

RESEARCH CONCERNING THE SUSTAINABLE DEVELOPMENT IN CARAȘOVA AREA, (CARAȘ -SEVERIN COUNTY)

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Abstract: Rural development is considered, in E.U., as the basic point of the Agricultural Community Policy, particularly from the point of view of labor occupancy. Thus, they aim at the implementation of an integrated policy of sustainable rural development that allows for the valorisation of all types of potential in rural areas. The analysis of agro-tourism concept shows that it is a complex entity. Therefore, to know this concept one should decompose and explain its component parts centring on rural household activities, agro-tourism ones. Agro-tourism means evaluation of natural landscape, lodging offers and services provided by rural households and agro-tourism farms with the aim of getting an income. Agro-tourist households get basic incomes from agricultural activities, while part of the incomes are from agro-tourist services. The coordinates of sustainable rural development should start from a triple analysis - economic, social, and ecological. Any action has its impact, therefore, it should define sustainable development strategies and policies.

Key words: sustainable development, agro-tourism, environmental protection.

INTRODUCTION

Rural space as a central point in the E.U. is considered a very important asset of the whole continental area, its development being beneficial for the whole of the Union. This area is more and more of the focus of specialists as environmental protection campaigns have shown the indestructible link between the two, harmony and balance in rural areas, implying also a proper protection for the environment. Nowadays, rural space is considered the most important human life and cultural reserve.

The coordinates of sustainable rural development should start from a triple analysis - economic, social, and ecological. Any action has its impact, therefore, it should define sustainable development strategies and policies.

Adopting good economic solutions can have negative social or ecological effects Practice has shown the importance of multi-disciplinary teams in decision making to avoid negative effects. In order to identify problems, resources, trends and needs, one should analyze sustainable development at every level.

Sustainable economic development should aim at achieving profitable actions. For most people in rural areas, farming is their basic activity focusing on all economic activities.

Sustainable ecological development should be mixed economic and social development and should avoid environmental degradation, as environmental protection should fit the principles of sustainable agriculture. There should be an optimal ratio between technologies, yields, and ecology. Sustainable social development should guarantee living conditions for all localities and regions.

MATERIAL AND METHODS

Natural touristic resources in the Carașova area are represented by the total of physical and geographical features that are able to appeal to potential tourists, thus ensuring tourist valorisation in the area. Natural tourist resources are of particular interest for the beginnings of tourism in an area and are the starting point for its valorisation, which should be ensured by building a proper technical and

material basis capable of guaranteeing tourists' needs. The mapping of the Caraşova area is based on the following criteria:

- ⊖ identification of plain, hill, and mountain areas;
- ⊖ assessment of natural and cultural assets;
- ⊖ access routes, accessibility;
- ⊖ tourist sites and their attractiveness index;
- ⊖ environmental pollution degree;
- ⊖ urbanizing degree, population, and human resources.

Analyzing the tourist potential in the Caraşova area, we managed to identify hill areas and two mountain areas as a prerequisite for developing the most tourist forms and especially agro-tourism.

We made a diagnostic analysis of potential (natural, social and geographic, cultural and historical, and economic) and we present in this paper the agro-tourist offer and favoring and restrictive elements in the development of agro-tourism.

After the diagnosis analysis and the SWOT analysis of agro-tourism potential we identified the following strategic objectives for the development of agro-tourism in Caraşova area:

- ⊖ the development of regional organizational conditions specialized in promotion agro-tourism and alternative tourism;
- ⊖ the official acknowledgment of areas with a rich tourist potential and the development of county cooperation with concrete responsibilities;
- ⊖ the union of efforts in consolidating forms representing genre offers, in which both owners and local councils play a role;
- ⊖ conservation and protection of the environment by taking all measures concerning meadows, water courses, forest limits etc .;
- ⊖ the mending and modernization of roads and equipment;
- ⊖ the setting of the population and the control of youth exodus;
- ⊖ the development of information and instruction of the rural population;
- ⊖ the protection, conservation and rehabilitation of natural heritage in areas of scientific interest and cultural and historical heritage.

