



Heritage as an Alternative Driver for Sustainable Development and Economic Recovery in South East Europe

Tourism opportunities for valorising the authentic traditional rural space-study case: Ampoi and Mures Valleys microregion, Alba County, Romania

Ionela Gavrilă-Paven^{a,*}

^a“1 Decembrie 1918” University of Alba Iulia, Romania

Abstract

Click here and insert your abstract text. This article is presenting a local initiative in Romania, Alba County, representing an association consisting of one town and ten villages, which tries to valorise the microregion potential in the framework of Leader approach. Analyze conducted in this article is focused on the touristic activity seen as an opportunity of stimulating economic development that offers an alternative to the agricultural dependence of the community. Rural tourism is an opportunity for valorising the natural framework, cosy accommodation and personalized touristic experiences. Leader approach is offering limited support for rural area in order to encourage cultural activities, architecture rehabilitation, valorising natural landscape and rural tourism. Rural tourism is an opportunity for valorising the natural landscape, history and culture of the Ampoi and Mureş Valleys Microregion, generating working places especially for women and making rural area more attractive for young people.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Scientific Committee of Heritage Sagittarius 2014.

Keywords: rural tourism, tourism opportunities, authentic traditions, touristic potential, Leader approach

1. Introduction

Rural areas in Europe are not in their original natural situation, these areas have been modified during centuries of agriculture practice. Agriculture has created the diversified environment in which communities are living. So, agricultures are administrating the rural areas in the benefit of entire community. Through their activity, agricultures

* Corresponding author. Tel.: + 40-745-927-639

E-mail address: ionelapaven@yahoo.com

are contributing to preservation of the soil, landscape and biodiversity of these areas. Unfortunately the economies are not offering rewards for these activities. So, their challenge is to produce food protecting the environment and biodiversity. Sustainable agriculture supposes to use carefully the natural resources in order to produce food and to assure the increase of the quality of life for the present and future generations. Thus, the agriculture is a seasonal activity that has to be completed with other economic activities that are generating incomes for rural areas inhabitants during the entire year. Such an opportunity is to combine the touristic activity with the agriculture specific of the rural areas and to offer a diversity of activities that tourists can do in these areas.

Thirty years ago, rural tourism was a new tendency with small impact in the entire touristic activity. However, nowadays this kind of tourism has a more significant role in its development. The rate of growth of tourist demand in rural areas, in the last 20 years, is deployed by region as follows: Europe 52%, Africa 8.1%, 4.1% Middle East, South Asia 9.4%, South East Asia and Pacific 10.8%, 5.4% North America and other parts of the world 4.3%. Everything points to the exceptional direction of European population towards these destinations (Stefanović, 2010, p.48). The market trends worldwide are in favor of rural tourism, which is also affirmed by the World Tourist Organization. Findings in the last 20 years show clear growth, and the biggest growth rate was registered in some Southern and Eastern countries, almost 25%. In Europe there are over 200.000 registered service providers and about 2.000.000 beds available. Number of people who are directly or indirectly employed in rural tourism is approximately 500.000. The annual tourist consumption in rural tourism is about 65 billion Euros. Almost 98% of all registered accommodation is in European Union countries (Radmilo Nikolić, Vidoje Stefanović, Nedžad Azemović, 2012).

2. Presenting a local initiative in Alba County, Romania: the Association representing the community of Ampoi and Mureş Valleys

In the last years, increased the efforts in valorizing the rural areas, expressed in a modification of relationship between country side and city, which can be appreciated in substitution of concepts as: old for antique, primitive for traditional. To have an interest for cultural heritage must be based on the three determinants: the conservation of authenticity, the defense of public goods and the value of patrimony as a factor of cultural rural development (Gabriela Antoşová, 2013). Romania is considered by both, Romanian and foreign specialists a country with tourist potential, which could compete with any other country in the world in what concerns the wealth of tourist resources (Nedelea, 2007; Gina-Ionela Butnaru, Florina-Iuliana Timu, 2011). According to the tourism development strategy, a quarter of Romania's surface is considered a true touristic heaven. A study realized by the Tourism Research Institute shows that more than half of Romania's surface has touristic potential. Romania is divided into three areas: the area of great value, with touristic potential; the area with high touristic potential, and the area with low touristic attractiveness. Consequently, 24% of the surface of the country is of high and great value of touristic potential. This category includes: the mountain and sub-mountain area from Carpathians and Apuseni Mountains, Maramureş, the Danube Delta and the coastal area. Thus, 34% of Romania's surface has an average touristic potential, including spa resources, museums, memorial houses and other historical areas, Someş Plateau, Târnave, Central Moldavia Plateau, or Dobrogea Plateau (Bedrule – Grigoruţă and Corodeanu, 2007). The area of Ampoi and Mureş Valleys represents a physical-geographical sub-unit of the Alba County, which overlaps two Romanian development regions (Center and West Regions). The area is a traditional rural space which includes Zlatna City, but its economic influence is reduced and surpassed by the influence of Alba Iulia and Sebeş Municipalities. The area benefits of natural touristic heritage (natural reservations, beautiful rural landscape) and anthropogenic touristic heritage (ecclesiastic architecture monuments such as monasteries and wooden churches, museums and memorial houses, various periodic events, festivals, local fairs). The association created as a partnership between public and private agents from the eleven localities which tries to valorize the area potential in the framework of Leader approach. This partnership aims to stimulate the entire community to cooperate and to valorize the local potential of the area (economic, social and touristic). The Leader approach is based on the involvement of the community in the development territory activities. Thus, the partners, that were not used to cooperate before, have to collaborate and to develop common projects and to support these projects in the future.

Leader approach offers a new opportunity for the development of rural communities through the organization of the Local Action Groups, which must consider the problems the territory faces, to define strategy, prioritize

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات