

## AGROTOURISM – CHANCE FOR ECONOMIC DEVELOPMENT OF ROMANIA

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### *Abstract*

*Agrotourism represents the most important way for developing the rural area, generating income and creating jobs. The aim of the paper is to analyze the economic importance of tourism and agro-tourism, between the periods 2001 – 2011, for the top 10 leading countries by tourism receipts, according to Data World Bank: USA, China, Germany, France, England, Italy, Spain, Australia, Turkey and Austria, plus the main countries with which Romania is in competition, Hungary and Bulgaria, by the contribution of tourism and agro-tourism sector in accomplishment of GDP, by average made on the analyzed period and by annual growth rate, analyze that place Romania on the position 150 of 176 countries surveyed with an annual growth rate of 1.52% from GDP.*

*Key words:* agrotourism, annual growth rate, tourism, GDP

### INTRODUCTION

Worldwide, all rural areas face problems of population decline and profound economic changes, over a century of industrialization and urbanization trends have changed a strong economic position of rural society but in the last 50 years, we are witnessing an intensification of these trends.

The evolution of international tourism is characterized by increasing trend, influenced by a number of socio-economic, demographic and policy.

Tourism receipts grew more pronounced than that of arrivals growth is due in the first inflationary phenomenon, characterized also a number of other factors such as increased length of stay, spending on tourism activity, also increased the length of travel. From 1950 to the present, international tourism receipts have risen significantly. During 1950 - 1990, revenue increased over 600-fold, from \$ 2.1 billion in 1950, representing the 80's U.S. \$ 277 billion and in 1990 the amount increased revenues reaching 435 billion US dollars.

Currently, despite the economic constraints that we faced in 2012, tourism revenues increased to as much as arrivals. Also, in the world of international tourism 2011 receipts

increased compared with 2010, reaching an estimated worldwide U.S. \$ 1.256 billion or 987 billion according to data provided by the World Bank.

Travel through the economic activity it produces is considered one of the most dynamic and future development areas.

Revenues from exports of services, investment and their multiplier effect, create new jobs and so on, are considered direct and indirect economic impacts caused by tourism activity. Viewed in relation to the national economy, tourism acts as a stimulating element of global economic and social system. Conducting tourism requires a specific request for goods and services, leading to greater demand within their production. Under these conditions, the main arguments that determine the need to develop tourism, resulting in the following:

- tourism is practically inexhaustible resources,
- tourism is one of the economic sectors with real prospects for long-term development;
- comprehensive exploitation and utilization of tourism resources accompanied by effective promotion on foreign markets can be a source of increasing foreign exchange earnings, contributing to a favorable balance of payments;
- tourism is a reliable labor market and the

redistribution of the unemployed from other sectors heavily restructured;

-tourism, through its multiplier effect acts as an activator element of the system global economy, generating an application specific goods and services that involve a their growth in production, thus contributing to diversification of the sectors of the national economy;

-harmonious development of agrotourism on the whole territory of economic growth and social and reducing the gaps between different areas, representing a source important to increase household income.

-agrotourism is a means of developing rural areas by expanding supply specific and job creation in rural areas other than traditional improving living conditions and increasing the income of the local population;

-diversification of local industry by supporting the establishment of SME's; agrotourism - related development of clean industries and consumer goods (handicrafts, furniture, leather).

-while respecting and promoting the principles of sustainable development, agrotourism is a means of protection, conservation and recovery of the potential cultural, historical and architectural heritage of country folk;

-by adopting a strategy for sustainable agrotourism development and enforcement of environmental protection measures, the fundamental values of human existence (water, air, flora, fauna, ecosystems, etc..), while tourism has an ecological vocation;

-occurs in social tourism as a means of educating and actively raising training and civilization of the people, having an important role in people's leisure use.

- promotion of exports, subject to capacity building of the Romanian industry to export to international markets.

Tourism is now the main accelerator of development of global processes of economic, social and cultural and, according to the World Tourism Organization, tourism ranks first in world trade and in providing export earnings.

## MATERIALS AND METHODS

Looking on worldwide tourism and agrotourism, for the case of the top 10 countries by tourism receipts: USA, China, Germany, France, England, Italy, Spain, Australia, Turkey and Austria, plus the main countries with Romania is in competition, Hungary and Bulgaria, we have analyze for the period of eleven years, 2001- 2011, the contribution of tourism and agro-tourism sector in accomplishment of GDP, by average made on the analyzed period  $(x) = \sum (x) / N$ , where  $x$  is the number of productions years and years and by fixed base index method, based chained, the annual growth rate and trend equations,

Annual growth rate =

$$r_{2001-2011} = \sqrt[11]{\prod (p_1/p_0)} - 1$$

Where:  $r_{2001-2011}$  = average annual growth rate;  $\prod p_1/p_0$  = growth indicators linked.

