

THE LINK BETWEEN LOCAL AND GLOBAL MANAGEMENT IN THE RURAL TOURISM

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Abstract:

The process of globalization and of lasting tourism's development aims at the touristy activities placed under the influence of ecology and of reasonable use of resources.

At a nation-wide level it is necessary to apply a rural development policy, capable of stimulating the efforts undertaken to bring Romanian villages out of their isolation, to establish regulations allowing for their use, as well as to create institutions functioning for the same purpose, and last but not least, to secure the existence of funds appropriated for the desired goal.

The role of global management is to gather all individual initiatives in order to channel them towards national and international networks, to ensure their accomplishment at easily accessible standards, both as to how they can be run and for the rural tourist offer.

Keywords: *rural tourist product, the rural tourist offer, development principles, European Tourist Market, global management.*

JEL Classification: L83, R11

1. RURAL TOURISM IN THE VIEW OF LASTING DEVELOPMENT

The social-economic national development strategy on medium term regards tourism as a priority sector, being considered that it is capable of contributing with an important weight in Romania's launching and economic straightening.

Together with the urban crowding, another step in the process of durable development of the tourism includes the growth of the leisure time, the increase of the individual's incomes and the increase of the knowledge and education level. The reform of the educational system, of the technical-informational process and last but not least, the media "explosion" are the factors that have lifted up the level of education and knowledge of the population, which tend to spend more of their leisure time in another way.

In this context, the ecological tourism has deeper capacities, its contribution to a long-term development being unquestionable. This kind of tourism goes along with the rural one, considered to be a new form of tourism, which, nowadays, develops in the same framework, viewing the development of the touristy activities in accordance with the protection and the preservation of the environment, of the social-economic, historical-cultural traditions.

The tourism has reached a contour through the practicing of rural tourism, this new type, being adequate to the current modern age, and implicitly to the process of globalization. The rural tourism takes place in an environment that is relatively unpolluted, undisturbed and inhabited by traditional communities, satisfying multiple needs:

- the need of "escape" for the diminishing of the tension estate, this being accompanied by the active or passive participation at different touristy activities.
- the need to maintain and rebuild the health
- the need of belonging and love
- the need of knowing/learning and education

- the need connected to the desire to visit relatives and friends
- the need of beautiful and new, etc.

Schematically, the fundamental elements that form the premises of the appearance and development of rural tourism may be presented as follows (figure 1).

