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ABSTRACTS

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TOURISM IN SAXON COMMUNITIES IN SOUTH-EASTERN TRANSYLVANIA (BRAȘOV COUNTY)

Mihaela Sofia DINU, Adrian CIOACĂ

Abstract. *For over eight centuries, the area currently known as Brașov county has also housed Saxons – a population of German origin – whose contribution to its development of this area has been remarkable. German colonists were attracted here by the special privileges they were granted, for the development of democratic self-governing structures that allowed the German population to preserve its national identity throughout the centuries. Thus, early on in the 13th century, five strongholds were established in Țara Bârsei, as well as a number of 15 settlements around fortified churches, the largest and most complex monuments of their kind in Transylvania. They provided the appropriate support for the Saxons' spirituality and preserved their original culture. Throughout the past few decades, the Saxon population has slowly returned to their homelands. Ever since 1978, a growing number of Saxons in Brașov County went back to their relatives in Germany, as part of the so-called "family reunions". The large German exodus from Romania occurred in 1990-1991. Nowadays, the locations still preserving traces of Saxon civilization have become tourist landmarks. Aside from the city of Brașov, we'd like to list the strongholds of Făgăraș, Rupea, Feldioara, the peasant fortresses of Râșnov, Prejmer, Hărman, Sânpetru and the fortified churches. Along with the natural attractions of the county, tourism currently largely relies on the settlements preserving the Saxon-built fortified churches, the most important and original contribution to medieval architecture that has been included in the European artistic heritage. Yet in order to have them included in large European tours they need a vast program of restoration and development for an adequate infrastructure.*

Key words: *cultural tourism, saxon communities, South-Eastern Transylvania*

CIVIL, TECHNICAL AND SOCIAL INFRASTRUCTURE AS SUSTAINABLE DEVELOPMENT SUPPORT IN THE RURAL AREA OF BRAȘOV COUNTY

Monica DUMITRAȘCU, Bianca DUMITRESCU, Dana MICU, Costin DUMITRAȘCU

Abstract. *A series of elements combine in outlining the civil, technical, social and cultural aspects of infrastructure: transportation units, postal and telecommunication services, housing, water, gas and power supply network, health care, culture, education, and finance-banking units. As far as the technical infrastructure is concerned, the settlements are connected to the water supply network, to the gas distribution system, the power supply network and the sewers, currently insufficiently developed but undergoing extension works. It is worth noting that there are villages at the level of rural communities in where the technical and civil infrastructure is absent. The size and condition of existing networks in rural communities in Brașov county, which supply the greatest part of public utilities, as well as social and cultural services for the population, are insufficient and fall below modern standards in this field.*

Key-words: *infrastructure, techno-urbanistic, social, rural communities, Brașov County*

SUSTAINABLE AGROTOURISM DEVELOPMENT STRATEGY IN VAMA-BUZĂULUI

Eugenia BRĂESCU

Abstract. *The aim of rural development is to enhance the living standard of the inhabitants of a rural area. Rural development must rely on the manifest interest and involvement of the local community, since the latter is most keenly aware of the inhabitants' problems and needs; it controls a significant part of the resources – land, buildings, local products – that tourism development relies on; the locals' skills, traditions, knowledge and drive are the main development resources; community commitment is crucial (if an initiative does not garner support, it will die out). These ideas are perfectly applied in case of the sustainable development of rural tourism in the Vama – Buzăului area. This paper briefly outlines the main tourist resources in the area, a SWOT analysis, issues of agrotourism development, as well as the criteria to be met by Vama-Buzăului in order to be attested as a local span tourist resort. In this respect, a strategic model for agrotourism sustainable development in the area has been put forth, starting with its mission and strategic objectives, continuing with the action plan and ending with a marketing research surveying the attitudes, opinions and intentions of Vama-Buzăului locals regarding agrotourism development in the area.*

