



DIRECTIONS FOR CAPITALIZATION THE RESOURCES FROM ARAD RURAL AREA THROUGH RURAL TOURISM – PROPOSALS

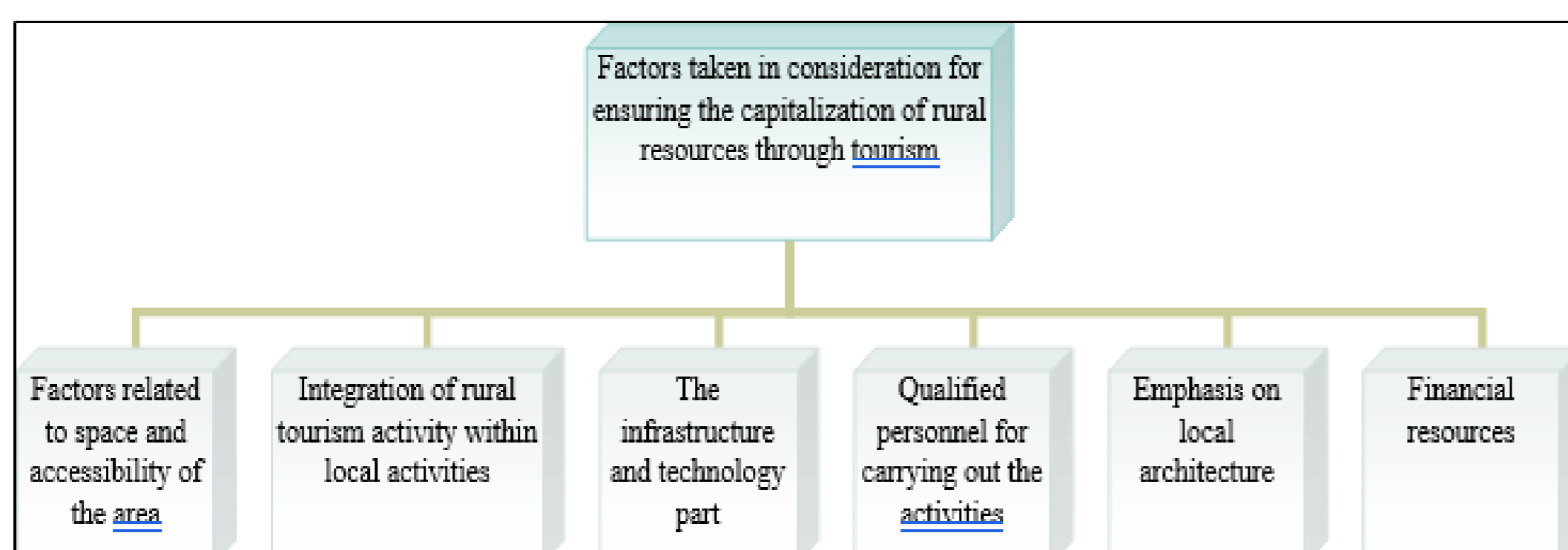
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Abstract: The development through tourism of Arad rural area, and implicitly the capitalization of local resources through this type of entrepreneurship, requires an action plan, with a certain sequence of stages and actions and with a certain period of achievement in time. The purpose of this article is to analyze the main factors which influence rural tourism activity and to propose some development directions.

