



O NOUA ORIENTARE IN ACTIVITATEA DE TURISM RURAL - TRIPLA EFICIENTA NEW ORIENTATION IN THE BUSINESS OF RURAL TOURISM - TRIPLE EFFICIENCY

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The rural tourism directioned by triple efficiency principles means the simultaneous and equal realization of economic, social and ecologic efficiency in his specific activities. The rural tourism represents a system of actions and strategies which is able to solve into a successful equation the economic, social and ecologic problems of the traditional rural space. His transposal into practice requires several condition and measures on the "actors"involved pottentially or effectively in this important process.