entrepreneurs, residents and tourists

Key words: *rural tourism, economic implications*

1. Introduction

The region of western development, and therefore Arad county, is one of the areas where tourism is developing more and more.

In this work we will present an analysis an evolution in the business of tourism in the past 5 years and a half.

- 2006-2007 and the first half of 2008, a period of economic development gradually;
- the second half of 2008, emerging crisis both economic and financial;
- 2009, the year their crisis, which has become almost world;
- 2010-2011, the sustained efforts to solve the crisis.

In a study [1] done on the impact of rural tourism in North Carolina, there were found differences between the perceptions of the four groups involved:

- between entrepreneurs and government officials;
- between residents and government officials;
- between residents and entrepreneurs;
- between locals and tourists.

These differences in perceptions of those involved on the impact of tourism can generate conflicts between stakeholder groups. These conflicts are based on individual interests and different perceptions of overall costs and benefits of tourism activities. To effectively reduce conflicts, it is necessary that the attitudes and perceptions of stakeholders are identified, analyzed, understood and ultimately, through mediation and negotiation, to make proposals to eliminate or reduce conflicts.

Government officials recorded positive results because tourism development leads to improved quality of life in the communities, improve the appearance of towns and develops the local economy. Entrepreneurs are satisfied because the infrastructure investment can bring them profit, but may occur and pressure on employment, if the development is too consistent or uncontrolled.

Tourists are widely satisfied for the conditions created so that they could spend the holidays or vacations as low prices in exchange for quality and diversified services. Instead, residents, although they are thankful for the positive socio-economic impact, taking into account the increased taxes, increased crime, public insecurity and not least environmental damage.

Starting from the idea that rural tourism should be a complementary activity to agriculture, as a result of research conducted [2] it was found that farm interest to tourists only on a very small extent. However there is a strong entrepreneur benefits from farm working. The same authors argue that “a farm producing goods, agricultural and tourism services appear to use inputs more efficiently than firms that do not develop tourism near the farm”.

The same view is shared by us since an “aggregate” activity is more profitable than separate activities due to lower supply costs, sales and transportation.

Thus, although it seems that separate accommodation areas are separated from the agriculture, a farmer will continue to benefit from an agricultural farm.

Our opinion is that the authors Alize Fleischer, and A. Tchetchik captured this very well because a farmer who made an “integrated” farm with guesthouse can capitalize more efficiently and faster the products made so that

it will not be a problem selling products produced on the farm especially with today selling products became as or more difficult than production.

2. Economic implications

Economic implications of tourism, shows the effect of all tourist activities and tourist industry in general, upon the local, national or even global economic status.

Looking at the share of tourism in the whole world economy [3] we find that it represents almost 10% of all investments and that means that in the world every 11 jobs there is a job in tourism and it represents about 5% of world gross domestic product.

The economic implications can be positive or negative. The most „visible” positive implications would be generating a profit for the local community and tourist businesses, creating jobs and raising living standards and the negative economic implications can be felt by the locals refer to fees for maintenance and supply tourist facilities.

Rural tourism, like any economic activity, is based on a certain economic efficiency, which is its purpose too, but not at the level of the very optimistic forecast, which does not take into account the fact that the activity recorded good results only in summer and winter, and do not take account of the complementarity of this peasant activities. Rural tourism should not be regarded as a closed system in which all the tourist needs and shall provide the owner household occurs only pension or locality. Products or services outside the household and village that tourist needs are very diverse and involves significant costs for their purchase. So tourism has economic implications not only in the place or area under discussion or analysis.

Precisely for this, it is necessary to establish situations accurately highlighting the value of inputs, source of supply and quality of inputs and outputs value for tourism activities. These inputs and outputs could put in a new conception of economic efficiency of rural tourism and could see the connection with other branches of the economy, from transportation to food, textile, engineering and not least IT industry.

In current conditions, potential tourist and recreational resources proved to be equally or even more important than material resources, because the supply of tourist services generate an influx of monetary resources, expand the scope of employment and stimulate the development of several key sectors of the economy: construction, trade, catering, transport, communications, agriculture and others.

In our opinion, for a higher value of agricultural products, rural tourism is required to be a complementary farm economic activity and not an alternation or a substitute thereof.

