

## **THE DEVELOPMENT AND DIVERSIFICATION OF THE RURAL ECONOMY BY FINANCING THE TOURISM PROJECTS**

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### **Abstract**

By this paper we plan to reconsider the touristic values by multiple perspective - economic, social, ecological - given that at national level were implemented many projects in the tourism area, some of which are strategic and of very large amplitude, with significant impact on the economic development in the rural areas. To this end, we take into account the issue of the rural economy development through value awareness and highlighting the programs for financing the tourism projects in the last 10 years for the North-East Development Region. The research, theoretical-empirical, is based on thematic description, analysis and synthesis. It considers the basic indicators of the rural economy development for the analyzed region and it concludes about the progresses obtained towards the diversification of the rural economy and the tourism contribution to this progress. The main result of the paper is highlighted by a dashboard built on the basis of the indicators that allow the quantification of the progress obtained in the rural areas through the economic diversification determined by projects funded in tourism. A main conclusion of the study is that, undoubtedly, a tourism project is a notable determinant of the economic development, with multiplier effects beneficial to the rural environment where was implemented.

**Key words:** rural economy, tourism, financing, projects