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THE ECONOMIC EFFICIENCY ANALYSIS AT S.C.A. BUCIUM S.A. IN THE 2004-2007 PERIOD

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Key words: *viticulture, economic efficiency, profit*

Abstract
The present paper has the role of presenting a global analysis of the economic efficiency in an integrated unit of production of grapes and their processing.In this respect, the main indicators were determined on the basis of the information provided by the balance sheet from the 2004-2007 period. During this time frame, the company registered a significant drop of the economic results realized.

INTRODUCTION

Situated in the N-E part of the country, the Bucium Vineyard, along with the Copou-Sorogari Vineyard, the Uricani Vineyard and Galata constitute the so called "viticultural belt", occupying 10-30% of the agricultural surface, situation rarely seen in other places.

MATERIAL AND METHOD

The structural analysis of the result of the exercise had two objectives:

- measuring the incidence of each intermidiate result on the net result;
- presenting the configuration of the result of the exploitation.

The structural analysis methods utilised in this sense have been the relative structure sizes and the iteration method . [1]

RESULTS AND DISCUSSIONS

In the financial exercise 2006 it has been obtained a result before taxation of 699091 lei compared to an exploitation result of 2615104 lei. This very large drop of the global result is due to the financial expenses which had a very large value, during the period having been obtained exploitation incomes which did not have the value to cover this one. (Table 1)

In 2007 is found again a drop of the global result due in the same measure to the financial expenditures. Although from year to year, a company`s result should increase, in the presented exemple, we observ a diminishing of the net result due to the zig-zag increase of expenses.

The expenses analysis in comparison with the incomes shows a significant difference between the incomes and expenses from 2004, the income values being greater than that of the expenses with 21%. As the analysis continues, this difference is smaller, reaching in 2005 a value of 11% and in 2006 and 2007 we find differences of 3% and, respectively, 2%. In the dynamics of indicators extracted from the profit and loss accounts we notice a different evolution from the components of the exercise:

-the 2005 exploitation result drops in comparison with the one from2004 with 55,2%, on the other hand the one in 2007% drops in comparison with the one in 2006% with just 11% due to the increase in the operation expenses in a superior ritm comparative with the increase of the exploitation incomes;

Table nr. 1 Indicators extracted from the profit and loss account of S.C.A. BUCIUM S.A. from the 2004-2007 period

Nr. crt.	Indicators	2004	2005	2006	2007
1	Total incomes, from which :	29466520	20023048	28843021	22668137
A	Operating incomes, from which :	29371158	19579712	28479331	22377788
a	Incomes from the industrial and commercial activity	22592357	18397148	21997601	21707097
b	Other exploitations incomes	6778801	1182564	6471730	670691
B	Financial incomes	95363	443336	334003	290349
C	Exceptional incomes	0	0	29687	0
2	Total revenue expenditure	23441958	17904901	28114243	22258563
A	Operating expenses, from which:	22023090	16283633	25864227	20050329
a	Expenditure on industrial and commercial activity	16859681	12320940	19392497	13304712
	Cost of sold goods				

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b	Other expenditures	5163409	3962793	6471730	6745617
B	Financial expenditures	1418377	1621268	2250016	2208234
C	Exceptional expenditures	491	0	0	0
3	Exploitation result	7348067	3296079	2615104	2327459
4	Current result	6025053	2118147	699091	409574
5	Exceptional result	-491	0	29687	0
6	Result before taxation	6024562	2118147	699091	409574
7	Tax	477759	377985	116605	65532
8	Result of exercise	5546802	1740162	612173	344042

SOURCE: Internal documents SCA BUCIUM SA

- the financial incomes increase 4,6 times in 2005 in comparison with 2005, but in 2007 we observe a reduction of these from 2006 with 14%;
-the exceptional result is unfavorable in 2004, registering a value of -491 lei, in other years it missing completely, due to the lack of exceptional acitivity.
In consequence, in the analysed period, the economic period records a drop in the volume of activity under the report of the level of the turnover and that of the consumption. Also, the gross and net profit indicate a decreasing trend. These phenomenons are due to the decrease of the volume of acitivity at grapes production level with direct effect on the evolution of the entire unit.
The analysis of the expenses evolution in the 2004-2007 period indicates a contradiction with the development trend of the company, which by increasing the level of fixed assets by approximately 80% shows the modernization and development of the production capacity and with the specific inflation rate for this period. (Table 2)
Thus, if during the 2004-2005 and 2006-2007 period the expenses level dropped with 52,1%,respectively 42,9% in 2005-2006 recorded a increase with 31,4% more the period`s average.(61,1%). The significant reduction in expenses is due to the reduction in variable expenses which are in direct interaction with the production volume, being well known the fact that this has dropped significantly in the past years even at a national level.
Given the variability of grape production, the expenses with raw materials and consumables decline as a share in 2005 (from 29,5% to 18,6%), come back to an average level in 2006(22,8%) and then to reduce to only 13,4% in 2007.
The expenditure on goods have a relative constant evolution with an amplitude of 4,9% and the expenditure on external services refer mainly to vinification services for third parties and are increasing from 15% in 2004 to 23,3% in 2007, growth we can find in the increase of incomes from this source. This phenomenon is determine by the firms policy to utilise its processing capacities in optimum conditions even in the years when it doesn`t hold raw materials for its own.

Table nr. 2 The expenses dynamic at SCA BUCIUM SA (lei)

Indicators	2004	2005	2006	2007
Expenditures on raw materials and consumables	6937869	3324184	6418046	2978321
Other material expenditures	1802323	1170846	153399	2199013
Other external expenditures	519278	398183	2994326	499149
Expenditure on goods	4294448	4175666	5502381	4745275
Expenditure on salaries and allowances	2354376	2214430	2941689	1811140
Expenses on insurance and social protection	767494	790844	981340	565017
Depreciation expenses	183893	246687	0	0
Expenditure on external services	3519713	2441888	4697682	5199515
Costs with other taxes, fees etc.	1552306	1318978	1575409	1317347
Expenses with compensations, donations	91391	201927	198639	228755
Expenditure on interest	247933	445391	463296	583300
Expenses on value adjustments	70067	27189	401468	506797
Other financial expenses	1100378	1148688	1786720	1624934
Extraordinary expenses	491	0	0	0
Total expenses	23441953	17904901	28114243	22258563

SOURCE: Internal documents SCA BUCIUM SA

The structure of expenditure on groups mainly shows a preponderence of material costs in comparison with those of life work, the first being 6,4 times bigger then the personal expenses. This thing shows a high level of capitalization and can implicate a high work productivity.

The report between direct and indirect expenditure (1/1,57) can be interpreted as an image of the strategic direction based on the post productive activities as promotion, distribution, commercialization etc.

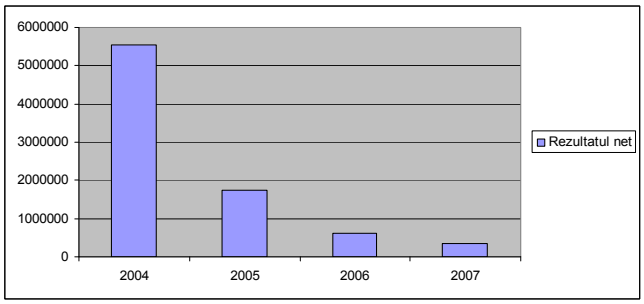

Fig. 1 The net result evolution at S.C.A.BUCIUM S.A.

The variable costs have evolved with a corresponding trend in the evolution of production with amplitudes from 16,3 millions lei to 25,9 millions lei. Instead, the fixed costs, respecting their character, only show an increase of 600 thousand lei in the analysed period. This increase can be made on account of the inflation.

The reason for the graphic representation of the multiannual evolution of the structure of expenditure on groups is based on the knowledge of the relationships between all the types of expenses in their multiannual dynamic.

From here we can observe that compared with the other types of expenses, disregarding the period in which they have been made, the material expenditures and variable expenses holds the biggest share.

On the other hand, the fixed expenditures and the life work expenditures have the smallest share in the total consumed resources. This distribution is specific to the production sector because the volume of production influences the economics effects and efforts.

There is a significant decrease of the net result, in fact of the profit registered by the company. This because although the incomes don`t increase considerably, the expenditures increase year after year due to the high cost with which the unit is confronted. On the other hand, the reduction of the production capacity through the loss of an important surface of vine plantation determines implicitly the reduction of the volume of the economic results. (Figure 1)

Also, the drought in 2007 reveals the effects of natural factors on S.C. AGROINDUSTRIALA BUCIUM S.A because the unit spent high ammounts to aquisition raw materials, obtaining a profit approximately 16 times smaller then in 2004.

CONCLUSIONS

1. In 2007, the turnover in the food industry, at national level, was of 860,4 mil. Lei, while S.C.A. Bucium S.A. Iaşi was registering,in the same year, from selling wine products on the internal market a turnover of 19,3 mil. lei. In these conditions, the companys` market share in 2007 was of 2,24% in the food industry market of Romania.
2. The reduction of the gross profit was the effect of the unfavorable influence of the financial and exceptional operations. In 2005, the exercise result was obtained on the basis of the favorable result of the exploitation and financial operations, the exceptional activity being void, making the result before taxation to drop approximately 3 times in 2004.
3. In the researched period, the economic unit records a decrease in the volume of activity below the level of the turnover and that of the consumption.

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DIAGNOSIS ELEMENTS ON THE AGRICULTURAL HOLDINGS IN THE MOUNTAIN AREA

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Key words : *agricultural mountain exploitations, agricultural used surface, Romania*

Abstract

The identification of localities in the mountain area of Romania makes possible to spot the specific profile based on the locally existing indicators. The proposed work represents a contribution with a targeted character, needed to strengthen an appropriate informational system by establishing the number of agricultural holdings in this area, the agricultural area in use and their weights compared to similar indicators at county and national level. This information can ensure, through its accuracy and volume, the initiation of an integrated research approach enabling the awareness of the issues on mountain area.

INTRODUCTION

Romanian mountains represent a vital source of elements necessary to life at a global level, like: water, energy, food, construction materials, minerals, etc. [3]. Also, the mountain area generates essential challenges about present phenomenona like depollution, underdevelopment of agriculture and specific economics activities and reduced possibilities of the environment's protection. To these challenges should answer promptly and with responsibility the Romanian scientific community and the representatives of the decision bodies.
This paper was written in order to make a contribution to the development of the informational system specific to the mountain area as a basis for developing solutions to existing problems.

MATERIAL AND METHOD

The physical space represented by the mountain area was established through the correlation of the characteristics indicated by Mountain Law (altitude higher than 600m or between 400-600m with larger slope than 15^0) and the Disadvantaged Mountain Area presented in the National Rural Development Programme, which presents the same characteristics [1].

The essential information regarding agricultural exploitations was taken over from the 2002 General Agricultural Census because of the extensive methodology of sampling and highly level of particularization. From this document was used information for each territorial unit indentified as belonging to the mountain area [2].
The procedures used are specific to the statistic analysis and consist in the estimation of the amount, the averages and the weights of the studied phenomenon.
Following the estimation of the total agricultural surface used from the mountain area emerged a non-correlation toward the Regulation (CE) 1257/1999, reason for which were presents two groups of indexes: indexes resulted from the research and corrected indexes upon/using the identified difference.

RESULTS AND DISCUSSIONS

The habitat delimited as the mountain area of Romania includes 27 counties and 657 villages resulting an average about 25 villages per county with and amplitude of one village in Satu Mare county and 61 villages in the county Harghita (figure 1).

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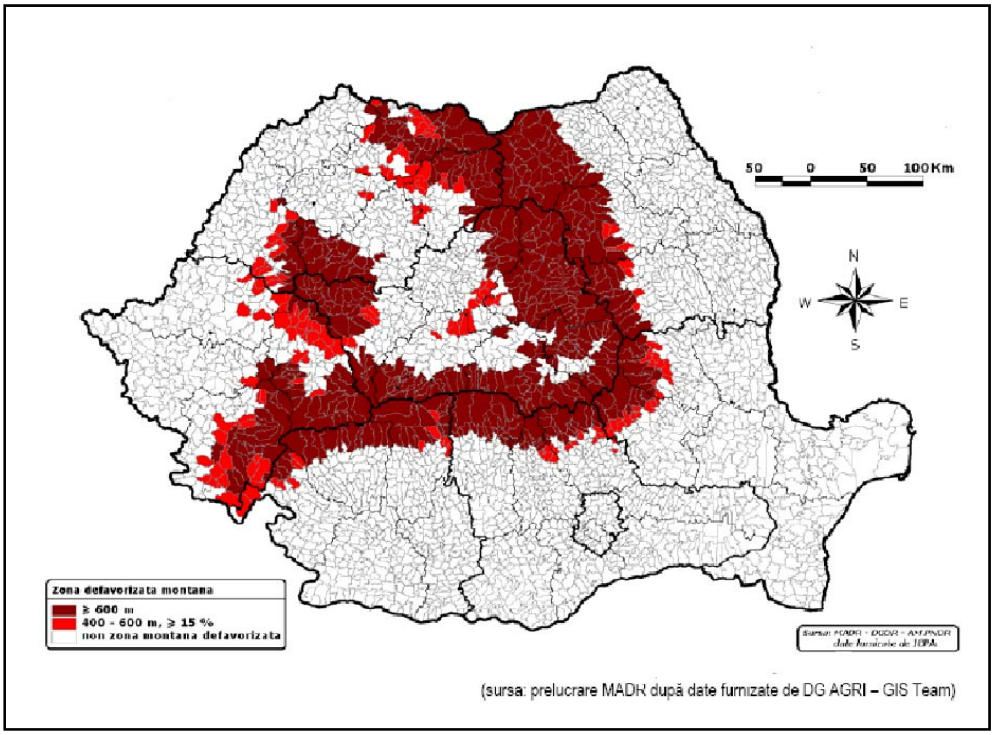

Figure nr. 1 The mountain area of Romania (National Rural Development Programme)

The entire area was considered by MAPDR and CPA as a disadvantaged area and the activity from this area was covered by support measures materialized within the National Rural Development Programme.

The total number of existing exploitations that exist in the mountain area is 829001, from which the most of them are in Harghita county (73521) and the smallest number is registered in the county Salaj (1283 exploitations), but just in two villages. The average of the agricultural exploitations per county is 30703.7 exploitations and at local level the average is 1261.8 exploitations /village.

Mountain exploitations represent about 18.5% from the number of agricultural exploitations identified at national level, of the common value and the share of individual exploitations.

From all, 99.6% represents individual exploitations; the share of the exploitations with legal personality is insignificant (about 0.4%). This index can offer a clear image about the level of the production of goods and auto consumption (table 1).

The amplitude of the distribution of the individual exploitations per villages is given by the minimum of 502 exploitations in Timis county and the maximum of 2212 in Bacau county and the level of the exploitations with legal personality from 2 exploitations in the county Satu Mare to 8 exploitations in the counties Cluj, Mures and Valcea. This index can be considered relevant for the entrepreneurial ability of the population from the studied habitat.

The agricultural used surface totalizes in the mountain area about 2517279 ha as a result of the estimations made by the authors, but in PNDR has been identified a surface of about 2,802,000 ha with about 12.58% larger than the surface estimated on the processed data from the General Agricultural Census from 2002.

From own calculations results that the average of used agricultural surface is 95727 ha/county and its share from the national total is about 18.1%. The largest mountain agricultural surface is also owned by Harghita county with 265381.6 ha and the minimum is also owned by Satu Mare with 3800 ha.

In these circumstances, the medium size of the agricultural exploitations from the mountain area is about 3 ha/exploitations after own estimations and 3.4-ha after PNDR, with pretty important variations from a county to another: 1.3 ha/exploitations in the counties Covasna and Prahova, the maximum of 6.1 ha/exploitations being owned by Timis.

Table nr. 1. The distribution of agricultural exploitations and of the agricultural used surface per counties

County	Mountain agricultural exploitations	Individual agricultural exploitations	Units with legal personality	SAU (ha)
ALBA	37950	37726	224	144430.26
ARGES	34649	34476	173	72922.13
BACAU	35478	35387	91	54459.25
BISTRITA-NASAUD	39983	39815	168	140411.88

County	Mountain agricultural exploitations	Individual agricultural exploitations	Units with legal personality	SAU (ha)
BIHOR	19919	19794	125	84441.5
BRASOV	34128	33923	205	121556.52
BUZAU	26991	26895	96	64211.19
CARAS SEVERIN	35120	34941	179	205555.49
CLUJ	32273	32076	197	126050.79
COVASNA	40802	40543	259	128177.62
DAMBOVITA	21428	21558	50	28178.94
GORJ	21134	21076	58	73041.39
HARGHITA	73521	73075	446	265381.57
HUNEDOARA	41643	41360	283	180345.57
MARAMURES	70006	69813	193	135391.36
MEHEDINTI	8763	8734	29	37858.91
MURES	24378	24227	151	84036.03
NEAMT	42971	42799	172	132035.93
PRAHOVA	49383	49296	87	64380.86
SATU MARE	2075	2073	2	3799.92
SALAJ	1283	1274	9	4342.83
SIBIU	27052	26918	134	97099.76
SUCEAVA	49809	49678	131	120120.8
TIMIS	1527	1506	21	9242.62
VALCEA	27643	27478	165	65803.61
VRANCEA	23218	23106	112	45627.16

After the realization of the correction related before (with the correction factor of 1.1258) the share of the agricultural used surface from the national total is about 20.1% and its average is 107769,2 ha/county.

So the medium size of agricultural exploitations from the mountain area grows to about 3.4 ha/exploitation, with variations from 1.5 ha/exploitation in counties Covasna and Prahova to 6.8 ha/exploitation in Timis county.

In any situation, the medium size of the mountain exploitations after the agricultural used surface is inferior to the medium size of the agricultural exploitations at national level with about 0.1 ha. This difference could be appreciated as insignificant if we wouldn't take in consideration the reduced natural fertility and economic of the terrains from the mountain area and also, the structure of the agricultural surface on production categories dominated by pastures and hayfields. These last considerations establish reduced technical-economic results in the mountain farms and so having negative impact on the income of the active population from this economic branch.

Table nr. 2. The share of agricultural exploitations and the agricultural used surface per total county (%)

Nr. crt.	County	Agricultural mountain exploitations			SAU
		Total	Individual	With legal personality	
1	ALBA	40.8	40.9	38.2	48.0
2	ARGES	20.2	20.2	21.1	21.3
3	BACAU	21.8	21.8	12.9	18.4
4	BISTRITA-NASAUD	49.6	49.8	31.2	49.2
5	BIHOR	14.3	14.3	13.0	17.0
6	BRASOV	59.8	59.8	54.8	53.1
7	BUZAU	20.1	20.1	14.9	16.3
8	CARAS SEVERIN	50.2	50.3	40.2	51.5
9	CLUJ	24.8	24.8	25.2	31.1
10	COVASNA	73.9	73.9	74.9	74.9
11	DAMBOVITA	14.1	14.3	9.7	11.5
12	GORJ	19.5	19.5	17.0	29.9
13	HARGHITA	92.0	92.0	91.4	93.0

Nr. crt.	County	Agricultural mountain exploitations			SAU
		Total	Individual	With legal personality	
14	HUNEDOARA	52.1	52.1	58.0	63.2
15	MARAMURES	87.6	87.9	39.5	47.5
16	MEHEDINTI	11.0	11.0	8.9	13.5
17	MURES	18.8	18.8	17.1	22.4
18	NEAMT	31.3	31.3	32.8	43.9
19	PRAHOVA	25.4	25.5	14.5	24.5
20	SATU MARE	2.4	2.4	0.3	1.3
21	SALAJ	1.7	1.7	1.6	2.0
22	SIBIU	43.9	43.9	34.4	40.9
23	SUCEAVA	80.8	81.1	33.6	50.6
24	TIMIS	1.4	1.4	2.4	1.3
25	VALCEA	21.5	21.5	34.6	26.8
26	VRANCEA	21.6	21.6	23.5	18.0

Mountain space has, in the counties which own it, variable shares from a 28.7% average at units with legal personality to 34.7 at individual exploitations. The average surface occupied in these counties is about 33.5%. In these circumstances, the area we're talking about must be treated accordingly by the decision factors at local level in their own actions and in the relation with the national bodies/systems.

CONCLUSIONS

1. The mountain area has an important place in the economy and social life of Romania through the larger number of agricultural exploitations which activates in this habitat and the agricultural surface used.
2. The medium size of the mountain agricultural exploitations represents, in this space also, an impediment in the durable development of these.

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ASPECTS REGARDING THE SERVICE OFFER FOR RURAL TOURISM IN THE CONTEXT OF SUSTAINABLE RURAL DEVELOPMENT- CASE STUDY: TOURIST AND AGRITOURIST PENSIONS IN SÂNCRAIU, CLUJ COUNTY

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***Key words*:** *rural, tourism, agritourism, development, services*

Abstract
The tourist offer is formed of two groups of elements: on one hand, attractiveness elements and on the other, service offers. The latter sheds light on the tourist offer and provide an image of the real offer. In this respect, a study was conducted by making use of the poll inquiry method, employing the questionnaire. This was implemented in Sâncraiu, a commune of the Cluj county, on a sample of 38 pension owners. The sampling method was the random simple unrepeated method. The study pursued the services that the pensions provided, the most frequent tourist requirements and the season most preferred by tourists to practice agritourism, while study results were presented in the hereby paper.

INTRODUCTION

Rural tourism, as well as agritourism exert their beneficial effects on tourists, agricultural exploitations that provide agritourist services, on local economic nad cultural agents, on public finances, etc, as the entire rural community benefits from rural tourism and agritourism, which both become active factors of rural development [2]. European research ascertain the fact that the changes in rural development are reflected in a decrease of economic development, the emergence of the first demographic problems, alterations in the social structure, reorientation regarding value systems, ecosystem pressures, the destruction of the rural cultural heritage, the lack of concordance and decrease of incomes, modification of habitat preferences. The research on the tourist phenomenon is of paramount interest, as tourism is a sector of permanent and significant mutations for the tourist product, as well as the motivation of tourism consumers. The aspects under investigation make a reference to the presence of evolutions in the dynamics and structure of international tourism, of challenges and priorities that will exert an influence of world tourism until 2020 and for the future. Studies and predictions by specialists of the World Tourism Organisation are highly important in this respect.[1].

MATERIAL AND METHOD

According to the research conducted in Cluj county communes towards the identification of rural pensions, the fact that the commune of Sâncraiu holds a significant number of tourist reception structures (45 pensions) was obvious compared to the other Cluj communes. A database was created as a result of this research, which included pensions in the area employed for the research in question.

The study employed the inquiry poll method, employing the questionnaire as a tool. This contains data on accommodation units, tourist services provided by pensions, the promotion modality and complaint registration, the agricultural situation of households, aspects regarding business inception and questions regarding personal data. Quantitative and qualitative methods were employed and the sample was established to be 45 pensions. The research was conducted during the May-June period. Out of the total sample, 38 owners were available and willing to be part of the research (84.44% of the total). The sampling method was simple, random and unrepeated, while the data was processed with the help of the SPSS programme, version 15, as well as the Excel application.

