



AGRITOURISM - AN IMPORTANT COMPONENT OF SUSTAINABLE RURAL DEVELOPMENT

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Abstract: Agritourism represents an important component of sustainable rural development, playing a significant role in preserving local identity and maintaining the traditional lifestyle specific to rural communities. In the context of current orientations toward "smart" development models, based on the responsible use of resources and the balance between economic development and the protection of rural heritage, agritourism contributes to the sustainable valorization of the natural, cultural, and traditional resources of the Romanian rural area.

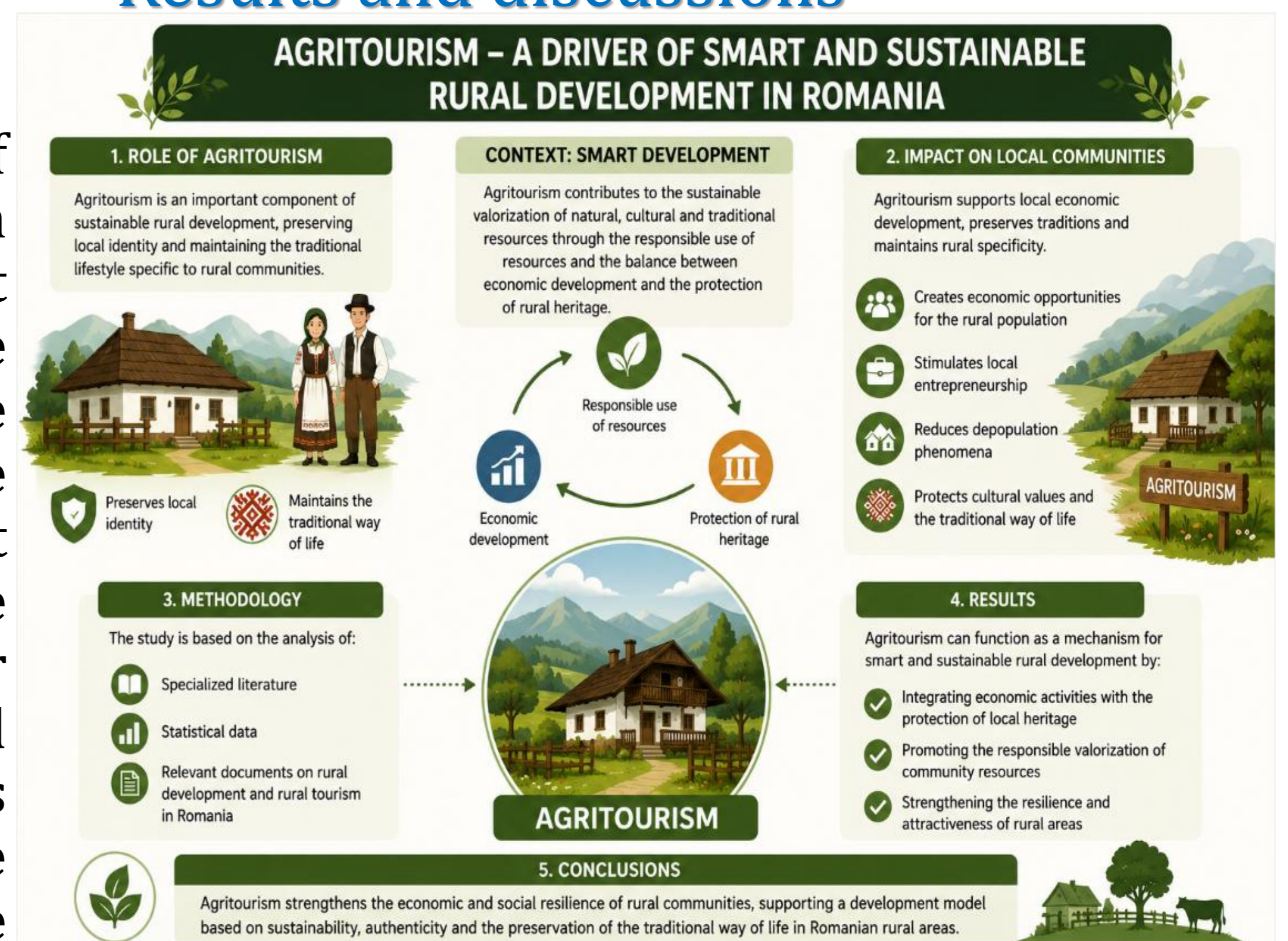
• Introduction

- This paper analyzes the impact of agritourism on local communities in Romania, with emphasis on the way it supports local economic development, the preservation of traditions, and the maintenance of rural specificity. The research highlights that the development of agritourism activities encourages the creation of economic opportunities for the rural population, stimulates local entrepreneurship, and reduces depopulation phenomena, while simultaneously contributing to the protection of cultural values and the traditional rural way of life.

• Material and method

- From a methodological perspective, the study is based on the analysis of specialized literature, statistical data, and relevant documents regarding rural development and rural tourism in Romania. The results emphasize that agritourism can function as a mechanism for smart and sustainable rural development by integrating economic activities with the protection of local heritage and the responsible valorization of community resources.

• Results and discussions



• Conclusions

- The development of agritourism activities contributes to strengthening local communities through job creation, income diversification, and the stimulation of rural entrepreneurship.
- Agritourism supports the conservation of cultural heritage and the maintenance of the traditional lifestyle specific to Romanian rural areas.
- The integration of sustainability principles within agritourism enhances the resilience and attractiveness of rural communities.
- Agritourism can function as a long-term development model capable of balancing economic development with the protection of natural and cultural resources.