• Introduction

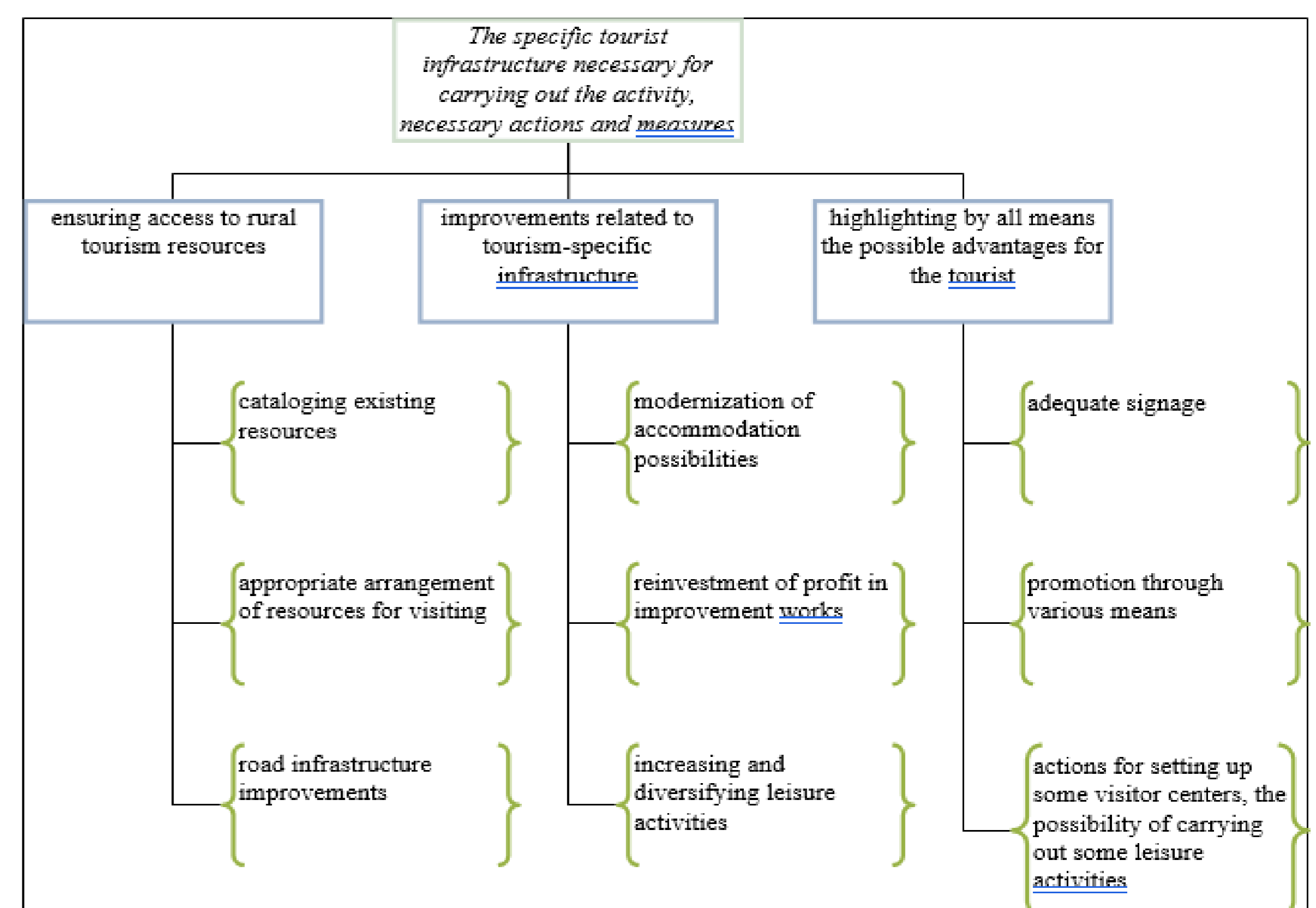
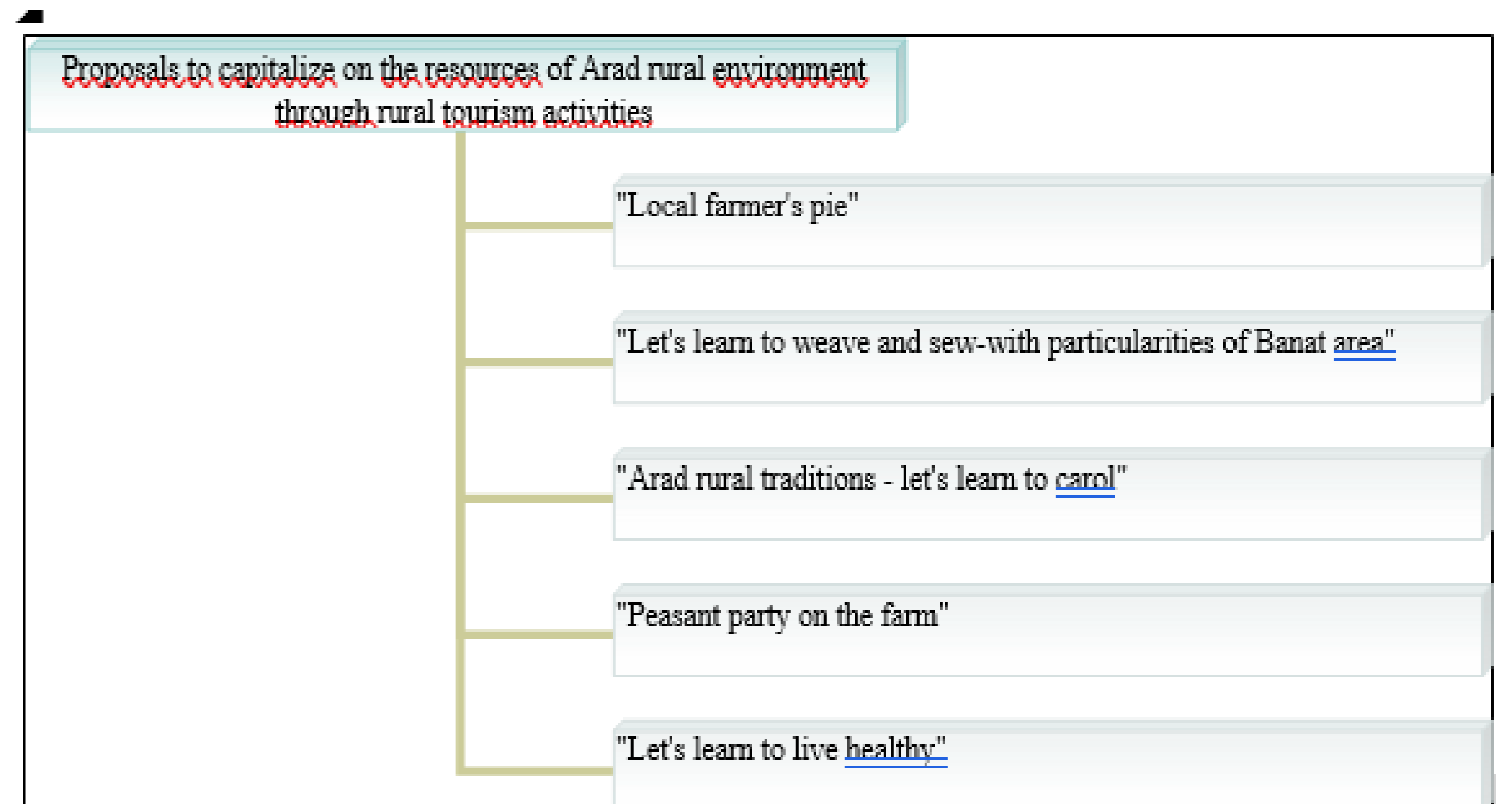
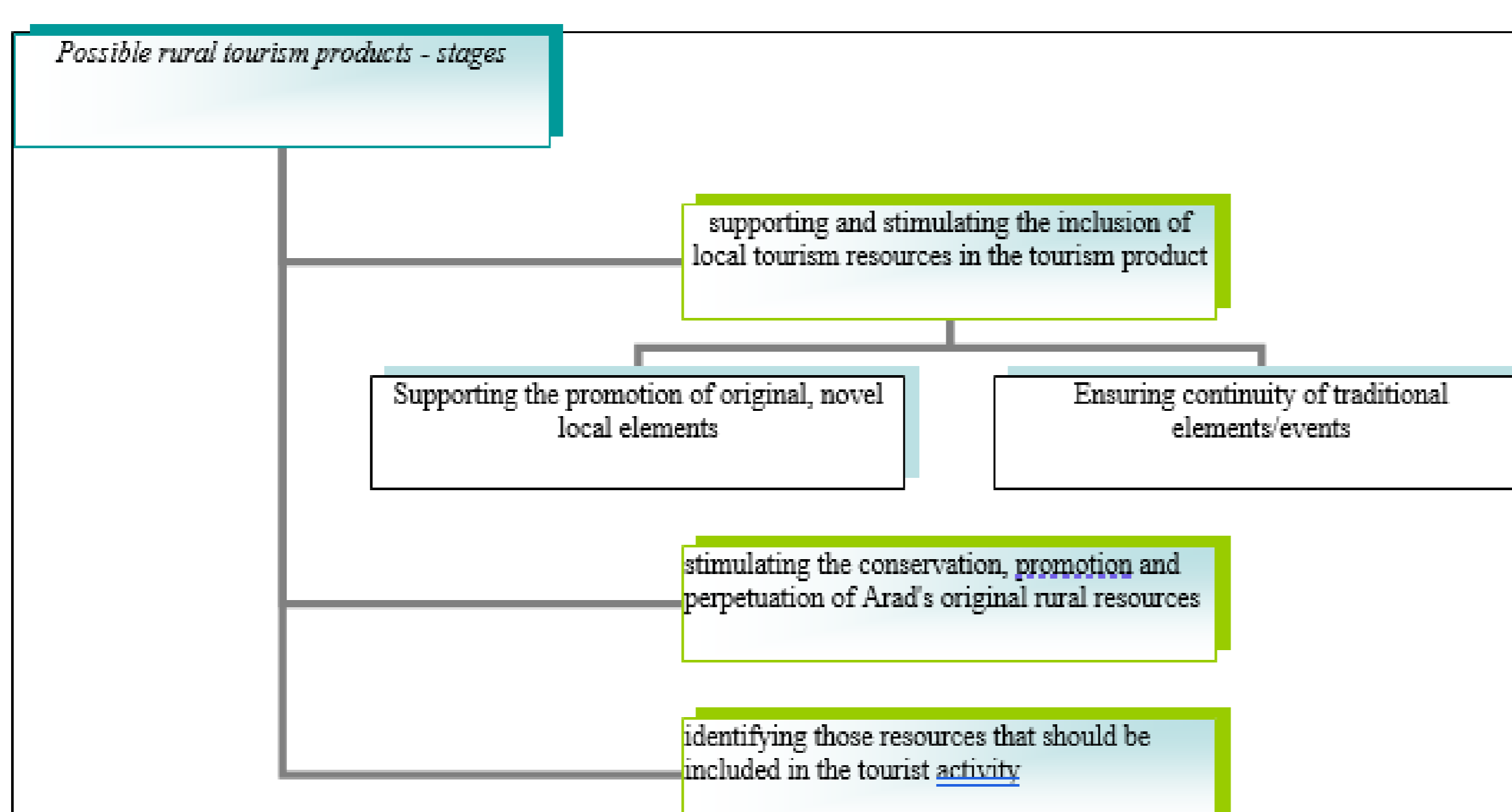
• „As we enter the new millennium, we become increasingly aware of the complexity, fragility and inestimable value of our planet. At the same time, tourism tends to become an increasingly popular expression of this consciousness. Tourism represents one of the largest industries in the world [4,12,13,15] and at the same time one of the most important factors of global economic development. Sustainable tourism develops the idea of meeting the needs of current tourists and the tourism industry and, at the same time, protecting the environment and opportunities [2,3,5] for the future. [7,8]



• Material and method

• The purpose of this research is to identify the necessary directions to capitalize on the resources from rural area of Arad, and for its implementation, the qualitative research method was applied.

• Results and discussions



Conclusions

The existence of rural resources with a unique character, and with great power of attraction among tourists from different categories is a certainty, but in terms of capitalizing them through tourist activities, there is still work to be done.

A possibility of capitalizing local resources through tourist activities would be the creation of a weekend world means, meaning those original elements that give uniqueness to the Arad rural environment product involving the inclusion of local values in this product. The proposed tourist product implies an emphasis on what the rural t.