

ENTERTAINMENT SERVICES IN RURAL AREAS – PART OF TOURISM ACTIVITIES

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Abstract

The work aims to highlight the niche forms of tourism (active tourism and ecotourism), showing similarities and differences between them. However it argues the need to introduce the occupation of rural tourism entertainer, showing the main tasks incumbent upon it to organize leisure tourists. The research was conducted by studying the latest articles in the field and by consulting specific websites.

Key words: entertainment services, Romania, rural areas, tourism

INTRODUCTION

Sport and tourism, two vital forces in the service of mutual understanding, culture and developing countries contribute to enhancing relations between people and between nations, relationships that when they are cordial and mutually respectful, is an open door to peace and harmonious coexistence.

Over time there have been various concepts that have defined the sport and tourist activities. Now, at the beginning of the millennium, the spread throughout the world of different sports and tourism, made these terms to be understood interchangeably: movement.

Active tourism is an ideal means to both preventive and curative health preservation and is a school, sometimes rough, which requires: discipline, courage, dedication and team spirit. Respect the equality, the right to participation and free speech, claiming winning mentality, team spirit, friendship and consideration for others, valuing the education phenomenon, the diversity and competitiveness.

Among the forms of tourism that are best suited to rural are we mention active tourism and ecotourism.

MATERIALS AND METHODS

The methods used in this work are: documented study, theoretical analysis and synthesis of information. Theoretical documentation sought to identify and review the state of knowledge in the field of active tourism, as a form of spending free time in the rural area.

RESULTS AND DISCUSSIONS

Active tourism is a new travel philosophy that combines adventure, ecotourism and cultural aspects of a journey of discovery. Active tourism aims to combine recreation and education and brings benefits to both tourists and visited areas.

Active tourism and ecotourism have many common aspects and also intersect in some with adventure tourism activities. There are many aspects in common between all forms of tourism mentioned, but there are major differences. The active tourism can be defined as a form of tourism that involves traveling to areas that require protection in the preservation of biodiversity, including important elements of recreation and education, respect and contemplation, action, exercise and active involvement in the company a local expert, a guide with specific training. [8]

Active tourism consists of sports in rural context, with the basic principles: high

quality, responsible attitude and sustainable management that makes that activity compatible with the context in which it is deployed. This concept is opposed to 'passive' tourism, represented by mass tourism and other practices deemed to affect the environment and local culture.

Interconnected with ecotourism, ecological tourism and adventure tourism, active tourism adds cultural interests related to history, art, crafts and architecture. Among the main specific activities include: air activities (paragliding), terrestrial activities (biking, horseback riding, trekking, also known as mountain hiking, climbing, Nordic walking, flying fox), water activities (kayaking, canoeing, rafting and skiing) and snow activities (skiing, snowboarding, mushing and snowshoeing). This tour requires (as its name suggests) the active involvement of visitors, both physically and emotionally. [10]

Tourists must interact with the environment and culture of the place, to learn from them and respect them. [1]

Ecotourism [4] is a form of tourism involving visiting fragile natural areas, clean, relatively undisturbed, with a reduced negative impact and is a small alternative to mass tourism. Its purpose would be to educate travelers, to provide funds for ecological conservation, to directly benefit the development and political empowerment of local communities, and to promote respect for different cultures and human rights. Ecotourism focuses on social tourism, responsible, personal development, and environmental sustainability. [5, 6]

Ecotourism typically involves travel to destinations where flora, fauna and cultural heritage are the prime attractions.

Ecotourism is intended to offer tourists insight into the impact of humans on the environment and to promote a greater appreciation of our natural habitats. [9, 10].

Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of energy

efficiency, water conservation, and creating opportunities for local communities.

In addition, there are also other forms of tourism: green, agrotourism, farm and forest tourism. [3]

Another classification of different forms of tourism [11, 12] shows that depending on the motivation of travel, we can distinguish the following types of tourist traffic: leisure tourism is a frequent form, providing a good opportunity to know new places, history and customs, in this regard, it interferes with the so-called cultural tourism; tourism leisure and recreation has a less dynamic, stay slightly longer tied to a particular location, specific, tourism therapy and spa treatment is a specific form of leisure tourism which has grown so large not because of a desire to prevent certain diseases, and especially, increasing burnout and illness caused by the pace of modern life.