## RESULTS AND DISCUSSIONS

According to the Data World Bank, worldwide, the average recorded in tourism receipts are 1.80% of global GDP, annual growth for the period 2001-2011 is positive but very low, only 0.24%. The ASEM contribution to GDP that tourism has differed between states, depending on the level of development and also, the economic structure of the countries.

The main countries analyzed are the top 10 countries that have experienced the highest grossing tour in the 2001-2011 periods to which we added Hungary and Bulgaria, considered as the main countries with which we are in competition, and Romania.

In most countries around the world, agrotourism is in an uptrend. Start the analysis is given by the United States, the country which is on the first position on the receipts from tourism receipts instead contribution to achieving the GDP is only 1.06% below the average global positioning itself in the overall standings at 151 out of a total of 176 participants in the study with an annual growth rate of 1.52%. Follow China which

ranks 145 with a contribution to GDP of 1.17% and the lowest growth rate, a negative of -6.55%. Germany on 134, with 1.42%, France at position 102 with a contribution to GDP of 2.48% England ranks 119 with 1.75% of GDP, being closer to the world average, registering a growth rate positive. Italy ranks 111 with a contribution to the GDP than the world average being 2.15% annual rate in return is negative, -1.46%. Spain, with a significant contribution achievement of GDP, 4.70%, ranks 63, the annual growth rate is -1.93% exchanges.

Australia ranks 90 with a contribution of 3.04% and a negative rate of -3.05%. Turkey contributes to the achievement of 3.99% of

GDP, well above the world average in parts; the growth is -3.44, standing in position 72. Receipts from tourism in Austria, have a good contribution to the achievement of the GDP by 5.79% but with a negative growth rate (-1.11). Being in position 150, revenue from tourism in Romania's case is only 1.08% below the world average but with a positive growth rate of 0.52%. Hungary ranks 55 with a contribution of 5.02% but with a negative growth rate of -4.63% as large. Past 11 years seem to have been a good omen that Bulgaria ranks 29 with a contribution of 9.49% and an annual growth rate of -0.67%.

Table 1. Evolution of GDP contribution of tourism income averaged over the period 2001-2011

Place in the world	Country	Years						Average		Average annual growth
		2001	2007	2008	2009	2010	2011	%	%	
	UM	%	%	%	%	%	%	%	%	%
	World	1.75	1.87	1.88	1.78	1.77	1.79	1.80	100	0.24
151	USA	1.07	1.06	1.20	1.08	1.15	1.24	1.06	59	1.52
145	China	1.43	1.18	0.98	0.85	0.85	0.73	1.17	65	-6.55
134	Germany	1.29	1.48	1.47	1.44	1.50	1.48	1.42	79	1.44
102	France	2.87	2.47	2.39	2.25	2.21	2.35	2.48	138	-1.97
119	England	1.78	1.71	1.75	1.77	1.81	1.88	1.75	97	0.54
111	Italy	2.40	2.17	2.11	1.99	1.96	2.07	2.15	120	-1.46
63	Spain	5.56	4.51	4.42	4.10	4.28	4.57	4.70	261	-1.93
90	Australia	3.38	3.01	2.69	3.04	2.84	2.48	3.04	169	-3.05
72	Turkey	5.14	3.20	3.43	4.00	3.39	3.62	3.99	222	-3.44
48	Austria	6.01	5.62	5.88	5.53	5.55	5.37	5.79	322	-1.11
150	Romania	1.04	1.22	1.28	1.03	0.99	1.10	1.08	60	0.52
55	Hungary	7.95	4.14	4.61	5.32	4.93	4.95	5.02	279	-4.63
29	Bulgaria	9.10	9.93	9.36	8.80	8.45	8.51	9.49	528	-0.67

After we had presented the situation in the Table 1.1., we can divide the 13 countries into two categories: I - those recorded during 2001-2011 a positive annual growth rate which includes USA, Germany, England and Romania and second, the countries that have experienced a rate negative annual growth: China, France, Italy, Spain, Australia, Turkey, Austria, Hungary and Bulgaria (Table 1).

## CONCLUSIONS

For Romania, considered as a country with great agro-tourism potential of receipt, the conclusions drawn from the analysis of the evolution of tourism in the world have a special significance, serving the tourism industry development orientation, based on an appropriate investment policy and diversification continue and specialized

services to potential tourists. From evolution to date of international tourism is on the following specific aspects of application services:

- Continuous development trend upward, which after all prerequisites will be long-lasting, even in light of the growth rates are likely to be slower than those recorded in the last decade;
- Diversification continuous demand as a consequence of evolutionary preferences of tourists and change age categories, on the one hand and the transformation of tourism into a full-table, on the other hand;
- Is recorded considerable differences from one country to another and from one geographic area to another pace of tourism development. Regarding the share of different geographical regions in international tourist traffic, there is a high concentration in terms of both receiving countries, and especially of the sending countries, Europe is in first place;
- The fastest pace of growth in tourist arrivals were recorded, since 1960, the countries of Europe, including Romania.

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