EFFECTS PRODUCED BY THE TOURISTIC ACTIVITIES INSERT IN ROMANIAN RURAL SPACE

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SUMMARY

The development of tourism activities in the contemporary Romanian commune will undoubtedly contribute to the enlargement of the circuit of values sphere in which it takes part. The introduction of tourist activities in the rural environment will lead to remarkable effects regarding: the connections formed between the hosts and the tourists; the modification of the statements regarding the way of appreciating the values and the living standards of the two participants at the act of tourism; the discovery of new ways of resolving novel situations; the communication and idea exchange; creating new relations which are established between the person who offers the services (host/amphitryon) and the beneficiary of these services (tourist/guest) etc. [2]

The rural tourism seems to be one of the best ways of revitalizing the rural areas and assuring sustainable future for them by creating or maintaining jobs, their diversity, the attracting of new services, the farm support, the cultural environment, the surrounding environment and maintaining the traditional practices and the workmanship as a mean of attracting tourists. The development of rural tourism also has influences over the social-economic features of the rural destinations, the influences being both negative and positive. As positive impacts we can mention the encouragement of a new way of approaching the local resources (plots of land, labour power, capital, cultural/nature attractions), positive social-economical changes, the future protection and preservation of the rural environment and it’s legacy, the development of social interactions and the chances of discovering more about other cultures and experiences. As negative impacts, the tourism in rural areas changes or harms the rural and natural scenery and the cultural values of a certain area, rearranges the social stratification, ads a series of pressures over the local communities, changes their life pace, their private life and it can lead to an unauthentic presentation of the traditions and customs of the area. [1]

The development of tourism activities in the rural environment will contribute to: fastening the young people to the hearth of the commune, motivating the female population - especially - to participate in tourism activities, creating new jobs both directly – in the production sphere and distributing tourism services – and indirectly, through the multiplying effect over the connected branches. [2]

BIBLIOGRAPHY