This form of economic activity provides people with low incomes who can not afford expensive holidays, can rest, and does not require huge investments for the administration and contractors for general infrastructure facilities and tourist facilities or other facilities of profile.

For development of this sector is necessary, however, a consistently involvement, coherent and strategic from the entrepreneurs, business people [4]. The results clearly demonstrate the importance of community approach to tourism development and rural tourism development and entrepreneurship can not function without the participation and cooperation of business people directly and indirectly involved in tourism.

There are situations when such activity does not lead to welfare of the community only in a small manner because there may appear tourism industry leaders that are only interested in opportunities to capitalize on tourism for their accumulation and gain the limited community resources for their needs. Thus exploitation and wasted potential is incomplete, and community expectations to obtain significant benefits remain unfulfilled .

According to some economic experts [6], the aggregate value of goods and services generated by tourism related sectors, worldwide travel services exceeds the cost by a factor of about 2.5. By some estimates, according to the same sources, each tourist offer between 10 and 20 jobs in the sphere of tourism such as hotels and guesthouses, restaurants, souvenir manufacturing or leisure or business.

Tourism is undoubtedly one of the most important forces shaping our economic world [7]. From an economic perspective, tourism is of increasing importance for more and more nations are recognized as "the most important export sector" and a leading provider of employment work. Especially in developing countries the tourism is stimulated as a reliable economic development that does not harm as extractive industries do, and can be used to generate revenue for other development activities.

Tourism development is required in rural areas, for economic purposes, and bi-univocal implications socially. Thus, rural tourism contributes to the economic life of the village by following [8]:

- the village is long-term development perspective, closely linked to agriculture, infrastructure and curdling a climate, a business environment;
- it is possible to become a support for new businesses and new jobs (pension manager, receptionist, maid, bartender, cook, waiter, plumber, guide, fireman, etc.) to determine local development;
- to encourage local activities, especially crafts, but also can cause the development of a specific trade and creating new jobs (pottery, blacksmithing, milling, weaving wattle);
- it stimulates the growth of revenues for population in rural settlements generated by exploiting local resources, organic food products for consumption for the tourists or even for sale to them
- lead to an increase in quality of life in rural areas.

Tourism development affects the improvement of the infrastructure and architectural restoration of historic

monuments and promote environmental conservation. This is why tourism should be considered an important factor in social and economic development of the country, some regions, individual areas and rural areas in particular.

The economic impact of tourism is dependent of the economical level of the area. For example, in southern Poland, [9] the largest concentration of private firms in rural areas was observed in Bielsko-Biala region, with 51 companies per 1,000 inhabitants of the rural population. Economic development can be found also in areas like Krakow and Nowy Sacz. These three regions have good conditions for tourism development due to the relatively high economic level (Bielsko-Biala and Cracow) and natural conditions for tourism as the border between Poland and Slovakia (Bielsko-Biala and Nowy Sacz).

Most speciality literature deals with the rural tourism in Romania also. For example in the Apuseni Mountains is considered at this stage only trade and tourism might be the best way for investment [10]. This requires the construction of hotels and hostels in major cities in the area of services in major intersections, or development activities campsites near existing restaurants and inns. Apuseni Mountains has a good potential to attract visitors, especially since the area is relatively close to Central Europe, which is very convenient for tourists from Austria and Hungary.

The northern part of the mountains is accessible from the future highway Oradea-Cluj-Brasov and the other access road starts from Stei and goes down the Aries Valley to Turda.

Today, in many countries, the tourism industry fall within the priorities of the state, which is why there are many large projects of national and international programs and providing incentives for development of the sector: tax advantages, simplification of visa and border control customs, and creating favorable conditions for investment in economic areas with potential.

3. Analysis for Arad county

For the period, January 2006-July 2011, notice that arrivals in the structures of receipt of Arad county have lower values in winter and summer values higher and appears an increase in 2009 in the previous years.

