



Study and research on the development and promotion of rural tourism and agrotourism in Brașov

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In the contemporary world, tourism is undoubtedly one of the dominant phenomena, one of the most profitable segments in the world's economy through its remarkable dynamics, multiple motivations, and high diversity. In Romania, rural tourism has always been practised, although spontaneously, sporadically, casually and especially in unorganized forms. Its actual manifestation was recorded in the 1920s-30s, as accommodation provided to the occasional visitors of some rural settlements. Starting with the year 1990, the interest in rural tourism is revived. Numerous associations and bodies are established whose objectives are to promote and develop rural tourism. Among them, the Romanian Federation for Mountain Development (1990) aims at promoting, under any form, the inhabitants of the mountains. Including by promoting, organizing, and developing agrotourism. The Federation was followed by the Romanian Agency for Agrotourism (1995), aimed at introducing Romanian agrotourism into the international system, and the National Association for Ecological and Cultural Rural Tourism (ANTREC) – 1994, member of the European Federation of Rural (EUROGITES), etc.