



The development of agrotourism in the mountain area - A tendency of the future in promotion of the roumanian mountain zones

HONȚUȘ C. Adelaida - USAMV București

Indeed, today we can no longer speak of a rural economy based solely on agriculture. The general process of integrating all economic branches determined essential changes in the structure of rural economies, in the life of villages and of the inhabitants thereof. Therefore, modifications of conceptions, of directing efforts towards excessive technologization of a human way of being characterized by intensive power consumption and other material values usually scathed away, are necessary," in view of reaching more balanced life forms, rhythms and tendencies, a wiser management and the use of resources which are less prone to exhaustion, of recyclable energies which can long and successfully be used." Among the numerous activities which are developed at present in the rural areas, especially in the mountain areas, tourism represents an important position with a tendency of extension and depth. It is generated by numerous specific resources beginning with the exceptional natural landscape from various areas which in their turn present a large variety of mineral waters and thermal springs, historical sites, traditional architectonic monuments, customs and crafts, local traditional dress, especially attractive flora and fauna rich folklore etc. Rural tourism represents moreover, a way of maintaining the populations in the least favored areas, it stimulates artisan rural economy, ensures the preservation and the protection of the rural environment etc. The work refers to mountain touring zone Almașu Mare - Alba, li presents on organized case a "Agrotouristic pension", where the tourists benefit by board and lodging. The work emphasezes the possibilities of fitting out, the expenses and the revenues, from which result a substantial profit.