Key words: *rural tourism, development, strategy, sustainable, resources*

SUSTAINABLE DEVELOPMENT POTENTIAL OF RURAL COMMUNITIES IN THE BRAȘOV COUNTY. CASE-STUDY FĂGĂRAȘ DEPRESSION

***Dana MICU, Monica DUMITRAȘCU, Bianca DUMITRESCU, Mihai MICU,
Costin DUMITRAȘCU***

Abstract. *The region's natural background allows for the practice of traditional activities likely to contribute to sustainable development. Proceeding from the rural development concept defined in the European Paper of Rural Development, the work analyses the region's availability for the economic, ecological and socio-cultural progress of these communities. Investigations covered a number of ten communes and their adjacent areas, the questionnaires used assessing the perception of local authorities of present and prospective development opportunities. The findings have shown that these communities can achieve sustainable development that they are interested in obtaining European Village or Environmental Village status provided funds for implementing some projects are assigned. The establishment of the "Făgăraș Mountains" Natural Park is of tantamount importance for the promotion of tourism, which has not been given due consideration so far.*

Key words: *tourism, rural, opportunities, potential.*

AN ANALYSIS OF THE TOURIST RESORT TRANSFORMATION IN LEPȘA, GREȘU AND SOVEJA

Sergiu PLESCAN, Ciprian CHELARIU*

Abstract. *An analysis of the intra-mountain area (Lepșa-Greșu depression), as well as of the Soveja depression at the inner contact point of the Carpathian and Subcarpathian in Vrancea, focuses on assessing the tourist exploitation of the three communities, as well as on drawing up solutions in compliance with both current tourism trends and the relief predisposition to extend secondary residences and B&Bs. Actually, the 3 settlements, though lying quite close, evince distinctive tourist particulars: Soveja enjoys an older spa resort status and is undergoing revival by introducing new forms of tourism based on current demands; Lepșa is the outcome of land extension of built areas (secondary residences and B&Bs) yet has still to grow into a mature tourist resort in its own right; Greșu (still at a low development pace) can turn into a haven for those who would like to be real estate owners directly involved in the tourist phenomena by opening up B&Bs and motels. Although reality presents us with distinctive space and time solutions for the three locations, we believe that a unitary vision at local level (town halls, local communities), as well as regional/national level could bring about sound local tourism development, with assets such as its natural tourist potential and the regional network capacity revaluation of the national road DN 2D between Moldavia and the Trei Scaune depression and, implicitly, Transylvania.*

Key words: *tourism, modeling, primary residence, secondary residence, agrotourism, ecotourism, tourist landscape.*

HISTORICAL AND GEOGRAPHICAL CONNECTIONS: TOURIST OPPORTUNITIES FOR BRAN AND BALCHIK

Olivia Mariana RADU

Abstract. *The purpose of the present study is to determine the links between two tourist towns, Bran (Romania) and Balchik (Bulgaria), of significance at not only the end of the 19th century, and the beginning of the 20th century, but also nowadays. Facts show that these towns have gradually turned into tourist resorts. Lying in a different environment, adopting different tourism strategies, both managed to have a significant importance in the tourism industry. Analyzing the situation in these two towns, the study outlines the existence of other opportunities, due to the historical and geographical aspects, to develop a further relationship between Bran and Balchik.*

Key words: *tourism, tourist sites, castle, fortress, Queen Mary*

RURAL MILIEU IN THE FOCUS OF TOURISM MARKETING

Anestis FOTIADIS, Gábor MICHALKÓ, Tamara RÁTZ

Abstract. *Rural tourism, during the last twenty years is characterized by rapid development and an intense effort to construct its identity and to shape its images, in order to become more attractive. In the context of rural tourism industry, the “product” is an experience achieved through the combination of a diverse range of products and services. Strategies are needed to suit the changing and more demanding competitive environment. The purpose of this paper is to present the importance of marketing as a strategic procedure contributing to rural tourism development and competitiveness. Marketing can operate effectively, through the promotion and support of the image of a rural territory, in order to become attractive and competitive for the potential target groups. Rural tourism stakeholder’s deal with multiple problems since it is not usually clarified who will actualize the marketing plan, where to accost for marketing suggestions, how much they should spend on it and which is exactly the target group. Our goal is to recommend the right marketing strategies and techniques to implement. For successful solution to the problems we examine Greek and Hungarian villages that have different level of rural tourism development, where with the help of personal field research, making interviews and questionnaires with the local citizens and entrepreneurs working in rural tourism, we could get answers to the occurring questions.*

