

THE IMPLICATIONS OF TOURIST ACTIVITIES IN THE DEVELOPMENT OF THE ROMANIAN RURAL SPACE

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Rural tourism represents a way that can save agriculture and cultural heritage, being an activity on the rise, with a positive impact on local development. The decrease of interest in traditional agricultural activities, the migration or permanent abandonment of rural areas and the increase in the aging of the population, problems related to infrastructure and the absence of services are the major aspects that mark many rural areas at the present time. The rural area can provide the necessary resources for the development of tourism activities, these activities can be the answer to some of the problems they face. The emergence of tourism as a way of exploiting the resources of the rural space represented an adjunct in the revitalization of the economies of these areas. The different forms of rural tourism could contribute to the sustainable capitalization of existing resources in the rural environment, thus supporting the desired goal: that of sustainable local and regional development, maintaining the natural, cultural and social diversity of the rural environment, while at the same time supporting the integration of services in supporting the community economy. Through the lens of tourist activities carried out in the rural environment, the connection between the rural and the urban environment is favoured, this aspect leading to an improvement in the quality of life because of the change in mentality, with a favourable impact on its cultural viability: reducing the rural-urban exodus, ensuring jobs, supporting investments in the countryside and improving rural infrastructure.