The implementation of agro-tourism in the Caraşova area must respect the following elements:

- ⊖ agro-tourism programs;
- ⊖ proper management in organizing.

Agro-tourist network in the Banat area should be represented at three levels:

- ⊖ local (through economic agents);
- ⊖ area (through the Agro-tourist Agency);
- ⊖ national (through a dispatcher's office that centralize demand and offer and design national promotional programs).

These organizational levels in terms of agro-tourist activity correspond to the location:

- ⊖ at local level: accommodation, boarding and recreational activities;

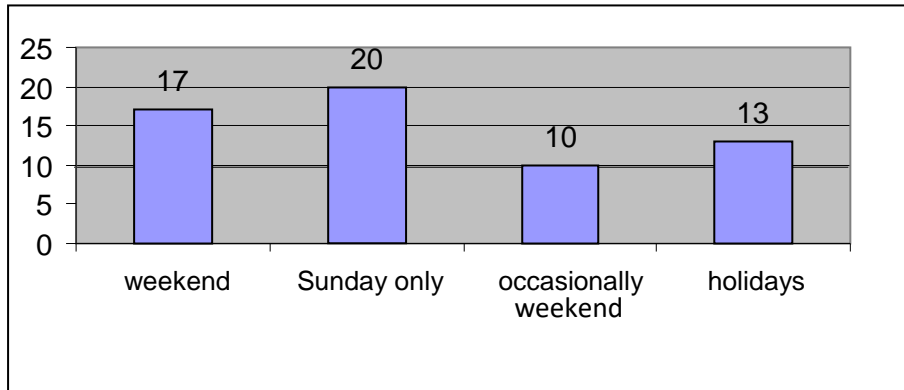
RESULTS AND DISCUSSIONS

The first aspect we had in mind was to establish the number of subjects to be surveyed so that the answers received were representative of the entire community under investigation. In determining the sample we considered that for the current level of interest in agro--tourism, the ratio of a tourist to fifty inhabitants can be considered representative as the loading level of the area. Do not forget that out of the total of ... households reviewed in the commune only a few dozen of them have or

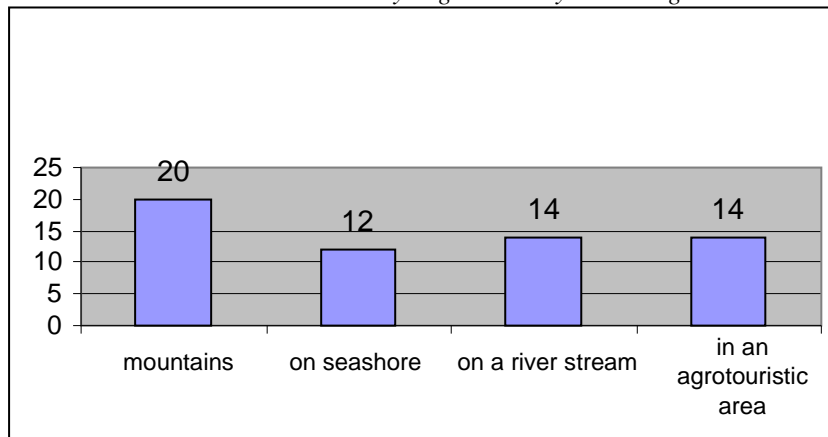
can have resources, which, by appropriate arrangements, could be transformed and classified into boarding houses.

Questionary – for tourists from Carasova area

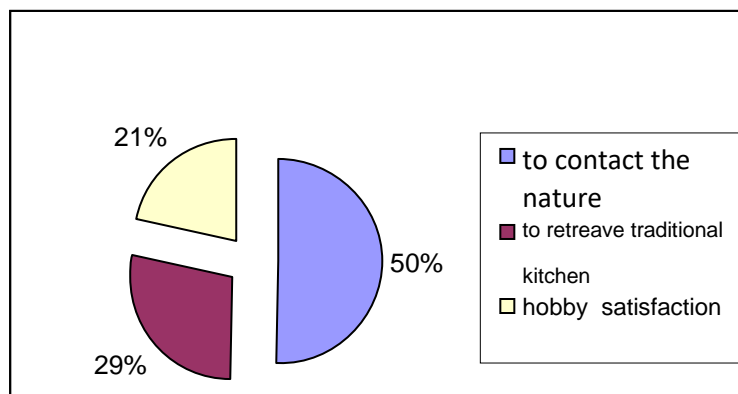
Do you have spare time?



