



The social-economic effects of development the agrotouristic activity in rural area

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The initiation and the progress of the agrotouristic activity at the level of one pension had as a main economic effect the accumulation of extra income, as the analysis of the activity. The level of these incomes is high considering the fact that the process started approximately one year ago and that the promotion of the activity should be more intense. Analyzing the positive economic effects which have occurred as a result of the agrotouristic activity at the pension „Poiana” and the fact that this process will developed in the future if the management is effective, the economic effects will intensify – we can certainly say that agrotourism can be a sure way to balance back the decline of rural pensions situated in areas with touristic potential. The effects of the agrotouristic activity development at the pension „Poiana” manifests not only economically, but socially as well, being more difficult to quantify. Through this activity a direct contact between tourists and the local population is created, ensuring a better possibility to encounter new cultures and opinions. Knowledge spreads not only among those who practice agrotourism at the pension „Poiana”, but also among the local dwellers with whom the tourists get in contact during their holiday and for the latter as well. Furthermore it is suitable for establishing friendly relations and preserving the local traditions, making culture and the society of Dorna a permanency. Thus harmony between authentic and modern is created, putting textures and traditional carpets next to a computer. Tradition is kept, but modern is kept, but modern is not ignored. The initiation of agro tourism activity at the pension „Poiana” implied assimilation of new knowledge regarding a new domain, the family accumulation, during the process, professional experience in other areas than agriculture or leather manufacture (already known and exploited). This was the framework of knowledge and communication is emphasized and other ways, a favorable image to the area.