RESULTS AND DISCUSIONS

Services regarding tourist stay are in fact, a complex of heterogeneous services, including as main elements, a series of services mainly aimed at satisfying daily physiologic human needs. By their nature, these services are not exclusively specific to the tourist phenomenon and in addition, service provision for enjoying spare time.
For the question “What are the services provided by your pension?”, 37 subjects provided with an answer (N=37), which accounts for 100% of the total. Respondents were offered the option to choose between several response variants, as results were expressed according to each response variant.
Regarding the services provided by pensions that were part of the study (figure 1), we can thus assert that they are mainly oriented towards “meal upon request” (91.9%), “full board” (83.8%) and for parking services (81.1%), 78.4% can make “a telephone and TV” available to their “guests”, as respondents call tourists. Due to the fact that there is no natural gas network in Sâncraiu, 56.8% have

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central wood heating, while 51.4% have terra cotta wood fireplaces.
Other types of services, such as: tourist routes, horseback riding (including carriage rides) and cyclotourism are potentially accessible, upon the tourist express request, thus granting the tourist offer a character of diversity. 18.9% have minimally assembled playgrounds, 8.1% provide spaces for pets and a percentage of 5.4% have spaces for conferences and other types of meetings.
As far as agritourist pensions are concerned, tourists are provided with a meal prepared from natural products, especially from personal households in the area. The meal is served in many ways: either full board at location; half board; breakfast included in the room price; full or half board provided by a family to a group of tourists living in different households; full or half board at a public food facility in the commune, or tourists can prepare their own meal in special facilities equipped for this purpose and employing products provided by the host.
Alongside the attraction exerted by a tourist destination, through its attractiveness components, relaxation and leisure activities, makes a significant contribution to the stimulation of the tourist offer towards the destination intended. The tourist desires to spend time in a natural surrounding, being able to make use of diverse, unique leisure activities, which are specific for the area.
The entertainment and leisure activities play an important part in spending an agritourist stay. Varied tourist resources provided by a tourist village can lead to a large number of spare time activities, by organizing diverse tourist activities and equipping the facilities accordingly.
"Guests" desires (figure 2) to break away from daily activities resides in seeking for such activities as: trips, visits to tourist objectives, cultural events, specific culinary offer, local traditions and customs. These activities aim at breaking away, forming, educating and increasing the cultivation degree of the tourist by apprehending these elements.
Upon request, hitchhiking can be undertaken across hills in the area and other neighbouring villages, trips can be made at fares and exhibitions (e.g. Izvorul Crişului). Also, tourists can visit popular craftsmen in the area at their workshops and last, but not least, they can require the participation in daily work on the household or agricultural work and initiation into traditional craftsmanship.

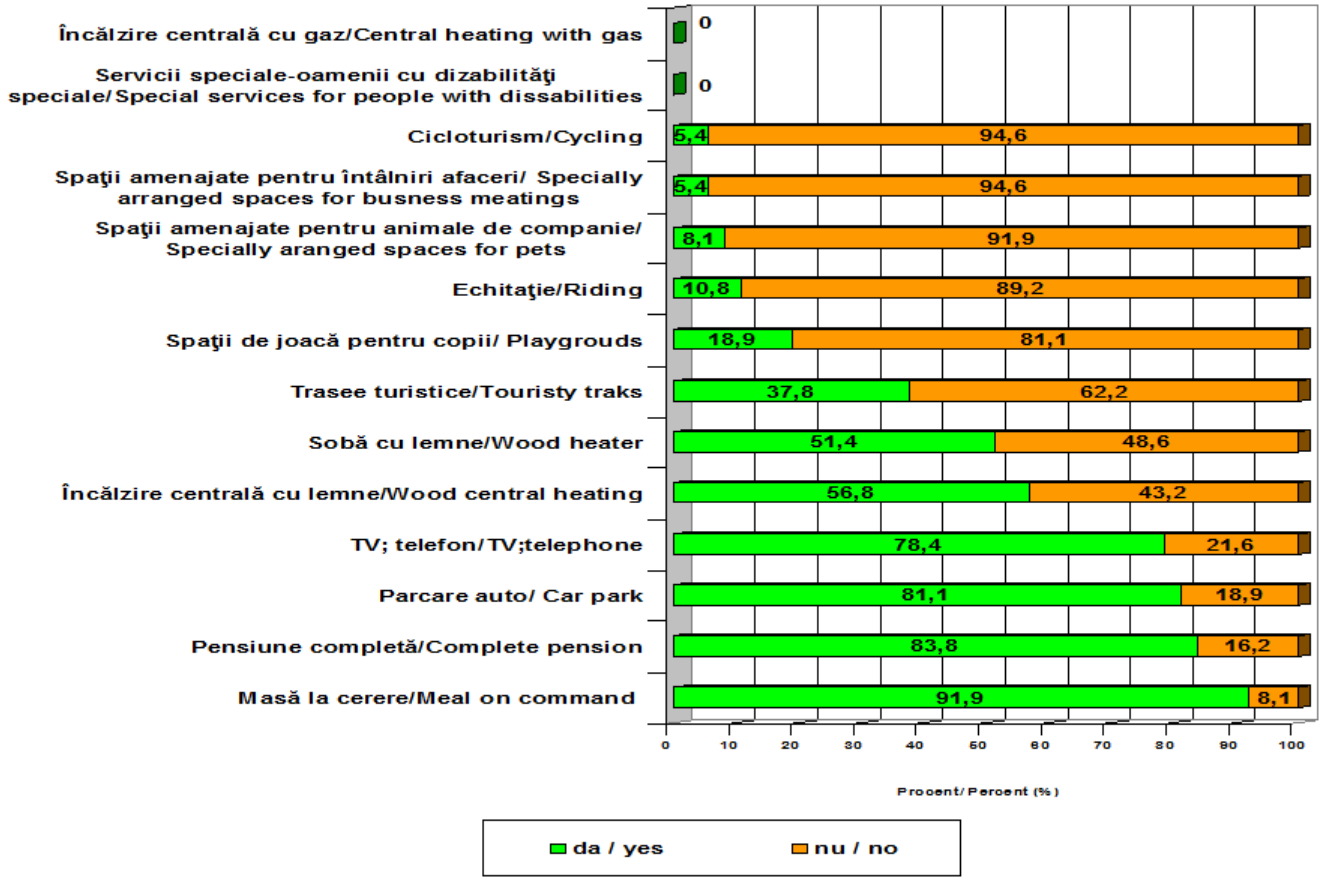

Fig. 1: Services provided by pensions

There is a possibility for pension owners to organize diversified tourist services for customers. These can make a contribution to maintaining the local landscape unaltered, preserving the cultural heritage, as well as earning additional income for pensions and not only (acquiring souvenirs).
In order to find which the most popular time of the year is for tourists enjoying these services, we asked respondents what is the most demanded period of time. Therefore,

respondents asserted that tourists' preferred period to visit their household is "the summer" and only partly during the other seasons (figure 3). This preference can be explained by the fact that summertime provides most possibilities to provide tourists with agritourist services, as most respondents are highly active in the March-October period.

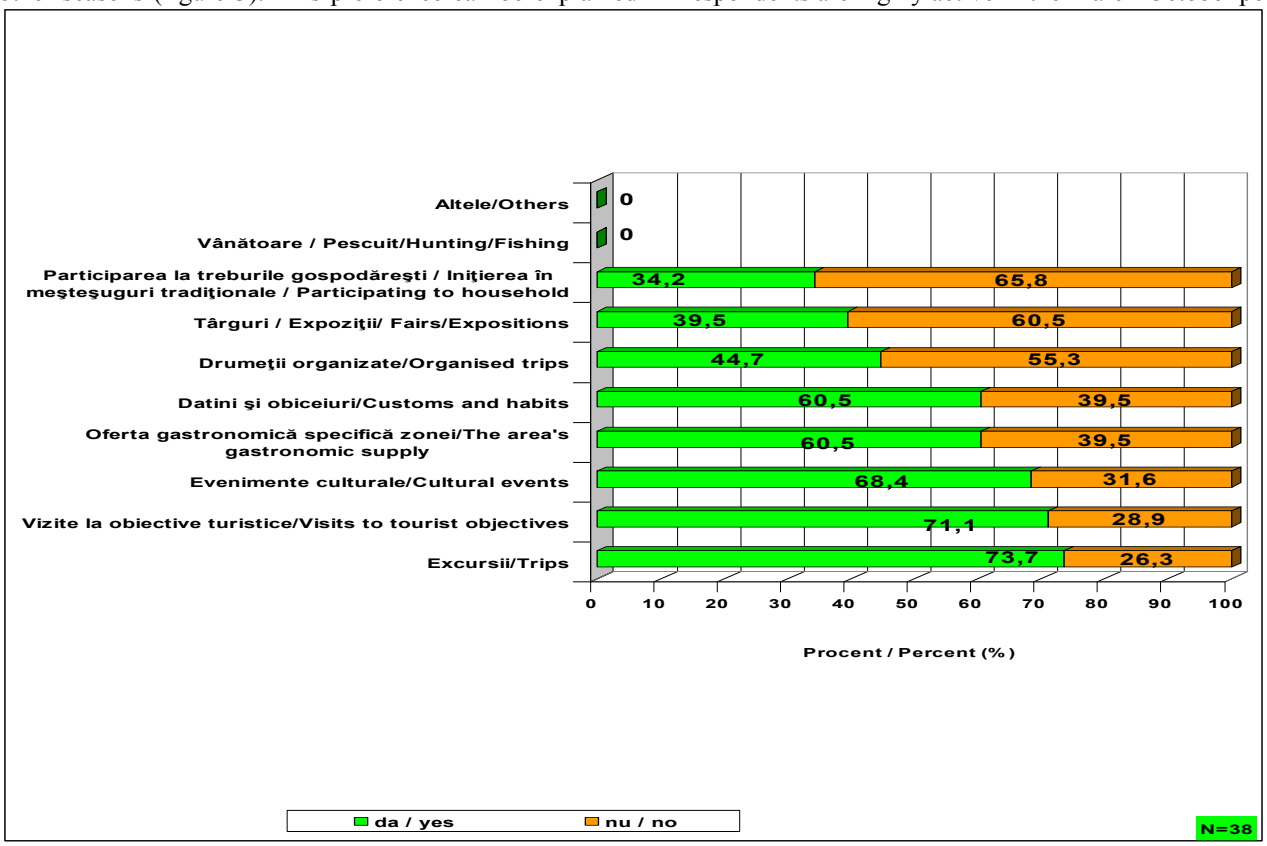

Fig. 2: Most frequent tourist requirements

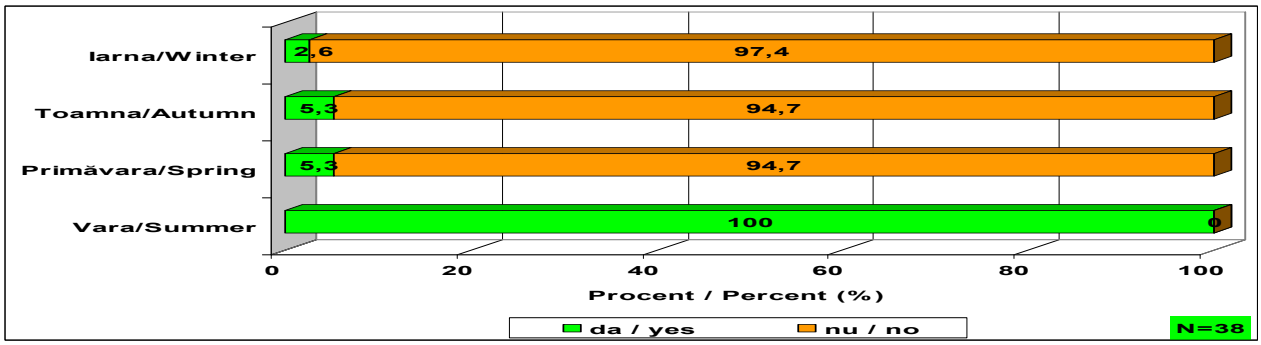

Fig. 3: Season preferred by tourists for agritourism

CONCLUSIONS

1. Pension services provided by respondents create added value and provide clients with a variety of facilities and satisfactions, highlighting pension attractiveness and providing a possibility for tourist production.
2. Pensions have no possibilities to provide services for customers with special needs.
3. There is a possibility for pension owners to organize diversified service packages for their customers.
4. The season preferred by tourists to practice agritourism is "the summer".