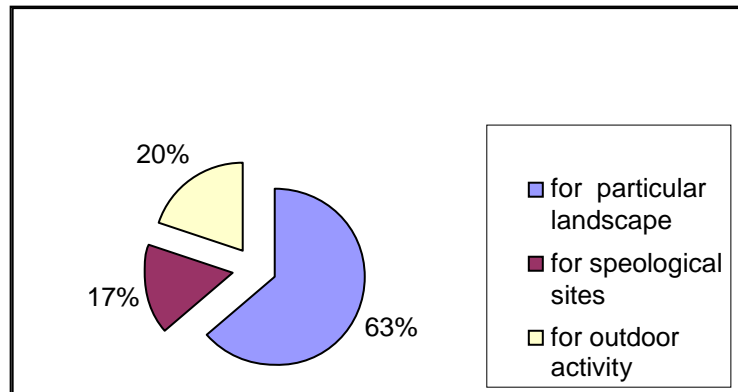
Where do you go outside yours village?



Which are the services that you expect from an agro-touristic offer?



Which are the reasons why would you choose this agro-touristic area to spend your holliday?



The existing legislation aimed at regulating the manner of affirming economically and socially the abovementioned attributes is still labile, busy in speech, and the administrative apparatus entrusted to manage it still does not function as it should. The suffocating bureaucracy and the corruption that accompanies them are generating suffocation, and it is often the case that it is abandoned. In this regard, we would recall the great difficulty of applying for credit for starting a business, especially those whose intentions concern agricultural activities and processing of plant and animal products. If we were to recall the origin of these difficulties, other than those of the harsh nature of legislation and bureaucracy, we would reach the same conclusion, previously set out, but a little different. It is fully justified to require that the applicant, in requesting any support, including the financial one, should formulate his claims in a concise, clear and argued way through simple and convincing calculations. In a few words, it's about learning how to work on projects.

CONCLUSIONS

As a result of our analysis of the Caraşova area, we recommend the constitution of a Local Agro-tourism Agency that represents the interests of the area on both national and international levels. This agency should help residents willing to practice this kind of business. It should be sustained through subscriptions from members practicing agro-tourism and their services provided by the Agency: management and international activities (speleology, mountain climbing, mountain biking, enduro-tourism), intermediation fees, fees for organizing training courses and sponsorship.

The local agro-tourism agency has formal registration of the Agency together with:

- identification of basic personnel.
- defining legal status, developing status, and legal registration; setting the offices after identifying a working area for the carefully selected staff (people trained through short training courses);
- defining short, medium and long-term agro-tourism programs; such a short-term program should aim at identifying agro-tourist dwellings, assessing the convenience, the tourist potential of the area, getting in touch with local administration;
- identifying financing needs for area development;
- identifying financing sources and choosing the optimal variant;
- assessing agency's budget for short, medium, and long-term;
- signing a contract between the agency and the touristy households in which to set the rights and obligations of the two parties;

- setting the agro-tourist network through identifying all households fit for business and tourist opportunities in the area, and developing an agro-tourist program;
- developing presentation and publicity materials together with developing a site-specific logo (such as "Holidays in the countryside");
- presenting agro-tourism offer on both national and international markets;
- development, together with specialized organisms, great scale activities.

Rural households have a lot to get from this local agency, especially as far as professional activity and agro-tourism management are concerned. Ensuring a greater flow of tourists, special offers, promoting new ideas can only become true if there is a unitary and coherent concept. Promoting and developing agro-tourism in the Banat area will result in an increase in the social and economic potential of the area, and through large scale agro-tourist activities villages in the area will be able to preserve their real value.

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