

## **Studies Regarding Durable Development of Rural Environment in the North-Eastern Region through Promotion, Reorganization and Management of Agritourist Activities**

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### **SUMMARY**

The North-eastern region of Romania has many natural advantages which unfortunately are insufficiently exploited at present, but, if well-managed, they can become a high potential of economic growth. They include: primary sector (agriculture and forestry), agri-food industry zones of tourist attraction in urban and rural areas. The promotion of tourist potential of the North-eastern zone must be accompanied by adequate courses of professional training specific for tourism which can offer high qualifications and opportunities of jobs in the region. Regionally, over 51.12% of the labor force is found in the rural area of which the majority is involved in agriculture and forestry. The two desiderata that define the rural tourism are: production and valorization of their own production through the agritourist household and promotion of traditional values. Unfortunately, the rural tourism in the North-eastern region is still in an incipient phase. The major problem this sector of activity deals with is the poor infrastructure, without which this potential cannot be valorized. Thus, many localities form the hilly and mountainous zones do not deal only with infrastructure problems (difficult access in some areas, impracticable roads), but also utility infrastructure. But there are several favoring factors that give a wave of optimism in the development of agritourism in the region, such as: increased density of population and number of houses in comparison to other hilly and mountainous zones; beauty of hilly and mountainous zones and high quality of fresh air; existence of rich fauna and flora with many species on the verge of disappearance; existence of two natural parks; historical monuments of national and international value; high quality of ecological products obtained in these areas. Due to the favorable conditions, beauty of landscape, air freshness, the mountainous zones of Bacău, Neamț and Suceava counties, as well as the precious cultural and religious patrimony, the north-eastern region has a relatively high tourist potential which can be compared to other well-known tourist zones in the country and abroad. The sites [dorna.suceava.ro](http://dorna.suceava.ro), [www.suceava.ro](http://www.suceava.ro), [humor.suceava.ro](http://humor.suceava.ro) etc. successfully replace advertising folders and commercials in specialised reviews from our country and abroad, having a special role in attraction of foreign tourists. By the rehabilitation and modernization of houses, many households in the rural area of the northeastern region were and can be turned into boarding houses, bed & breakfast types, as there is an increasing demand from the tourists. Showing the natural, cultural and historical potential of the region, closely connected to the agricultural activities, in association with the Romanian hospitality and varied traditional-regional cuisine, enforced by adequate professional training for tourism activities, all these are resources we can count on for the immediate and durable development of the northeastern region.

**Keywords:** agritourism, rural tourism, North-East, opportunities