Key words: *rural tourism, rural milieu, marketing strategy, rural territories, sustainable development.*

TRANSFORMATION OF THE RURAL SPACE IN ISRAEL AND ITS IMPLICATION ON RURAL TOURISM

Michael SOFER

Abstract. *During the last two decades, the rural space in Israel has steadily changed in economic, social and environmental terms. The changes are attributed to long term trends and processes common to many developed economies, such as a tremendous increase in the intensity of production, worsening terms of trade for the agricultural sector, the decline of importance of agriculture to the national economy in terms of contribution to the gross domestic product, decreased government support to agricultural production and employment and suburbanization of the countryside. This movement of people from urban to rural settlements, partly motivated by the relaxation of land policies, brought about a major change in the residential composition of rural settlements and in the settlement pattern. A major development trend is related to changes in agricultural land uses including the penetration of non-agricultural land uses, related to secondary and tertiary activities, into rural settlements. This trend has brought about a transformation in the occupation pattern of rural households, where a strategy of pluriactivity, based on both agricultural and non-agricultural sources of income, has become a frequent phenomenon. Within this strategy tourism based activities combined with agricultural resources became very common particularly in the peripheral areas, while commerce and service led activities are more common in the rural-urban fringe. In view of these changes, the future role of rural areas in national development, including its role in developing tourism infrastructure, has become a subject of debate among policy makers, professionals and rural dwellers. The inability of either the government or the farmers' institutions to put forward a clear-cut and integrated rural policy, have led private interests to influence the development process and to expand tourism activities according to their own interests. The incremental uncoordinated activities of various public and private interests and their impact on the form of rural development are calling for a new form of management of the rural space.*

Key words: *Israel, rural space, pluriactivity, rural tourism*

COMMUNITIES' PARTICIPATION IN COMMUNITY-BASED TOURISM MANAGEMENT

Emaad MUHANNA

Abstract. *There is a broad agreement on how local communities respond to the opportunities and challenges of tourism development, depending to a large extent, on their attitudes towards the industry. Attitudes are personal and complex variables, but in terms of community attitudes to tourism three dimensions can be identified; Firstly, the type of contact, which exists between residents and visitors. Secondly, the relative importance of the industry to individual and community prosperity will be a factor. Thirdly, a tolerance threshold in the resident's receptiveness can be expected, in terms of the volume of business a destination can handle. This study attempts to provide a framework for tourism development in South Africa, maximizing benefits for local communities, and especially contributing to poverty alleviation. The modern industry has been contributing to poverty alleviation since the beginning of its existence, however, in the last few years we have realized about the potential possibilities that tourism development brings to local communities and it is time to boost its positive impacts. The research methods provide primary data information about the relation between tourism development and its impacts on local community in a wide range of projects and sectors. The analyses of the results gathered provide a valuable tool in order to establish some general conclusions. The paper analyses tourism development and its achievements for local communities, as well as, on the other hand; it tries to define the negative impacts. In doing so, a wide range of guidelines and recommendations are provided in the paper, which could help for correcting and achieving an appropriate tourism development under a sustainable basis both for host communities and tourism in general. This paper also concludes that tourism development resembles for some Developing Countries, a possibility which goes perfectly along with their global objective of development, economic diversification and poverty reduction.*

Key words: *community participation, poverty alleviation, tourism development and sustainable development*

INDICATORS OF RURAL TOURIST SUPPLY

Rodica Manuela GOGONEA

Abstract. *The tourism's globalization and lasting development process aims at practicing the tourist activities under the ecological incidence and the resources' rational use, nowadays the rural tourism being the one which best fits the respective demands. The indicators' system used in the analysis of the rural tourism activity analysis presents itself as a subsystem separated from the system of indicators generally applied for tourism. According to the general principles that must be observed in the creation of the set of indicators of the rural tourism, of the main tasks accomplished by its quantity and quality component elements, it has been created and synthetically, clearly and concisely given - an indicators' system presented in a new way, with applicability within this form of tourism. This includes the indicators of the rural tourist demand and of the rural tourist supply.*

Key words: *rural tourism, indicators, tourist supply*