



The role of career counseling in the development of rural entrepreneurship

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Counseling services and career guidance have evolved significantly in the industrial, post-industrial and information from several points of view – in what concerns the organization, methods, structure, policies and practices, considered resources and available occupational structures. Moreover, educational and vocational counseling and guidance support individuals to build their own careers and thereby, helps in conceiving an optimal path in life.

Currently, career counseling must meet the following categories of new situations and challenges: the globalization

labor market, the extend of market economy in most of world's countries, organizational transformation of the workplace growing importance of knowledge, communication skills - not only verbal ones, but also the use of advanced information technologies, progressive learning, demographic growth and rising unemployment, the implementation of the women emancipation, migration and border mobility for labor, and recently, the implementation of new government regarding the overcoming of the current crisis. These issues have already made considerable changes considering expectations, micro and macro structures, and the task of counseling and vocational guidance is to properly impact, to understand the phenomena in progress and to support individuals as they adapt to new challenges.

This paper aims to show the role of guidance counselors in the development of rural entrepreneurship. The target group mainly consists of youth from rural area. Research methods used: questionnaire, focus group, case study.