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AGRARIAN REFORM – ACHIEVEMENTS AND PERSPECTIVES

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Key words: *reform, investments, financial mechanism*

Abstract
Property reform means the tonality of economic, politic, social and other kinds of measures meant, on the one hand, to ensure the diversity of property forms and to improve their structure, and on the other hand, to from premises of the efficient exercise of property rights on the economic potential elements, the corporate governmental mechanisms being included.
In the Republic of Moldova, according to the Law nr. 459-XII from 22.01.91 on property, there are three types of property: private, collective, including "kolkhoz", and state property.

INTRODUCTION

Creation of a modern structure of the national economy as a whole and its rural element in particular, was one of the main goals of deep social and economic reforms, that the Republic of Moldova is going through in the last two decades. Beginning of reforms has been solemnly declared in the Decision by the Parliament of the Republic of Moldova "On concept of transition to the market economy in the Republic of Moldova" [2]. As a basic criterion of executive power activity the Parliament of the Republic of Moldova has established the need to make the required changes in the structure of the national economy that will ensure promotion of an efficient economic policy. The above-mentioned decision made by the Parliament of the Republic of Moldova has practically established legal basis of reforms in the national economy – private property on production facilities, including agricultural land. It was followed by a set of regulatory acts that specified both the contents and forms of fulfillment of such reforms. After a detailed retrospective analysis, it is easy to conclude that a special attention and lots of efforts during the reform period have been paid to creation of a sustainable regulatory basis in a post-communist economy, which is called – private property.
Breakup of a system of fictitious socialism, frequently called (in works of western economists) – "capitalism monopolized by the state" has accelerated social and economic reforms throughout the former socialist-communist region, including form soviet pseudo-socialist republics.

MATERIAL AND METHOD

Methods of research consisted in systemic, compared analysis and a complex approach to the studied topic, subject to established goals and objectives. In this paper there were used mathematical and statistical methods, such as: classification, synthesis, static and dynamic compared analysis, correlation analysis, methods of induction and deduction, graphic representation of investigated events and phenomena.

RESULTS AND DISCUSSIONS

Although in the Republic of Moldova privatization process has been procrastinated for a long time, by the end of the first decade of reforms (2000) it has been completed. Anyhow, in the third millennium the national economic has entered on the basis of stressed domination of private property on agricultural land and other means of production in the main field of economic activity.
For example, if at the beginning of the reform period (1990) farmers actually owned only 7.3% of agricultural land that was extensively tilled (arable land plus multiannual plantations), then by the end of this period (2000) share of agricultural land in private ownership constituted 86.5 %. Share of global agricultural production obtained on the basis of private property on agricultural land constituted this year 98.7 per cent.
From the above-indicated conclusion we may conclude that during the first decade of reforms both the agricultural sector, as the main field of economic activity in rural area, and other industrial and its branches (in the first place – trade, motor transport, capital construction and others) have been totally privatized and accordingly adapted to conditions of activity in accordance with needs of a free market. Despite this, as compared to urban area, privatization scenario in rural area proves to be restrained, limited in time, spaced and fields of activity. As opposed to municipalities and large cities, in Moldovan villages the whole social infrastructure has been left out of the privatization process – education, healthcare, culture, sport, roads, utilities, etc.
As a consequence, despite human, financial, investment, etc. potential, rural area in the Republic of Moldova presently is backward as compared to republican environment, and especially as compared to urban areas. Statistical data shows that at the beginning of 2008 rural

population of the Republic of Moldova constituted 2096.6 thousand people, or 58.7 % of the total number of country's population. Although the demographic situation in rural area in recent years is characterized by continued reduction in population of villages and communes, their share still prevails in the structure of residents of the country.

As for financial aspect, domination of the rural area becomes more obvious. According to data of the Agency for land relation and cadastre of the Republic of Moldova, total incorporated area of cities and municipalities in the country constitutes 48.2 thousand ha or only 15.3 % of total incorporated area of the country. The share of urban area in total area of the country is even more insignificant. As at 1st of January 2009 incorporated urban area constituted 1.5 % of integrated area of the Republic of Moldova.

It should be mentioned that as at 1st of January 2008 the Republic of Moldova has been divided in 32 regions, 5 municipalities and two administrative-territorial units. In total the territory of Moldova has been divided into 978 local administrations, of which – 917 are village and commune administrations. Total number of localities on the above-mentioned date was 1679 of which – 65 cities and municipalities, and 1614 – rural localities (sate villages and communes).

Although, in accordance with statistical data rural area presents hosts 96.1 per cent of all localities of the country, average weighted number of residents is 1300 persons in each village (commune).

In the same time, the main industries of economic activity in rural area, represented by agriculture, forestry and fishing, accounting for very small share in total Gross Domestic Product (GDP) of the country, and in 2008 constituted only 9.9 %. Although a detailed analysis of economic activity performed in rural area during transition to a more effective economy, based on principle and laws of a free market, is shown in chapter 3, it should be mentioned from the start that there is an obvious disproportion between available resources of labor force, agricultural land and production factors on the one part, and results of utilization of these resources on the other part.

It is well known that the theory of restructuring rural economies in transition until now has not been elaborated and does not exist. However, the national economy of the Republic of Moldova, and economic systems of other member countries of CIS, are presently going through transformation of administrative control management mechanism into a market economy mechanism. Regardless of their national, regional, structural, etc. specificity, all such transformation, as shown in the following sections, bring enormous losses both in the available production potential, and results obtained from economic activity in rural area in transition.

Therefore, the issue of restructuring rural economies in the area of former Soviet Union (presently, with some exceptions, Commonwealth of Independent State countries) is not treated at the national level. It is major problem for 1/6 of the earth where over 266 million people live. Even if they have actually admitted priorities and lack of alternatives to the market economy, organized full-scale agricultural land and property privatization, all CIS countries (except for Belorussia, where mass privatization has never been performed) had to face a problem of continuing post-privatization reforms in the agrarian sector and throughout the whole rural area as a whole.

Vulgar appreciation and opinions that privatization of the main production factors forms a core of reforms in villages, cannot be accepted. Privatization has created the basis for reforms, however, privatization process and, in particular results of such process – giving out land ownership certificates, which often is not shown in nature, cannot be appreciated ass reform in general. In order to avoid viewing such confirmation as unjustified, let us remind what where the initial goals of reforms in agrarian sector.

The goal of agrarian reform is radical changes in existing economic, organizational and legal relations in village, meet needs of the population in the country in a variety of food products of proper quality, ensure social and economic liberty of people engaged in agriculture, stimulation of export of product produced in the agricultural food complex, higher living standard for farmers, improvement of work conditions and social insurance, improvement of environmental condition on the basis of property denationalization and employment of various forms. It is clear that out of the whole set of 'radical changes' only the latter two have been actually fulfilled (still partially). We mean a multitude of legal organization forms of economic activity in rural area and fulfillment (sometimes formal) of denationalization process. We can only acknowledge that until now the goals of agrarian reform have not been approached and achieved. And once again it brings us to a conclusion that reforms in agrarian sector have stopped halfway. It is hard to imagine how this industry is still operating, which used to be the basic industry of the national economy. The agriculture in this industry had (and still has) an important role in development of rural area. According to our estimates, share of agrarian sector (including agriculture, forestry and fishing) in the whole amount of gross domestic product in rural area constitutes (as per year 2008) – 77.7 %. Accordingly, if in average for the country the amount of gross domestic product as calculated per capita constituted 14 916 lei, per capita value in villages and communes constitutes only 3242.4 lei or 21.7 % (in current prices of year 2008).

CONCLUSIONS

Taking into consideration such small amount of the gross domestic product, either per capita, or per hectare of agricultural land, we may draw a conclusion that there is a number of unsolved issues both in production (organization of production), and income from sales of agricultural products (services) in the domestic and foreign market. Taking into consideration that every 10 persons within an age capable of work in rural areas maintain approximately 13 persons from other age categories (children and elderly people), the amount of GDP calculated per economically active person constitutes only 7419.7 lei annually. It results in lower level of salaries for workers in rural area, which is

always almost 2 times smaller than average salary in the whole national economy. As a consequence, a large part of village residents (especially young people, with average special education and university degrees) leave abroad and seek employment in better paid places. Uncontrolled and truly alarming departure of labor force has been noticed, in the first place, in agriculture, a field of economic activity, which during the whole period before reforms was characterized with lowest indicators of organic structure of capital. In reality, however, people leave from agrarian sector, while the remaining workers cannot increase productivity, which shows in low salaries, other forms of per capita income, summarized in reduced amount of rural and agricultural GDP.

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MARKET OF CHEMICAL MATERIALS WHICH ARE BEING USED IN AGRICULTURAL PRODUCTION IN REPUBLIC OF SERBIA

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Key words: *agricultural production, mineral fertilizers, plant protection materials, market*

Abstract

Although modern agriculture is in a phase of bio-technological revolution, intensive agricultural production is unthinkable without application of various chemical materials. This paper work shows current situation in production and trading of mineral fertilizers and plant protection materials at the market of Republic of Serbia. Analysis showed decreasing trend in produced amounts of domestic mineral fertilizers, while foreign trade exchange is characterized by import growth of all types and raw materials for production of mineral fertilizers. Countries of import are mainly from EU, Russia, Ukraine and Croatia. Export of finished products is mostly realized in surrounding countries, such as Macedonia, Bosnia and Herzegovina, Montenegro and Greece. In domain of production and trading of plant protection materials in Republic of Serbia, besides domestic companies, all leading multinational companies are presented too. Utilization of production capacities is not on satisfactory level, because of production assortment narrowing of certain domestic producers, poor results of privatization process in Serbia and the fact that most producers are in the phase of bankruptcy or restructurization. Opposite to present production and human capacities it should be underlined that by planed investments in new technologies and equipment, it could be produced enough amounts of quality chemicals (in compliance with EU standards) for agriculture. This would satisfy all domestic needs and improve foreign trade balance of the Republic of Serbia.

INTRODUCTION

Nowadays, consequences of demographic explosion are well known. Among many human needs, the priority certainly belongs to production of enough quantities of agro-food products for nutrition of present world population. Fast development of science and technology, as well as implementation of modern achievements in agricultural production, led to reduction of famine phenomenon, the true enemy of human species. Man has successfully increased the level of yields in many agricultural production lines by learning about cultivated plants and animals needs, by understanding nature's law, and by exploiting in the best way good climatic and geographic conditions of certain regions. Positive example can be seen in the fact that large number of countries in the last 20 years achieved yield increase of wheat in range of 3 to 18mc/ha. Comparing that result with results achieved in previous periods, it can be noticed that 25 years after The Second World War, there was much larger yield increment than 8 decades before the War, and that this increment is equal to one achieved during 500 years of middle ages (Janjić V. at al).

Historically observed, transformation of agriculture from small proprietary to capital intensive agriculture was mostly based on introduction of technological innovations. From breaking points, i.e. mechanization introduction during thirties of XIX century in which stationary steam machine dominated, trough implementation of mobile drive energy (motor with internal combustion), we reached the level of intensive chemical technologies usage (mineral fertilizers, pesticides, additives etc.) and biotechnology.

Countries can be distinguished on those that are not self-sustained in sense of food production, or do not have possibility to buy food on world market (most undeveloped countries and some countries in development with large natural increase of population or with geographical limitations), and whose primary goal is increment of total volume of agricultural production by any price, because it is necessary for nutrition of their own population, and those countries which have achieved basic agricultural production security and whose goals dominantly lay upon economic effectiveness and efficiency (developed countries which have reached hipper-production level years ago).

