



## Opportunities of rural economy - source of alternative income for Romanian rural population

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The development of rural economy represents the key of having alternative income for the population from rural communities in order to escape from poverty and in order to accelerate the social progress in the rural area. The concept of sustainable rural development is based on creating the proper conditions for the progress of various sectors and business environment and respecting the cultural and environmental values. This guarantees better living conditions for the rural population, while improved services and large investments leads to the development of economic and social functions. Alternative activities with economic, social and cultural impact, providers of jobs and incomes are: the development of agro tourism and rural tourism, processing and promoting foodstuff, local traditional drinks, ecological foodstuff, handicraft and silviculture.