

# CONTRIBUTION OF AGRITOURISM TO THE SUSTAINABLE DEVELOPMENT OF RURAL COMMUNITIES

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## **Abstract**

Agritourism encompasses a wide range of experiences and activities related to agriculture and rural life, offering real opportunities for rural development. The primary aim of this paper was to highlight the links that exist between agritourism and sustainability, based on a systematic review of the scientific literature. In this regard, all three dimensions of sustainability (economic, ecological and social) were considered. Numerous studies and researches have focused on the analysis of the effects generated by tourist activities on rural environment, their findings being essential for the management of tourist destinations and rural sustainability strategies. According to the specialized literature, the development of agritourism can have both negative and positive consequences. The contribution of agritourism to the sustainable development of rural communities may include several directions (job creation, additional source of income, environmental and cultural conservation, preservation of agricultural heritage, infrastructure improvement etc.). Achieving positive effects requires efficient planning, community involvement and responsible practices in agritourism management. Avoiding environmental degradation, overdevelopment and negative impact on local traditions and culture is essential for the rural sustainability.

**Key words:** agritourism, rural development, rural sustainability, impact of agritourism