Today, world level of economy development, as a priority within agriculture, impose basic economic postulates which rely on advantages of biotechnological revolution and mostly on intensive application of various chemical substances. In the near past it has been noticed that, besides industry and urbanization, agriculture has become important generator of environmental pollution. Awakening of human conscience and moral, as well as louder demands of consumers for more quality and safe products slowly but surely direct agricultural production toward sustainable development, which has positive interaction with environment and basic ecological principles (environment preservation, foresight, alternative solutions, rational and economical input uses, risk decrement of economic activities, application of penal, such as pollutant pays, etc).

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DOMESTIC MARKET OF CHEMICAL MATERIALS USED IN AGRICULTURAL PRODUCTION – PRESENT SITUATION

Melancholy of transition process, bad habit of domestic agricultural producers to cover the lack of liquid funds, by low usage of chemical inputs and world economy crisis, have large impact on domestic market of agricultural chemicals.

According to available data of Chamber of Commerce of Republic of Serbia, today in Republic there are production capacities, in the hands of 11 large producers, which produce mostly nitrogen and complex (NPK) fertilizers, as well as small number of production capacities dedicated to production of liquid, foliar and other specialized fertilizers. Most factory complexes, dealing in mineral fertilizers production, gone through privatization process. In the sense of production potentials (mostly unexploited) *HIP Azotara Pančevo and Azotara Subotica* are the largest. In production assortment of *Azotara Subotica* dominates lime ammonium nitrate (KAN), and in production assortment of *HIP Azotara Pančevo* lime ammonium nitrate (KAN), urea (carbamide) and ammonia.

Table 1. Production of mineral fertilizers in 2005. and 2006.

Type of fertilizer	*Production in t*	
	2005.	*2006.*
KAN	235.059	145.785
Urea	46.815	24.520
NPK	310.946	288.667
Total	**529.820***	**458.972**

*Source: Chamber of Commerce Republic of Serbia, *In 2005.all producers of NPK fertilizers are not included*

Data in table 1. show production decrease in this economy sector in range of 10%, in the case of NPK, till nearly 50%, in the case of urea, in 2006. comparing to previous year. However, it should be underlined that in year 2005 all producers from Republic were not included.

Observed period is characterized by occasional breaks in large producers production (Industry of chemical products *Prahovo* and *Azotara Subotica*), which is the consequence of restructurization and reorganization of production, companies privatization, and capacities repair and modernization. The beginning of NPK fertilizers production, during the end of 2006., in the factory *Fertil Bačka Palanka*, which work in the scope of *Victoria Group Novi Sad* and whose projected capacity is over 200.000 t/year, can be stated as positive.

The same source point that in 2007., about 600.000 t of all mineral fertilizers has been produced, i.e. about 30% more than the last year. Production of NPK fertilizers was about 340.000 t, or for 17%, more comparing to 2006. About 235.000 t of KAN fertilizers has been produced, that is about 70% more comparing to previous year. Urea is produced in amount of 31.200 t, what is for about 27% more, than the last year production. Significant production growth in 2007. is mostly the result of machinery activation in the factory *Fertil,* which produced about 100.000 t of NPK fertilizer.

Table 2. Import and export of mineral fertilizers in 2005. and 2006.

Goods	2006.		2005.	
	Import (t)	Export (t)	Import (t)	Export (t)
Urea	150.416	2.521	139.731	5.186
Ammonium nitrate	128.496	622	90.276	100
Mixtures of ammonium nitrate and calcium carbonate	35.738	10.937	12.887	25.830
Fertilizers which contain N, P and K	76.151	18.747	36.591	31.630
Fertilizers which contain N and P	23.483	950	185	2.791
Fertilizers which contain P and K	2.766	128	1.536	-
Total	**417.050**	**33.905**	**281.206**	**65.537**

Source: Center for informatics and electronic business of Chamber of Commerce of Republic of Serbia

Generally observed this position in Balance of Serbian foreign trade exchange is followed by chronically, by value oscillatory deficit. International exchange of mineral fertilizers in 2006. is characterized by significant increment of imported quantities of all types of mineral fertilizers (over 30%), while total exported amounts are halved comparing to previous year (Table 2.). Valuably expressed exchange of mineral fertilizers with countries from abroad shows that Republican producers in 2006. imported goods and raw materials in amount of 91,6 million USA dollars, that is for 31,5 million USA dollars more than in previous year. In the same time, export value of 7,8 million USA dollars is achieved, which is for about 6 million USA dollars less than in 2005. Import of fertilizers is realized mostly from Russian Federation, Ukraine, Romania, Hungary, Austria, Croatia and other EU members state.

Traditional export destinations for these products are Macedonia, Bosnia and Herzegovina, Montenegro and Greece.

Table 3. Import of ready made fertilizers in 2008. (first semester)

Finished fertilizer	Approved quantities (t)	Imported quantities (t)
Ammonium nitrate	456.500	39.445
Urea	320.000	111.136
NPK	437.158	28.936
KAN	46.000	62.766
MAP	116.600	28.285
KCL	83.000	44.845
Ammonium sulfate	-	781
Other finished fertilizers	41.831	1.274
Total import	**1.501.089**	**317.468**

Source: government office for plant protection – department for plant protection and nutrition materials

Foreign trade exchange in 2007. is characterized by import of 347.300 t of all types of mineral fertilizers, with total value of 103,2 million USA dollars, while about 80.000 t was exported. Against estimation of domestic producers, that needs for agricultural campaign 2007. are around 2,5 million t of mineral fertilizers, real achieved production of around 600.000 t and importation of 350.000 t, remains high quantum of un covered demand for this goods (question is how much payable). It is difficult to estimate needed amounts of fertilizers in agriculture because of the fact that since 2003. there is no statistical record of used mineral fertilizers. There is a large gap between approved and imported quantities of mineral fertilizers in the first semester of 2008. (Table 3.). This fact can be observed as one of the consequences of bad economical situation in domestic agriculture, modest national budget and insufficient support of agricultural production and rural development.

According to data from annual accounts for 2004., plant protection materials were being produced by 21 legal entity, from which 2 are public, 2 have mixed ownership and 17 entities are in private ownership. They were divided, according to their economical strength, size and number of personnel, on two groups: group of large companies (3) and group of small companies (18). They had totally 733 employed people. Among them the most significant are *Župa Kruševac, Galenika Fitofarmacija Belgrade, Chemical Agro Sava Belgrade, Zorka zaštita bilja Šabac, Delta M - Delhem Zrenjanin, Veterinary Medicine Institute Subotica, Hemovet Vršac, etc*. Production of leading group of producers, according to data of Serbian Chamber of Commerce, in 2005 is presented in Table 4.:

Table 4. – Production of plant protection materials in 2005.

Agricultural chemicals *	Production (t)
Insecticides based on organ phosphorus compounds	812
Other insecticides	174
Herbicides based on triazin, acetamid, karbamat	670
Other herbicides	2.096
Fungicides	1.033
Rodenticides	419
Other plant protection materials	48
Total	**5.252**

*Source: Center for informatics and electronic business of Chamber of Commerce of Republic of Serbia, * all producers are not included*

Total production of agricultural chemicals in 2005. was about 6.000 t, and it included production of insecticides, herbicides, fungicides, rodenticides, acaricides, material for seed treatment and materials for plant growth regulation.

Today, utilization of this industrial branch capacities is not on satisfactory level. Some registered producers have, permanently or in short term, stopped pesticides production while in the case of some producers privatization did not gave expected results (they are in bankruptcy or in the phase of production restructurization). Also, we can notice large dependence of capacity utilization for foreign raw material purchase, considering that domestic production is mostly based on imported raw materials and foreign technology. In the same time, placement is oriented mostly toward national market on which producers lately have very strong foreign competitiveness.

Production of this strategically important chain in food industry production could satisfy the needs of domestic farmers and in the same time it could direct one part of production capacities toward export. This demands creation of necessary conditions for investing in new technologies and equipment with which production of modern formulations adjusted to European standards could be implemented. Considering good cooperation of domestic producers and multinational companies presented on domestic market, the golden goal should be creation of cooperation relations - common production (our factories should take over the role of regional formulator for large world producers with controlled production assigned to satisfaction of needs of Balkan countries and countries of former Soviet Union republics).

Serbian market is covered by all leading world companies in this area of economy. Over 50 producers and their distributors are registered, mostly from EU, Switzerland, USA, Japan, Israel, China, Croatia (*BASF, Bayer, Cheminova, Syngenta Agro, United Phosphorus, Du Pont de Nemours S.A., Monsanto, Arvesta Corporation, Crompton Uniroyal Chemical, Nipon Soda, Nissal Chemicals, Agro Care Chemical Industry*, etc). In trade are over 500 registered and certified pesticides for agriculture and forestry.

During 2005. in Serbia is imported about 5.000 t of ready made chemical products connected with plant protection (pesticides and other chemicals for agriculture - insecticides, rodenticides, fungicides, herbicides, growth regulators, materials against germination), with total value of 57 million USA dollars. Imported goods originates mostly from EU countries (Germany, France, Holland, Italy, Austria, Slovenia, Belgium, Hungary), USA, Israel, China and Croatia. In the same period there is an export in amount of about 960 t of final products, with total value of 5,2 million USA dollars, mostly in the region countries (Bosnia and Herzegovina and Macedonia).

Table 5. Import of chemicals for plan protection in 2008. (first semester)

Preparations	Approved (t)	Imported (t)
Import by approvals from 2008. realized in first semester		
Herbicides	5.416,011	2.162,961
Adjuvant and softeners	234,346	168,19
Growth regulators	63,8	43,44
Fungicides	2.181,405	1.042,634
Insecticides	717,315	380,34
Insectoacaricides	2,5	1,65
Acaricides	56,08	1
Nematocides	4	3,61
Limacides	5	1,997
Rodenticides	55	17,775
Repellents	10	9,6
Total	**8.745,457**	**3.833,197**
Import by approvals from 2007. realized in first semester of 2008.		
Herbicides	-	708,993
Fungicides	-	110,384
Insecticides	-	80,108
Insectofungicides	-	179,058
Acaricides	-	1,26
Rodenticides	-	6,765
Total	-	**1.086,568**
Total import	**8.745,457**	**4.919,765**

Source: Government office for plant protection – department for plant protection and nutrition materials

Similar to import of mineral fertilizers, based on data of Government office for plant protection (Table 5.), large gap can be noticed between approved quantities (approved quantities for import are based on assessment of domestic production and potential demand for these products) and imported preparations for plant protection in period January – June 2008.

CONCLUSIONS

Agriculture in Serbia is still under negative influence of transitional process, and since the end of 2008. under impact of world economy crisis. Poor parities between industrial inputs and outputs of agriculture, tradition of domestic farmers to use small quantities of chemicals in primary agricultural production process, lack of funds and often bad privatization and breaks in working of some large producers, led to decrement of produced amounts of domestic mineral fertilizers and plant protection chemicals. Local market is more and more oriented toward import of chemical components – material and final products. Selling function of this market in Republic is done by domestic producers by themselves, retail trade network and all leading multinational companies from this economical activity.

Opposite to low level of domestic production capacities usage and limited assortment of final products, present production and human capacities could be easily enabled, by smart investing in new technologies and equipment. Domestic capacities could produce enough amounts of quality chemicals for domestic agro complex, as well as for agriculture of surrounding countries.

For conditions of modern European agriculture, relatively small consumption of chemical materials in Serbia has its positive implications, considering that it makes easier conversion process toward organic agriculture, as one of important demands, which is imposed to all interested producers.

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RURAL TOURISM IN BIHOR COUNTY

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Key words: *rural tourism, touristical attractions, facilities*

Abstract

The propose of this paper was to show that the development of rural tourism in the Bihor contry, a beautiful area for the this kind of tourism is a successful business.It presents some rural B&Bs situated in different geographical areas of the country: hiel, plain, mountain and also tourist attractions. These allow the tourists to spend an attractive and active holiday, a very modern concept nowadays.