Therefore, it involves more than some resorts known for their therapeutic mineral, thermal waters, for sludge, situated in a climate of mercy; active tourism is another form of movement very favored by certain categories of the population. Basically he can cover all types of sports, from water and skiing to climbing, hunting, fishing; scientific tourism is referring to occasional participation in congresses, visiting some industrial, agricultural areas of hydropower objectives. From a scientific point of view of special interest is the visiting caves, nature reserves, nature monuments, tourism shopping, caused by occasional travel to other locations (countries) to purchase products on terms more favorable than those offered local (national) or products that are not offered by the local market.

Most of these forms of tourism require an animator to coordinate the spare time of tourists.

In our view, the animator of the rural touristic pensions is the person responsible within groups of tourists, especially young people, to whom it proposes to spare time activities, games, manual activities, outputs, facilitating relationships between members of a group, emulation, arousing interest etc.

Animator missions are: [13]

- Ensures the security of participants in activities
- Stimulates voluntary participation in activities, conduces animation activities and develops positive behavior of participants
- Manages the daily time of tourists
- Develops draft board stay for tourists
- Develops specific activities
- Sets objectives and teamwork activity
- Contents design activities during the stay and sets out the types of animation activities
- Develops the materials needed to conduct the activities and spaces arranged for their ongoing
- Monitors the respect for the lifestyle of participants and evaluates group work
- Establishes and provides the necessary material resources for the stay.
- Identifies the location and environment particularities
- Promotes projects and activities of the organizer and of the location.

In implementing the program and supply for tourism activity must see the following aspects:

- establish the itinerary based on the time allocated to that activity and the steps to the pursued objectives;
- establishing the itinerary should take into account the attractiveness of tourist objectives and target at least 1-3 major goals per day;
- trips have to vary greatly depending on the traveling mode
- route planning has to be done according to the accommodation and supplying, which have to be fully known before leaving for the trip;
- establishment of leisure as a supplement is essential for tourist programs ;
- any tourism program should not be a race between objectives and therefore should be established early on leisure.

When organizing an active type activities organizer, guide or animator is: [2]

- ensuring the achievement of program objectives (must respect the budget allocated for each tourist in part, depending on circumstances that may occur;
- tourist activities performed outside the program-they are done according to the

objectives expressed by clients or personal organizer proposals, but in full agreement with the tourists, without disturbing the original program, the organizer of the activity is one that resolves the crisis promptly and in the interest of tourists and provides a daily program of tourist by observing the time spent by tourists for each activity;

-activity organizer must be able to provide information on: location and characteristics of the desired objective, to capture the attention of the tourist or group of tourists, to stimulate interest and offer tourists enough interesting information on the objectives and areas visited;

-to offer this type of information, sports activities organizer prepares documentation sheet for each objective, with real data and objectives based on the studied materials and known route. Providing information must be made on the correct time and in different stages of the course of the trip, correct and complete, using clear expressions.

CONCLUSIONS

The most important forms of entertainment in rural areas are: pure relaxation, cultural animation, shows, maintaining physical balance, maintaining mental balance, historical entertainment, commercial, gastronomic and even professional animation. Active tourism activities should provide the best tourism practices and planning in terms of nature conservation and sustainable development. This tour must be planned and implemented so as to reduce the impact on nature, to preserve and highlight the natural and cultural environment in which it is performed, the recognition and enforcement practices characteristic to sustainable tourism. There is a keen interest in adventure tourism, ecotourism, cultural tourism, agrotourism and rural tourism, which may lead to a revival of this form of tourism. This provides a chance for survival of small and medium hospitality industry and the revival of economic activities in the local areas. Their orientation towards active tourism activities which exploit both the natural landscape and opportunities in

rural areas, is a possibility to resize and reposition the Romanian tourism offer.

Animation must fulfill the function of leisure during the tourist activity, namely relaxation and recreation, amusement and entertainment, and personal development of the tourist. It embodies all the aspects that contribute to a pleasant and interesting holiday, a relaxing atmosphere, different centers of interest, an attractive, equipment adapted to their needs, but especially animation today concerns new types of tourism products, active holidays, namely thematic tourism.

Due to the natural environment in which the rural entertainment has a very adequate "infrastructure" which contributes to achieving results.

The animation in this context can contribute directly to a revival of rural tourism.

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[11] <http://www.unwto.org>

[12] <http://www.wttc.org>

[13] <http://www.apivs.ro/formareanimatori>