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STUDY ON HOW TO PRESERVE THE IDENTITY OF THE RURAL ENVIRONMENT THROUGH TOURISM DEVELOPMENT

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Abstract: *The reason why man is increasingly turning to nature is understandable because since the earliest day, the man has been in search of nature and natural resources - perhaps those he has lost in the process of discovering urban settings, man is trying to reach nature and reconnect with nature in his leisure time. For a better understanding of how to make a rural tourism development, the differences between urban and rural tourism should be known. In most countries, there is a lack of education and training available for those wishing to develop rural tourism businesses, which is growing rapidly worldwide and seeks to meet the needs of a specific group of tourists, being a combination of profit-driven private sector initiatives and long-term government policies aimed at stimulating economic and social development in rural areas, areas facing major challenges worldwide, although the nature of these challenges differs "both between developed and developing countries and between individual countries"*

• Introduction

- Some researchers in the field have identified the main challenges facing rural areas:
 - Increasing pressure on rural food producers due to globalization;
 - depopulation, particularly of young and more dynamic members of the community;
 - natural disasters (forest fires, drought);
 - migration of young and more dynamic members of the community to cities;
 - severe pressure on farm incomes (control over food production and distribution) from multinational food processing corporations and retail chains;
 - health problems (e.g. acquired immune deficiency syndrome),
 - cuts in EU agricultural subsidies.

Results and discussions

For a better understanding of how to make tourism development in rural areas, the differences between urban and rural tourism should be known

Urban tourism	Rural tourism
faces an acute shortage of space	takes place in an open space
implies the existence of human settlements with more than 10,000 inhabitants	involves human settlements with less than 10,000 inhabitants
implies the development of tourism activities in enclosed spaces	involves tourism activities in a natural environment
has a complex infrastructure	has a poorly developed infrastructure
develops national and international business	develops local, family-based businesses
includes a tourism activity in its own right	includes a tourism activity complementary to agricultural activities
allows the practice of alternative forms of tourism	is influenced by seasonality
allows the establishment of formal relations between tourist and host	allows for informal relations between the tourist and the host
implies the practice of professional management	involves amateur management

The sustainability of tourism and recreation operations can be assessed at four levels:

- the contribution of site activities to the sustainability of the local economy;
- the contribution to the improvement of non-tourism environmental objectives (sustainable forest management);
- the impact of the site's operation outside of it;
- the immediate impact of visitors on the tourist site.

It is important to note that international initiatives to encourage sustainable forest management must be interpreted at the local level by national bodies and the site manager with the involvement of stakeholders.

Some authors have summarised the situation in rural tourism worldwide in the following terms:

- The development of tourism in rural areas is often hampered by the social and economic situation in rural areas, which tends to create:

- either an elite that dominates community life, so that most locals have no experience or confidence in developing and running businesses;

- or a competitive market of small farmers, so that there is no tradition of cooperation, which is a barrier to the creation of meaningful partnerships in rural tourism;

There are often real problems in developing partnerships that bring together the public and private sectors. Neither seems to understand the other. The public sector finds the private sector fixated and short-term interested only in its own business, while the private sector finds the public sector bureaucratic and ignorant of the realities of business.

Conclusions: There is a lack of entrepreneurial skills in many rural areas, while depopulation has depleted many rural areas of their youngest and most dynamic community members, and it is not well defined: it is an umbrella term for a number of different types of tourism.

Rural areas face major challenges worldwide, although the nature of these challenges differs "both between developed and developing countries, and between individual countries".