Evolution arrival Jan 2006-july 2011

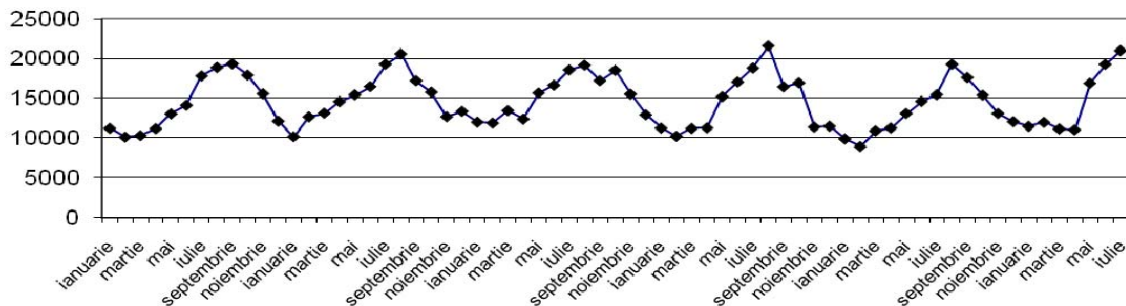


Figure No 1. evolution arrival at the level Arad county in the period 2006-2011
Source: accomplished author on the basis of data statistical Bulletin of county monthly 2006-2011

Perhaps once the crisis, the 2009 and 2010 many tourists who come from Arad county chose their holidays and vacations closer to home, and a significant part of foreign tourists who chose Romania, they spend their holiday summary at the holidays and in areas closest border (counties Timis, Arad, Bihor, Satu Mare).

Representing the parallel arrivals and nights the average level Arad county, notice the same developments, but we can say and number of days spent properly each arrivals, which values within the range 1.5 and 2 days.

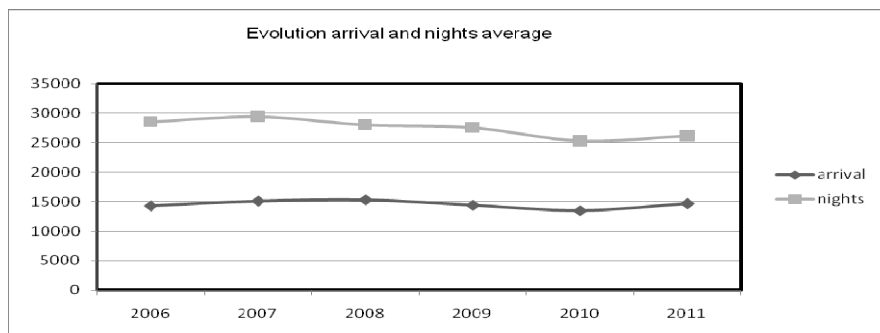


Figure No 2. Evolution arrival and the average nights level Arad county in the period 2006-2011
Source: accomplished author on the basis of data statistical Bulletin of county monthly 2006-2011

4. Conclusions

By concluding, activity tourist county Arad is still lacking diversity to be truly attractive.

As tourists seek ever more noticeably tourists express services profile that desire is not only with confusing hotel performance or the boarding house, accommodation, and tourist demand for complete programs becomes ever more obvious.

Theoretically, there is no rural settlement that can not provide at least one brand, to raise the interest from tourists. The precondition is that the mark is genuine, original, and the efforts to make the mark known, have to make possible the recognition and afterwards the recognition and searching after it. Extrapolating this to the romanian village, it is obvious that at the level of the majority of rural settlements, their defining hallmark is multiple: landscape quality and warmth of the inhabitants, technical art and folk, traditional occupations, costumes, customs, cuisine and resources place. The key is to perpetuate this diversity, but also to highlight the elements that give a touch of local specificity and can therefore become branded products, which can provide recognition in the tourist circuit.

Given the economic, psychological, objective and subjective reasons, for which investment in rural tourism is justified and is promising profit and welfare, allow us to make up the next tourist Decalogue that a tourist would like to spend a holiday or a vacation in rural areas:

1. *Because often, you have the best feeling in the nature, at a real and peaceful guesthouse;*
2. *Because often you feel better surrounded by hospitable people;*
3. *Because there, in nature, you regain your roots;*
4. *Because there, in the village, we regain ancestral customs and tradition;*
5. *Because there, in nature, you regain peace and relaxation;*
6. *Because there you forget everyday problems and stress;*
7. *Because there you find new friends, to which you will return always with great love;*
8. *Because there you can avoid crowded areas, very heavily visited;*
9. *Because there are much more possibilities of spending the leisure time are completely different from the places offered by mass tourism, traditional;*
10. *Because there could be an alternative for reducing unemployment and raising living standards of residents.*

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