INTRODUCTION

This paper presents some examples of the case study "Tourism rural in Bihor County" study is part of PhD thesis "Research on development of tourism and agro tourism in terms of European enlargement. In this area the rural tourism has developed ascending number of guesthouses are increasing. The success enjoyed by the pensions department located in the west of the country, with their diverse and accessible if we are to benchmark quality - price services, we demonstrate that the plain and hill near the mountain, the efficiency of rural tourism may know a real development in these areas.

MATERIAL AND METHOD

To achieve the study used the interview method and discussed with the owners of hostels that Mrs Luminita Rob, the owner of the pension and Mr. Maris Istxan tab owner pension Tour, located in the area close to Remetea Beius, a gorgeous area of the hill.

RESULTS AND DISCUSSION

Presenting several hostels in Bihor County aims to make known lovers of a beautiful tourist area of the west of the country and by putting its advantages to attract an increasing number of foreign tourists, principal Bors border, is located only a few kilometers from the city of Oradea. Rural tourism in the area known a great development, many residents being enticed by the idea to start a business in the area. From a total of 180 hostels, 2 / 3 are in the mountain and hill and 1 / 3 respectively in the lowland area Băilor May 1 and Baile Felix.
The large number of hostels in the lowland and here show that rural tourism can be attractive, its success depending on the management applied.
Natural tourism potential of Bihor county is rich and diversified find here forest areas housing a rich and varied fauna, meadows and meadow, numerous caves including cave bears and cave Scărişoara recognized at European level as extremely valuable monuments.
Natural tourism potential of Bihor county is rich and diversified find here forest areas housing a rich and varied fauna, meadows and meadow, numerous caves including cave bears and cave Scărişoara recognized at European level as extremely valuable monuments. Pensions tourist Bihor county are located in mountain areas, hills or flat.
Rural tourism in the area known a great development, many lovers of nature and ancient traditions, while eager to preserve them and to transmit to future generations, have been attracted by the idea of a start in the field. Moreover, as explained the large number of hostels that have occurred in the area in recent years.
From a total of 180 hostels 2 / 3 hostels are located in the mountain and hill and 1 /3 respectively in the lowland area Băilor May 1 and Baile Felix.
The mountain is located in popular resort Stana de Vale, at Lake Coada Padis area, and Şuncuiuş Vartop-Arieseni. Pensions in the area May 1 Baths rural tourism development was done at a high pace . Compared with Baile Felix pensions area located in this area are ventilated if we consider settling them.
Pensions in the area May 1 offer multiple services. In terms of employment is on average 70% but there are hostels where employment reaches 90%.
In the area of pensions "Baile Felix and Baile 1 Mai" is

kind restaurant offers menus while in the mountains served traditional preparations. The first hostels were built in 2004. Unused spaces in hostels were converted into bowlling, sauna and fitness room.

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Pensiunea Maris is located in the proximity of the forest surrounding Baile Felix and ştrandurile short distance from the water. Locating pension: 67 Baile Felix, Bihor county. Tourist Area: Western Plain. Number of rooms : 8 Hosting capacity: 16 seats. Pension Owner: Rob Luminiţa.

Maris Guest House

External view

Guesthouse was built in 2006 and was classified in 3 daisies. In the pension 2 people working full time. Pension is structured on three levels: ground floor, first floor and attic. Ground floor: reception, living room, dining room, fully equipped kitchen, terrace. First floor: 4 rooms with matrimonial bed, bathroom, balcony, TV cable (the same equipment for each room). Attic: 4 rooms with matrimonial bed, bathroom, balcony.
Other facilities - its own parking lot , Yard , Internet and wireless , Telephone, cable , Heating .The application shall ensure extra bed.

In 2008 it was time to use the pool and Must be diversified range of accommodation that offers a pension based on the needs of people traveling alone to families with 2.3 or 4 persons. Tariffs can be negotiated if it wants full employment hostels. Other attractions - In the vicinity of the pension is a horse "manege Cavallino", which offers the possibility to make walks and walks with horse carriage (horse with ponies). 1-2 km can be visited from the volcanic crater Betfia, reserve the water lilies at Spa May 1. At 1-2 km from hostel fishery with a wine cellar where you can fish. 70 km from Felix Bear's Cave is located, unique in Europe. Activities proposed: Swimming, visiting sites, treatment, walks; You can take riding lessons, reward; Cycling on the track bike for the forest Felix.
Guesthouse Tour is part of the first hostels in the area occurred in 2004. Remetea. Situated in the area close to Remetea Beiuş, an area of hills full of charm and calm, with a picturesque landscape. Falls into the category of comfort marguerites 2. Pension owner is Mr Istvan tab. The pension has a capacity of accommodation of 4 bedrooms. Room: rooms with 2 beds, mini kitchen, 1 bathroom, hot and cold water current, yard, pond, garden, parking, farmed ostriches attraction of visitors.

Tour Guest House

Room – Tour Guest House

Attractions offered by the board: they are different. Sunday is when many tourists in the horsy folk costumes and accompanied by a rural dances play Sunday, and the action takes place in the street.

It provides walkings to gig, the wagon or sleigh depending on season. The pension is always busy as summer holidays and the pasture or at the winter. The area is not receiving special natural attractions but this hostel exploiting the cultural.
Tourists can visit workshops where they hatch in the war with pedals or see how wool is spun at the wheel fork. When the pig is cut bring groups of tourists who have permission to participate during the whole process. Tourists may choose the type of meal you want, only breakfast or half-board. In the pension is serving traditional preparations specific area. Remetea localities, and finish are Tărcaia Hungarian villages, 95% of the population.
Countries of origin of tourists are: Hungary and the Netherlands. Another attraction that should not be missed is Meziad Cave. Overall tourists average stay is 7 days in summer and winter for 4 days, usually Thursday through Sunday. It should be noted that in the off-season stay of 6 days tourists get 1 day free stay and a stay of 10 days from tourists enjoy 5% discount. Children up to 12 years receive free.
Some owners of the hostels that Baile Felix and May 1 is thinking in the future to propose to the accommodation and meal packages and treatment. In Baile Felix is also building a kind of hostel with a semibases equipped with last generation. It should be noted that the Agency Rustic Travel is one that is the technical support of rural guesthouses operated on the Bihor county is headed with competence and devotion of Mrs. Maria Tatar.

CONCLUSIONS

1. I propose that in the future to put a greater emphasis on how to incorporate an increasing number of organic products served tourists. In this way proves to be necessary for the establishment microferms organic. Today on the Bihor county there is only one such farm, located near the town Érmihályfalva.
2. Another proposal concerns the establishment of centers for horse riding, and 2-3 at the district level.
3. Creation at a departmental agencies reservation would have beneficial effects on development of rural tourism, which would make the sale seats increase the number of pensions to be a clearer evidence of free rooms at any time and through a marketing and proper management in the final results and would be bringing the best satisfaction of all.
4. propose that the future construction guesthouses to put greater emphasis on compliance and architecture area of construction materials used are appropriate, in full harmony with the target under consideration.
5. Preparations served tourists take part in the local gastronomy.

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STATISTICAL RESEARCH ON THE LIVESTOCK HOLDINGS IN THE MOUNTAIN AREA

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Key words: *mountain, animal exploitations, Romania*

Abstract

The scientific efforts completed by the results presented in this work were mainly aimed to provide the first detailed information on the situation of animal husbandry in the mountain area. This was possible by conducting an extensive statistical analysis using primary information at locality level that has been taken from representative statistical documents such as The General Census of Agriculture and the Statistical Yearbook of Romania. The obtained results can be used to perform monographic research on the social and economic profile of this area, in order to identify pragmatic solutions to solve current problems and to improve the population's living conditions.

INTRODUCTION

Zootechnics constitutes a very important source of vital food products for the population in the area in which it evolves. In the mountain area, it represents one of the income sources for the population and through the quality of products which it offers is favorised compared to exploitations in other areas. (3).
This paper has been realized in a willingness to offer new information regarding the level of development in this space.

MATERIAL AND METHOD

The demarcation of the mountain area has been realized based on the characteristics stipulated in the Mountain Law (altitude higher than 600 m or between 400-600m with a slope higher than 150) and Disadvantaged Mountain Area presented in the National Rural Development Programme (1).
The basic information used were taken from the General Agricultural Census 2002 as it provides information at a local level, indicators inexistent in other statistical documents (2).
The procedures used are specific to statistical analysis and consist in determining the cumulated values, the averages per county in the mountain area and the shares of the researched phenomena.

RESULTS AND DISCUSSIONS

In the mountain area, there are 286.924 exploitations which hold cattle, 161.347 exploitations that have sheeps, 373.98 farms that have goats and 419.924 exploitations with pigs.
The biggest number of exploitations in the mountain area have in maintenance birds (549.729).
In cattle, the Maramures county mountain area holds the first place with 31.509 explotations and the minimum level is being held by Timis county with just 501 exploitations.
In the mountain area there are 21,1% of the total explotations at national level which own this species and the average of the mountain area per counties if of 11.035,5 exploitations.

Table nr. 1 The distribution of mountain animal exploitations per counties

Nr. crt.	County	Cattle	Sheep	Goats	Pigs
1	ALBA	16946	6208	1765	22606
2	ARGEŞ	14101	7883	1357	18763
3	BACĂU	12327	5615	1234	18328
4	BISTRIŢA-N.	18333	8568	2296	28898
5	BIHOR	9372	1262	1076	11918
6	BRAŞOV	11940	8213	760	15843
7	BUZĂU	9908	11738	4624	18447
8	CARAŞ SEVERIN	14161	7537	1650	19587
9	CLUJ	11027	4698	1131	17237
10	COVASNA	11781	9800	1264	21973

Nr. crt.	County	Cattle	Sheep	Goats	Pigs
11	DÂMBOVIȚA	8351	2608	802	11257
12	GORJ	9396	4570	1344	14745
13	HARGHITA	26254	17367	2743	30586
14	HUNEDOARA	15938	7099	1445	22336
15	MARAMUREȘ	31509	11012	2610	36614
16	MEHEDINȚI	3471	2823	1201	5905
17	MUREȘ	6623	6563	1730	12086
18	NEAMȚ	17240	10998	754	21899
19	PRAHOVA	10877	10579	2165	21129
20	SATU MARE	640	275	49	766
21	SĂLAJ	644	435	97	835
22	SIBIU	6505	3703	1092	15320
23	SUCEAVA	640	275	49	766
24	TIMIȘ	501	171	202	891
25	VÂLCEA	9398	3887	2299	16353
26	VRANCEA	9041	7460	1659	14836

Also, sheep growing mountain farms holds the biggest numbers in the Harghita county with 17.367, and the fewest in Timis county with 171 exploitations. In this species, the mountain area holds a share of 25,2 of the registered exploitations in 2002 in Romania.
The average in mountain areas per counties is of 6205.7 exploitations..
Compared to the number of goat exploitations in our country, the researched area holds 15,9% and the average of the mountain area of the 26 counties that hold this space is of 1.438,4 farms..
In comparison with the previously analysed species, the exploitation that hold pig stocks register the highest number with 419.924 exploitations, with an average per county of 16.150,9 exploitations and a share of 15,9% from the national level total.
The individual households or with a legal status in the mountain area which own birds holds a share in the total at a national level of approximately 16,4% with an average of 21.143,4 mountain exploitations per county.
On the other hand, if the horse share is of 15,0% with a total number of 110.158 exploitations, in donkeys and mules, the mountain area has only 5,6% with a total of 3.344 farms.
This is due in particular to the use of horses in the mountain area due to their specific characteristics.
Other establishments in the moutain area include 23.847 households which own house rabbits with a share of 15,3% of the national level, exploitations which own fur animals with a share of 34,1 from the total national number of just 352 exploitations.
Also, there are recorded a number of 7.073 apiarian farms which represent 17,0% from the total number of 41.688 units at national level.

