

# AGRITOURISM, ONE OF THE MAIN FACTORS IN SUSTAINABLE RURAL DEVELOPMENT IN NE REGION

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## Abstract

The paper describes the steps in projection of agri-tourism activity and presents several issues and opportunities that show the importance of agri-tourism activity as source of improvement the income of agricultural households. The aim of the paper is to present a general overview of the tourism in NE Region area regarding the tourist development, to show how the physical and economic-geographical factors were blended, to emphasize the geographical landscape evolution as a result of the interaction of the genetic factors, to highlight the positive and negative action of the human and tourism on the natural frame and to propose measures for systematization of the territory from the NE Region. The paper has a strongly pronounced conceptual, methodological character, contains arguments in favour of development of tourism; it has practical information for experts, for travelling companies and for development of positive image of Romania in the world; it contains a number of conclusions and recommendations for the development of tourism in NE region of Romania as a component part of European tourism. The main aim is to have tourism marketing alternatives in tourism activity regarding the objectives, targets and marketing mix programs.

In this paper we started from the premise that national and international tourism is a real chance of recovery sustainable economic growth, development of market economy in Romania and the achievement of EU integration program. We gave priority to special study of tourism development in this region of the country, transcending traditional boundaries, considering that our integration trends have increased chances when ordered border barriers are overcome. From the perspective of rural tourism and agri-tourism, NE region is of particular interest as it combines cultural and landscape qualities to be valued and protected. There are considered strategic points aimed at creating more attractions scattered in the region to attract tourists sensitive to culture and to promote the area properly. The strategy of tourism development, developed by us in the paper, aimed at maintaining a number of tourists allowed social and environmental limits, the creation of attractive tours covering entire area, an adequate promotion of the area. This paper attempts to highlight the region's agri- potential components of NE, in the current national and international context, when we became more and more aware that tourism should be turning the rural heritage of the Romanian village - mountain and sub-mountainous, unaltered and located in an unpolluted environment. Steps taken by our analysis shows that the level of detail can be in the multitude of economic and agricultural activities to ensure optimum exploitation of the potential.

**Key words:** tourism, region, development, opportunity strategy

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