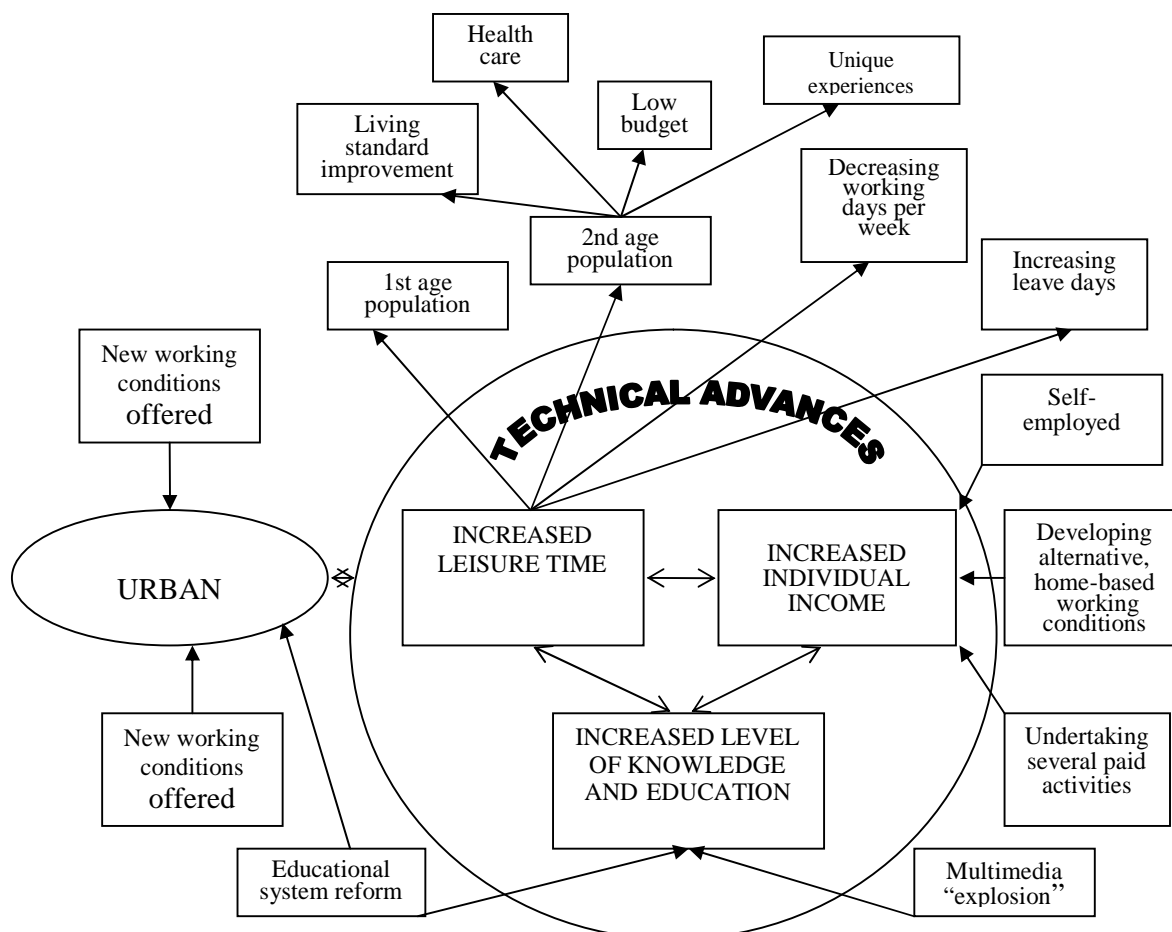


Figure no. 1 - The fundamental elements making up the premises underlying the emergence and development of rural tourism

The structural and functional relationships that are manifesting currently in Romania are taken into consideration in the durable development and globalization, established at a national and international level.

Regarding this aspect, the development of the tourism in the Romanian rural area was approached by three specialists from the following points of view:

1. – from the perspective of the agricultural exploitation system – family;
2. – under the aspect of the search for the professional identity in the rural environment;
3. – from the point of view of the economical-social relationships in the rural environment

These are considered to be motivational trends for learning more about the rural tourism activity, based on the premises of some remarkable possibilities, in Romania, to put into action this type of tourism, argued through the presence of the natural and anthropic resources in a rural

Romanian area with multiple ethno folkloric traditions, cultural -historical monuments, museums etc.

2. THE ASPECTS REGARDING THE INTERMINGLING OF LOCAL AND GLOBAL MANAGEMENT

Traditional Romanian hospitality, a specific brand of the Romanian farmer, becomes the offer of rural tourism, in conditions of channelling it towards upgrading farmers' households in order to reach the stage in which they become carriers of commercial offers.

It has to allow for services rendered both for obtaining income, which partially is being reinvested for development purposes, and for augmenting offered services.

Each household owner should be given assistance and help to get license for his home to be capable of rendering tourist services, thus conveying him the right to be placed on the data bank and implicitly on the rural tourist network, in this way becoming known.

From the economic and social point of view, the managerial structure and technique should be created to supervise the preparations of the commercial offer of the households. It is necessary to secure relations between the rural tourist offer and tourists –as consumers of the rural tourist programmes.

The detailed activities for preparing rural tourist products at all levels, for preparing the households and business agents, can not be carried into practice unless the existence of a functional, both local and global management.

The intermingling of local and global management is presented in detail through their components, as a management of rural tourism in diagram no.2:

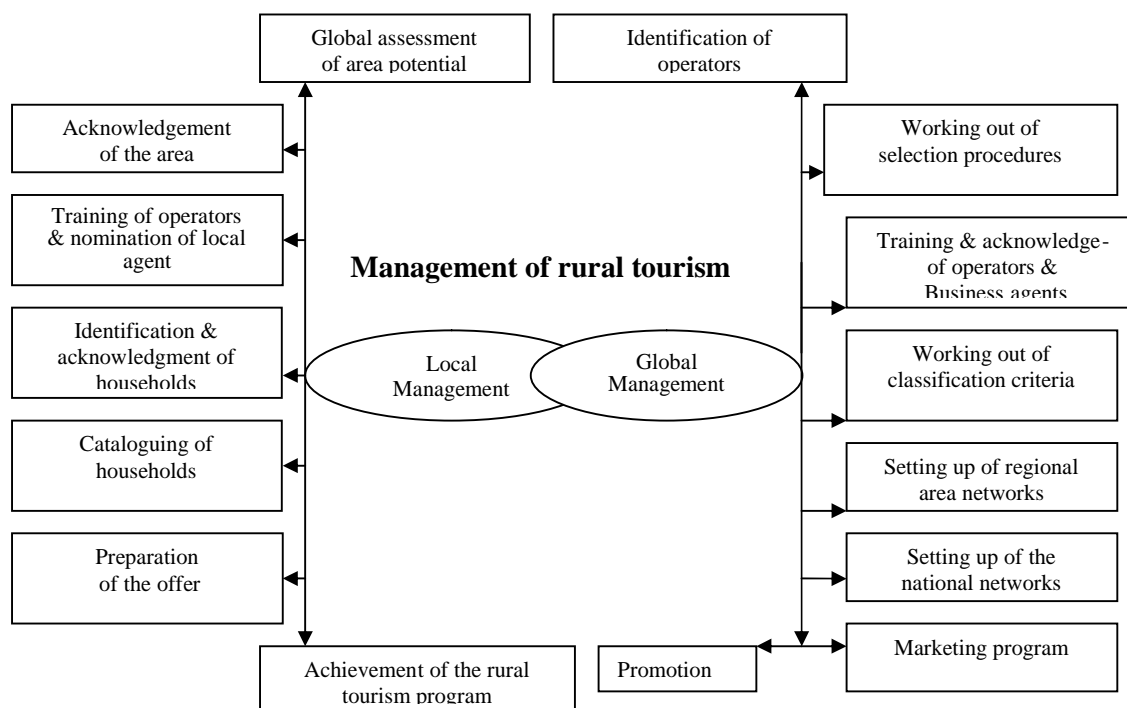


Figure no. 2 - Basic Components of Rural Tourism Management

The way of identifying the rural tourist potential under all its aspects should be taken into account, and this potential should harmoniously gather and blend natural, material and cultural factors, both from the point of view of the host and from that of the tourist. To harmonize these

resources, to begin with, it is necessary to identify and test the person who has a minimum of qualities and necessary knowledge, which implicitly will be trained, becoming that factor to take action and prepare the local rural tourist potential.

Assessment of the rural tourism potential is being done through “agreeing” with the area from the point of view of a minimum infrastructure, of a built framework that is harmoniously matching with the landscape, of the possibilities to identify and achieve leisure and pleasure programmes, which should enliven trades and crafts that will become elements of attraction for the tourists.

The local agent, trained and acknowledged, has thus turned to carrying out activities as part of agencies or organizations in the purpose of connecting the area to the national and international network.

In order to facilitate correspondence with the domestic and foreign partners, at all levels, horizontally and vertically, it is necessary to adopt certain standards as to the assessment criteria, the way of advertising, the signs used etc.

Rural tourism is one of the development solutions for the entire countryside. Its appearance and layout within the village environment offers new income sources to the population, particularly when the area has a special potential, human resources of real quality, as well as an adequate infrastructure.

The expected success can be achieved by an over-all development of the rural environment, against a moderate increase in time and to the benefit of the rural area, since a rapid or disorderly development of rural tourism can spoil the environment, and may lead to the background of the local population being affected. Moreover the local population should be socially and professionally prepared for tourist activities, and through market feasibility studies, the food output should be organized by complying with request, as well as through tourist motivation. Thus, rural tourism can be associated to the over-all tourist activities of the area, as well as within the integrated regional policy.

3. CONCLUSIONS

Satisfying the society's needs, the population's material and spiritual needs, are constituent elements of the political-economical-social objective that must be kept in mind in the current phase.

The need of coordinating the efforts, both on a regional and on a national level for the accomplishment of great projects in the infrastructure area, especially transportation and communication, is being correlated with the process of arranging the territory, which supposes the coordination of all the projects with special implications, and solving possible conflicts appeared in this context by profound changes. The overall layout targeted to establish a pattern of evaluation and of hierarchy in order to identify the most suitable and efficient ways of valuing the touristy patrimony by using a multi-criteria analysis of delimiting the tourist regions accompanied by the shaping of the priority actions for every case in particular.

The application of the projects for a long-term development of tourism starts from the early stages which deal with the projection and the construction of the technical -material base, with the purpose of harmonizing with the environment, the local community or other sectors of the economy, and continues during the development of the touristy activities.

The stages of the project development can and must be supervised and stimulated by the authorized departments, which have also the capacity to establish strategies concerning solutions for the deficiencies occurring during the development.

The application of these criteria for a long-term touristy development is inevitably accompanied by the appearance of certain concepts which are specific for the creation of the programs which approach explicitly the space problems of the economies and the local communities. Thus, it is mentioned the development of a process of gradual application of the measures which are imperative in the direction of protecting the touristy potential and preventing its degradation, exploiting scientifically and rationally the touristy resources in such a way, that the level of exploitation would not exceed the level of their re cycling and regeneration, and the

intensity of their direct and indirect relations between tourism and the environmental factors would not exceed the limits of the touristy reception capacity.

Contributing directly and indirectly to the growth and assuring of the life quality, the rural tourism with adequate tourist services determines parts of the economical -social and political life.

The premises of the globalization process realization in rural touristy services have required mechanisms that include privatization, the de-regulation of the tertiary sector, and also the liberalization of prices and international services trading.

The centre of the globalization process in services is constituted by the cooperation agreements in the field of information and promotion, commercialization and distribution.

The globalization of the rural tourism, generated by the utilization of the modern technologies, determined a quantity growth as well as a quality jump in the evolution of the rural touristy services.

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