Table nr. 2 The moutain animal exploitations distribution per counties in birds, bee families and per total animal exploitations

Nr. crt.	**County**	**Birds**	**Bee families**	**TOTAL**
1	ALBA	27275	410	29544
2	ARGEȘ	23166	240	25282
3	BACĂU	28659	281	30412
4	BISTRIȚA-N.	44684	479	35071
5	BIHOR	14355	133	15192
6	BRAȘOV	24268	266	27815
7	BUZĂU	21114	422	22348
8	CARAȘ SEVERIN	27512	659	29246
9	CLUJ	18102	241	21051
10	COVASNA	28393	225	32394
11	DÂMBOVIȚA	14523	146	15371
12	GORJ	15812	240	16846
13	HARGHITA	47514	502	54206

14	HUNEDOARA	29206	731	31177
15	MARAMUREŞ	45566	394	52257
16	MEHEDINŢI	6344	183	6885
17	MUREŞ	16780	234	18278
18	NEAMŢ	31760	323	35126
19	PRAHOVA	26821	260	29227
20	SATU MARE	838	11	1047
21	SĂLAJ	913	24	975
22	SIBIU	17118	207	19806
23	SUCEAVA	838	11	1047
24	TIMIŞ	1258	47	1328
25	VÂLCEA	18545	233	19795
26	VRANCEA	18365	171	19409

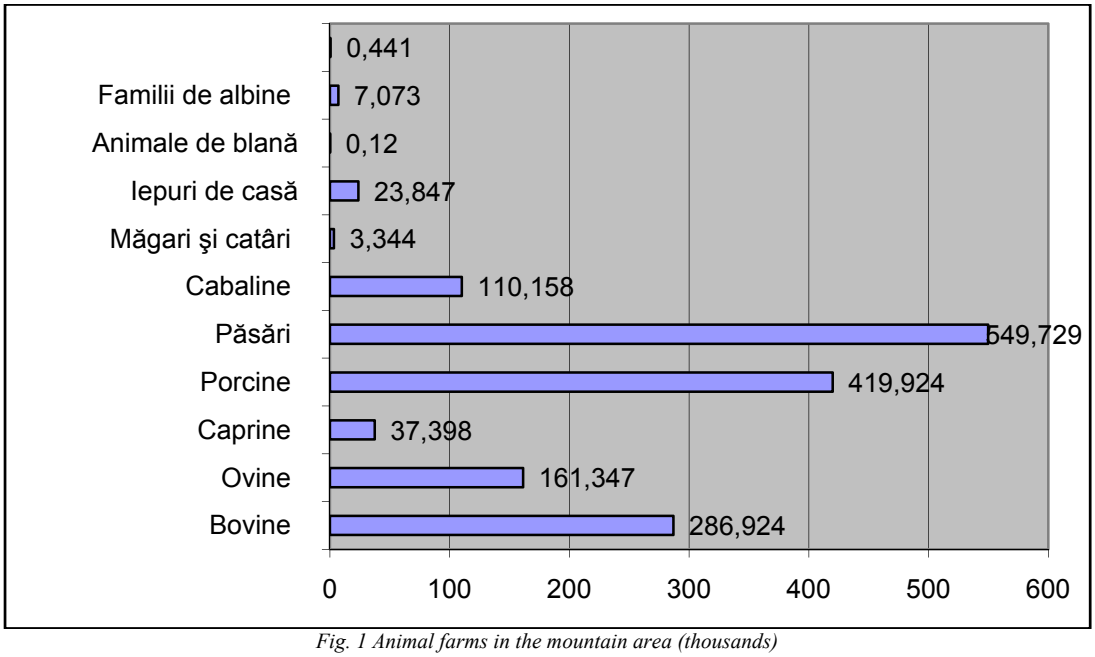

Fig. 1 Animal farms in the mountain area (thousands)

The most exploitations in the mountain area choose to grow and maintain birds and pigs. This phenomenon is due to the autoconsomption specific to individual agricultural farms.

The mountain area holds an important place in the Romanian zootechnics with a share of 13,2% of the total number of animal exploitations and this value is far less than the potential it holds.
As a result of this approach, is appropiate to corelate this information with the useful agricultural surface, its natural fertility, the average size of the exploitation after the animal herd and the number of persons involved in agricultural activities.

CONCLUSIONS

1. In the mountain area, there are 286.924 exploitations which hold cattle, 161.347 sheep growing exploitations, 373.98 which have goats and 419.924 exploitations with pigs.

2. The mountain area has an average share of 13, 2% in the Romania Zootechnics from the total number of animal exploitations.

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DEVELOPMENT OF THE QUALITY OF LIFE FACE TO FACE WITH RURAL ECONOMY

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Keywords: *rural area, competitiveness, development, performance, rural environment.*

Abstract
The promotion of competitiveness, strategic thinking, and risk approach is done simultaneously with the process of conversion of semi-subsidence farms in family exploitations, of the transfer of agricultural exploitation from the "elderly culture" to the "young culture", acquiring thus a refreshment of the labour force in agriculture, an improvement in business management, an increase of the exploitations' size, as well as their association in view of jointly marketing the products. The improvement of overall performance raises the safety standards, and the introduction of technical progress and innovation raise the share of development within the physical capital of enterprises, along with the increase of living conditions in rural areas.

INTRODUCTION

Rural economy has different characteristics, depending on the region, socio-demographic features and economic specificities. This distinction is particularly visible in terms of poverty in the Romanian rural space, reflected in a low standard of living of the population and lack of alternative sources of income.
Activities other than farming and forestry in rural areas depend on the territorial distribution and other activities of the distribution chain. Thus, one can say that these activities depend on local natural resources available for relief and traditions of the area. Regarding statistical data, as stated above, agriculture, food industry and forestry have an essential importance for the rural economy, and the presence of non-agricultural activities, especially those related to the primary sector, mainly the exploitation of natural resources and processing being insignificant.

MATERIAL AND METHOD

Activities in rural areas include: food processing, small business services and handicrafts. Except for the mining industry and energy industry, non-agricultural activities are carried out by and small and medium sized enterprises (SMEs). In general, the rural economy is less diversified and to a large extent dependent on agricultural activities, which are the consequence of low incomes for rural entrepreneurs [5].
Concerning the national economic activity, the density of SMEs in Romania, there were on average 20.38 SMEs / 1000 inhabitants (almost 3 times lower than the European average).
Business development in Romania has big differences between regions in terms of small enterprises, the highest rate being in North America, 13.8% and the lowest in South-West region, 7.6% and in Bucharest-Ilfov, 23.6% [4].

The analysis of small enterprises in rural areas shows that, despite appearances, a relatively small capacity of them responds to the demands relating to the provision of employment for the rural population; in 2008, they accounted for 13% of the total number of small enterprises at the national level. More than 50% (21,316 small enterprises) of total of small enterprises in rural areas (40,714) engaged in commerce [4].
The explanation for this phenomenon lies in the low resources, shorter time to recover investment, lack of capacities and skills. In this sense, the objective is to support small enterprises in other fields, which can have a positive impact on the rural economy.

- An important component of village life is culture, a field which may contribute specifically to increase the attractiveness of the village for the young people. The means by which culture is transmitted in rural areas are homes and other cultural establishments, libraries, cinemas, radio, television and the Internet. In the last 10-15 years one could find a continuous degradation of the environment of the cultural background in Romania, caused by the reduction of financial support for the field, both from the public budget and from private donors.

In rural areas, roads are the most important route of transportation, but their development and the traffic are still far from complying with the European standards. Only half of the villages have access to the network of roads and therefore it can be said that the current network of roads is serving only 3/5 of total rural population. More than 25% of the villages cannot use the roads during periods of rainfall. The works performed in recent years have focused mainly on repairing and modernising the network of national roads. Limited financial resources have resulted in neglect of county and country roads, and their quality and degree of use have fallen dramatically. Only 10.6% of county roads and communal roads have been upgraded, out of which 30.7% were covered with light clothing [3].
Providing a network of current drinking water is another major problem that conditions the quality of life and

economic development in rural areas. Only 33% of rural people (3.4 million inhabitants) have access to the public water network, and the hot water situation is even more critical. Given this, most households (70%), are using wells for water. In 2008, 43.6% of the total length of drinking water network is in rural areas and 56.4% in urban areas.
Public sewerage network is still at an early stage in rural areas, the end of 2008, 373 villages (10% of the total rural population) were benefiting from a sewerage network [4]. The differences between urban and rural areas are very high in relation to sewerage infrastructure. In 2003, 93.2% of the length of pipelines was crossing the cities and only 6.8% the villages.
Although heat is very little used in rural areas - only 0.5% of the total energy is distributed in these areas compared to urban areas where the percentage is 58%.
Internet access is poorly developed in rural areas and limited in general, to some public institutions. The connection to broadband Internet (broadband) is an interdependent basic infrastructure problem in rural areas.
The low level of education is reflected in the quality of labour in rural areas, as a restrictive factor for economic development in the area. Diversification of economic activities is not supported by potential employees with specific training or experience specific of different types of trades.
Educational institutions in rural areas represented in the vast majority by primary and secondary schools are poorly equipped in terms of technical and didactic material. IT technology is scarce in schools in rural areas and the necessary equipment or training for apprentices is outdated or missing. In general, the quality of education in rural areas is lower than in cities because of the difficulties of attracting qualified teaching staff and funding issues.

RESULTS AND DISCUSSIONS

The current services and infrastructure affect the strong quality of life in rural areas and constitute an obstacle to economic development. Therefore, several measures need to be taken to increase the quality of life, growth that will lead to rural development and enhancing the attractiveness of rural areas [6].

Table 1. Quality of life in rural areas

Measure	*Renovation, development of villages, improvement of basic services for the economy and rural population and the highlighting of rural legacy*
Articles that support measure	Article 52 (b) (i) and 56 of Regulation (CE) no. 1698/2005. Point 5.3.3.2.1of Annexe II of Regulation (CE) no. 1974/2006. Article 52 (b)(ii) and 56 of Regulation (CE) no. 1698/2005. Point 5.3.3.2.2 of Annexe II of Regulation (CE) no. 1974/2006. Article 57 of Regulation (CE) no. 1698/2005. Point 5.3.3.2.3. of Annexe II of Regulation (CE) no. 1974/2006.
Code of measure	322

Source: National Program for Rural Development 2007-2013

Economic and social development of the rural area is essential for the existence of related rural infrastructure and basic services. Renovation and development of villages is a key requirement for enhancing the quality of life and increase the attractiveness of rural areas. The quality for basic physical infrastructure (especially the infrastructure of roads and infrastructure of water/waste water) can have a major impact by ensuring the development of the rural area, particularly by encouraging and facilitating the development of economic activities. Infrastructure development will allow these services to develop for the rural population, especially since there was a concentration of them only in major economic centres [5].
The overall measure objective aimed at improving living conditions for the population, ensuring access to basic services and protection of cultural and natural heritage in rural areas to achieve sustainable development.
The specific objective aims at increasing the number of inhabitants in rural areas benefiting from improved services.
The *operational objectives* of the measures aimed at:

- Improving the basic physical infrastructure in rural areas;
- Improving access to basic services for rural population;
- Increasing the number of villages renovated;
- Increasing the number of heritage objectives in the respective rural area.

Support for this measure aims to invest in rural areas for:
a) Creating and upgrading physical infrastructure base;
b) Creating and developing services for the rural population;
c) Protecting natural and cultural heritage of local interest.

➢ *Type of service / support actions*

For component a):

- Establishing new roads, expanding and improving the road network of local interest, that belong to the public property of their respective administrative unit, as they are defined and classified into the national legislation in force;
- Purchase / equipment for production of renewable energy for the public;
- Creation and expansion of local gas supply network to other rural areas or rural areas not connected to the network;
- Creating, extending platforms and improving storage of waste and waste management equipment [5].

