



RURAL TOURISM ENTREPRENEURSHIP IN ARAD'S VILLAGES-PROPOSALS

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Abstract: One of the current trends is the focus on the rural world, from various points of view. There are many examples of successful rural entrepreneurship, from tourism, providing conditions for sports and recreation or for training to small trade activities. The purpose of this research is to: analyze the development potential in rural areas of the territory of Arad County; exemplifies entrepreneurship in Arad rural area through tourism; propose a management plan.

Management plan proposal for the capitalization of Arad rural environment

Directions	Objectives	Measures	Actions
Entrepreneurship in rural area of Arad	Identification resources with potential	Reviewing the specific resources of Arad's rural areas to be exploited through tourism	- identification of representative resources so as to be exploited - review of some traditional customs - identifying the crafts that give local identity
		Identification of accommodation structures and the realization of a centralization	- making a centralized statistic of the existing structures - the exposure of these structures to tourists, through flyers
	Identification of additional activities and capitalizing on them through tourism	Introduction of local products through rural tourism activities	- the creation of partnerships with the aim of marketing local products through the prism of tourist guesthouses
		Emphasis on encouraging tourist businesses with "local origin"	- connecting local producers to rural tourism activity
	Promoting the idea of "tourist village"	Reunion of owners of rural structures under the title of "tourist village"	- review of existing structures - information on the advantages of meeting under the title "tourist village"
		Integration actions in the tourist activity of the owners of houses with local specificity	- carrying out conservation works of local specific elements - starting a campaign to prepare the owners to carry out tourist activities

• Introduction

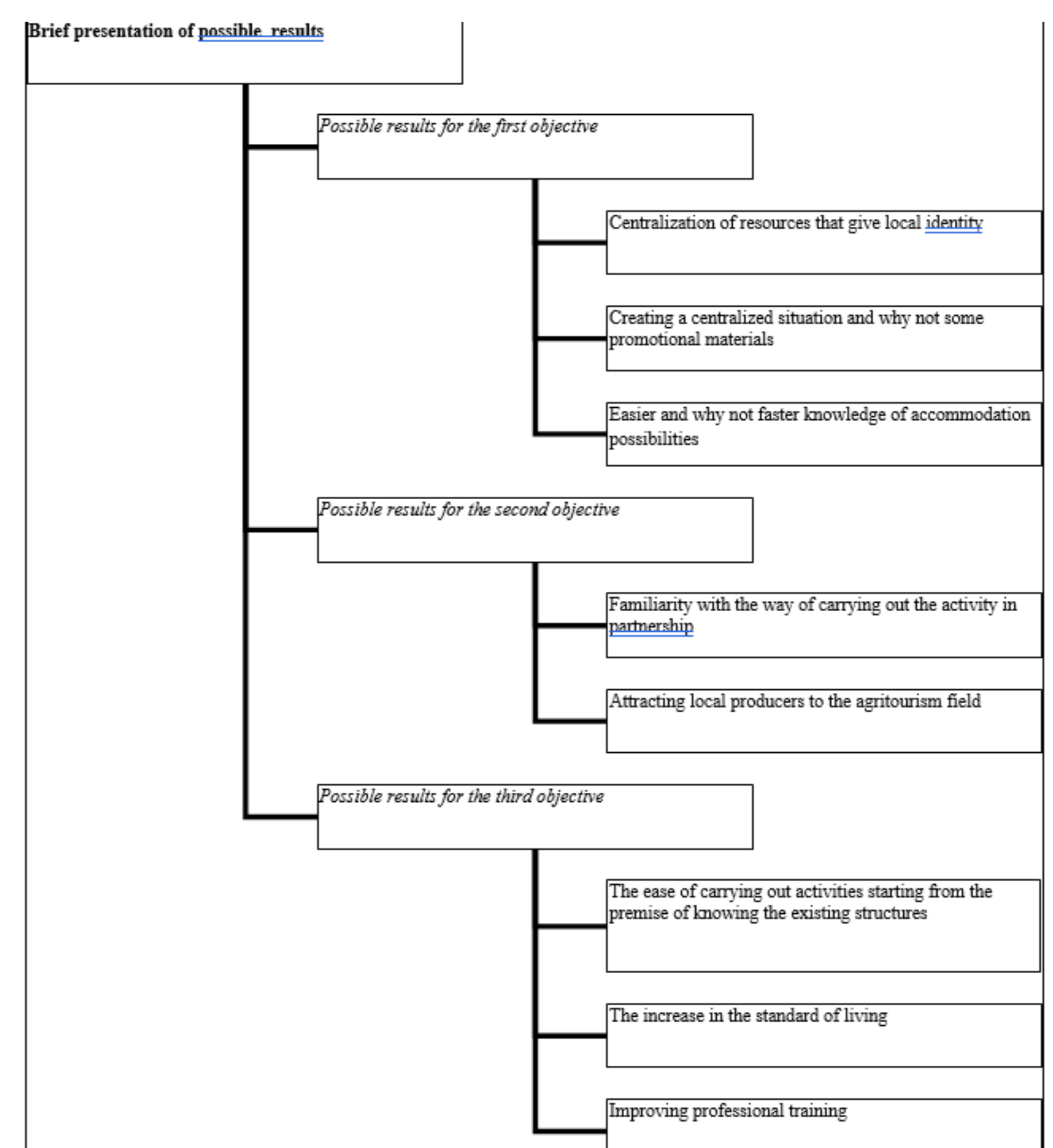
• There are many examples of successful rural entrepreneurship.[1,2,3,4] Diversification of the non-agricultural use of available resources through entrepreneurial combinations has taken different forms, from tourism, providing conditions for sports and recreation or for training, to small trade activities, industrial applications (ceramics, etc.), consulting services, value creation added (meat, milk, wood products).[7,8] Recent approaches focus on new land uses that allow reducing the intensity of agricultural production, such as organic productions.[13,9]

• Material and method

• In carrying out the scientific approach, undertaken during the present research, the qualitative study was used, following several stages: identification of the research topic, collection of information from the field, their analysis and issuing of specific conclusions.

• Results and discussions

The fact that the area under analysis has a remarkable potential for rural tourism activities is certain, but in order for this potential to be capitalized through rural tourism activities, it is necessary to establish some objectives and measures, the implementation of which will somewhat ensure future development. Such a proposal of a possible development plan is, in our view, a way to "bring to light" the Arad countryside.



Conclusions

To increase the profitability of the proposal, we believe that a series of measures would be appropriate:

- Creation of a quality tourist package, including original elements, specific to the Arad rural environment;
- Transposing rural tourism into a tool for revitalizing the rural environment and improving living conditions, by focusing on partnership;
- Intense promotion.