For component b):

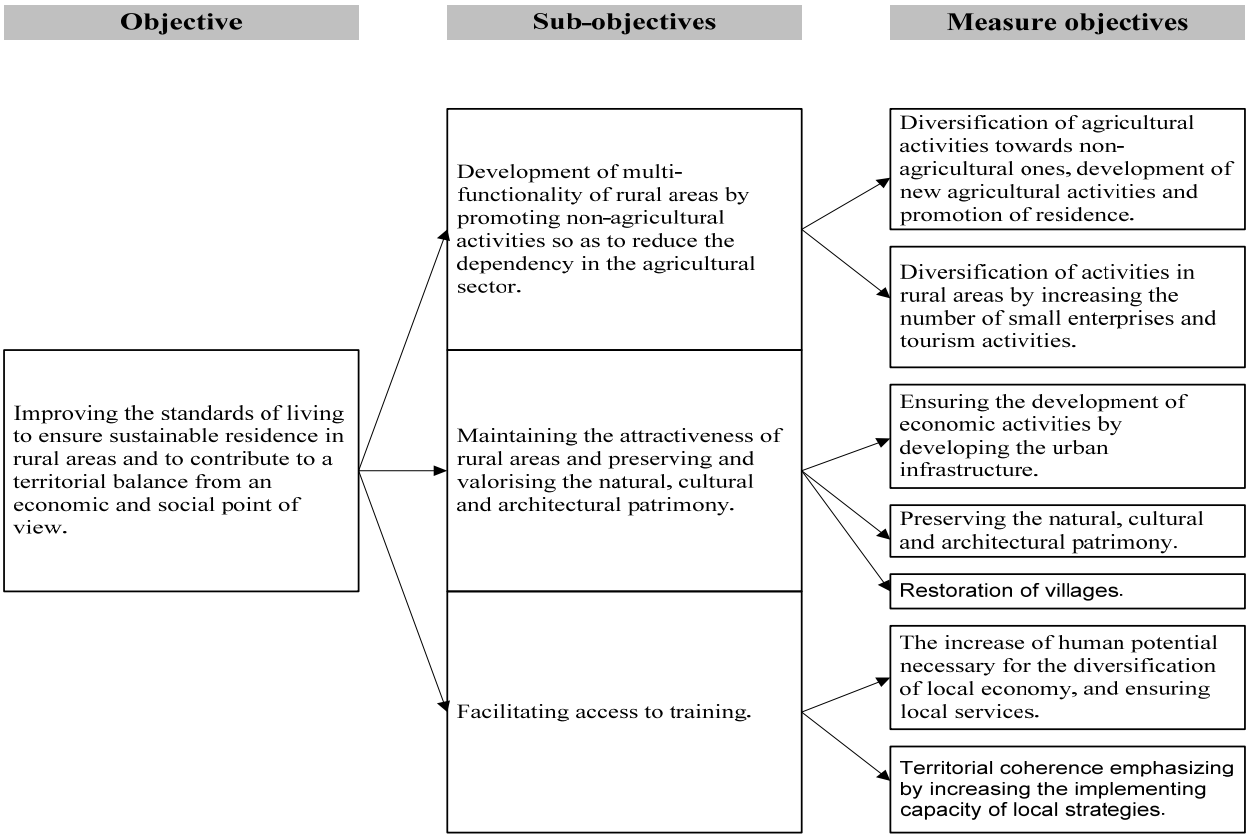

Fig. 1. Axis 3: Quality of life in rural areas and diversity of rural economy
Source: National Program for Rural Development 2007-2013

- Establishing, spatial recreation for the rural population (parks, play areas for children, sports, etc.).
- Renovation of public buildings (like e.g. Mayors) and the parking facilities, squares, spaces for organising fairs, etc.);
- New investments in social infrastructure and equipment related to child care centres, elderly and disabled people;
- The purchase of minibuses to provide transport for local community and arrangement of bus stops;
- Investments in renovation, modernisation and equipment related to cultural settlements [5].

For component c):

- Restoration, strengthening and conservation of the cultural heritage objectives of the local rural and natural space (caves, secular trees, waterfalls, etc.);
- Studies on cultural heritage (tangible and intangible) in rural areas with the possibility of valorifying and making them available to the community;
- Purchase of equipment for display and protection of cultural heritage [5].

The overall costs of project draw up will also be supported, namely expenses such as architects and engineers, consulting, feasibility studies, acquisition of patents and licenses for up to 10% of the total eligible project and for projects that do not require buildings, to a limit of 5%.

➢ *General requirements*:

- The investment will be located in rural areas;
- Customer must provide all notices and authorisations required for investment, including the ones related to environment;
- Investment must conform with the General Urban Plan, with the specific local architecture, as appropriate;
- For individual projects, non generative of profit, support will be granted for no more than 2 projects during the program period (2007-2013);
- Investment in infrastructure, water / waste water in rural areas identified by the Regional Master Plan must comply with the acquis communautaire concerning the management of water resources (investment in the water network will be done in conjunction with the drainage network and waste-water treatment plant);
- Associations of inter-community development to be done only between the rural areas.

The objectives of Axis 3 are: raising the quality of life, the diversification of rural economy and especially the development of access to education and training [5].

A first priority in this axis is the construction and upgrading of infrastructure in rural areas as important for economic and social development of these areas, and for a balanced regional development. Another priority of this axis is the increased awareness of local community and their involvement in the design and implementation of local development strategies. It is proposed to encourage micro-enterprises to start economic activities in rural areas and to target services and a traditional model. This attempts to

support the process of transferring labour from agricultural activity to the non-agricultural ones as a result of competitiveness growth in the agricultural sector.
Another priority is the development support of small enterprises in rural areas to respond to the needs of the population in these areas. However, it is proposed to support the activities of rural tourism and recreation, as high potential diversification activities, which may create opportunities for rural women's integration in the labour market, with important positive consequences for the social dynamics. Last but not least, this axis will support conservation and valorisation of the rich tangible and intangible spiritual heritage of rural areas. In parallel, it will help to improve the natural and social environment, services, as well as the actions undertaken with a view to better structuring the traditional marketing of specific products.

CONCLUSIONS

1. Following the priorities in Axis 3, but also the example of a measure taken to improve the quality of life in rural areas and bringing this environment to a competitive level, there is a need for a SWOT analysis of the current qualitative situation, an analysis aimed at raising rural economic level, worthy of European competitiveness [5].

Table 2.

STRENGTHS	WEAKNESSES
In the past five years, the food industry as a whole registered a dynamic upward. Food production is done in proportion of 99.5% in the private sector. Investment growth, both for the expansion of production capacities and to improve efficiency and increase competitiveness of products. Emerging market in the process of structuring, with products and services insufficiently met, which could generate an effective demand and, thereby, creating great opportunities and development of SMEs in rural areas. The existence of the legislative framework for the recognition and operation of groups of producers.	Incomplete regulations regarding the conditions of practice and validation of compliance with quality standards for organic production. The quality and food safety is not satisfactory and does not comply with Community requirements. Existence on the market of small businesses that have outdated technology and do not produce at national standards. Not all farmers are organized for the marketing of agricultural products. Reduced competitiveness of agricultural products on foreign markets.

Source: National Program for Rural Development 2007-2013

Objectives:
Organizational restructuring, marketing and improvement of economic performance of the processing to develop product networks in a balanced manner through:
2. Modernisation of processing needs to respect regional trends;
3. Compliance with processing and trading community norms;
4. Encouraging regrouping (association) of farmers and communication between farmers through aid provided for the establishment and organization of groups of producers;
5. Supporting collective structures of farmers, especially with agricultural equipment and common agricultural infrastructure.

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THE INCREASE OF COMPETITIVENESS IN RURAL ECONOMY

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Keywords: *conservation of natural resources, rural area, economic growth, compatibility, diversification of rural area.*

Abstract

Maintaining the quality and diversification of rural area with the purpose of achieving a balance between human activities and conservation of natural resources is based on improving standards of living in order to ensure a sustainable residence in the rural areas and a contribution to the regional balance from an economic and social point of view. Providing an integrated and sustainable economic development of the rural area requires accelerating the processes of restructuring and modernisation of the rural area, considering its economic and social importance. The increase of competitiveness is based on promoting rural development as being compatible with economic and social policy of the European Union, whose main objective is reducing the disparities in development between the regions within the European Union, and, consequently, decreasing the discrepancies in development between the rural and the urban.

INTRODUCTION

The analysis of the current situation in the agricultural sector in Romania indicates the need to accelerate the processes of restructuring and modernisation in rural areas, given their social and economic importance so as to ensure an integrated and sustainable economic development of the rural area.
Considering the necessity to adapt the Romanian agro-food sector to the EU requirements, by promoting an efficient and viable sector, from an economic and social point of view the main directions are set in order to develop the agriculture and forestry.

MATERIAL AND METHOD

The increase of economic competitiveness suggests a distinctive approach to the strategic development of this National Strategic Plan which envisages the application of a model of multifunctional agricultural and rural development. The basic principle in applying this model is to promote the development of agricultural functions of the rural areas with an equal promotion of non-agricultural functions of these areas. This model is compatible with the economic and social policy of the European Union, whose main objective is to reduce development disparities between the regions in EU and thus reducing disparities in development between the rural and the urban. The strategy for rural development is based on the SWOT analysis of the agricultural and rural sector and it aims to adopt those measures which can solve , on the one hand, the problem of rural infrastructure, and on the other hand, the structural problems of agriculture [7].
These goals will be achieved by reducing the number of people who earn their livelihood from farming, with direct effect of these actions on the deliverance of land, which will cause the merging and consolidation of viable farms.
They will lead to an increase of the efficiency of the Romanian agriculture, promotion of farmers' managerial skills, and orientation of agricultural activities towards profitable investments, including integrated projects. Given the current situation of the agricultural sector and rural areas and limited funds available, it is necessary to use them efficiently and rationally by a fair distribution of funds for rural development and fisheries, towards carefully selected priorities and actions.
Within the context of increasing economic competitiveness, the following general objectives have been identified:
1. Developing a competitive sector of agriculture and forestry, based on knowledge and private initiative, able to adapt to long term changes, taking into account the Community rules, preserves the environment and enhances the processing.
2. Maintaining quality and diversification of the rural and forestry area to achieve a balance between human activities and conservation of natural resources
3. Improving standards of living in order to ensure sustainable employment in rural areas and contribute to the regional balance from an economic and social point of view
4. Implementing a LEADER pilot program
An important role in solving some of these issues is the implementation of national policies and programs, but also of European programs, such as the SAPARD program, whose overall objective is to implement the acquis communautaire concerning the Common Agricultural Policy and related policies, and solving specific priority problems for the sustainable development of the agricultural sector and rural areas in Romania.
Through national policies and programs, the Romanian Government seeks to achieve the following objectives:
To complete the reform of land ownership - it is proposed to end the process of restitution of land property or fair compensation in the objective cases in which retrocession cannot be made in kind.

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Table 1. The general purposes

Development of economic competitiveness of the rural areas, preserving the environment and emphasizing the presence of population	Consolidating the economy and residence	Modernising, developing and structuring the instruments of production to improve competitiveness
		Improvement of human capital
		Consolidating the environment necessary for the development of economic activities
	Conservation and capitalisation of natural resources	Ensuring a sustainable management of resources
		Highlighting the natural patrimony
	Emphasis of the presence of population in the rural area	Maintaining the population in difficult areas
		Improving the quality of life in rural areas
	Development of local governance	Introducing local strategies of development

Source: The National Program for Rural Development 2007-2013

Stimulation of transforming peasant households in family farms with a commercial character, middle class formation in rural areas [7].
Starting from this basis, action priorities are defined for national policies and programs for rural development and community support. National programs and The National Program of Rural Development financed by the European Agricultural Fund for Rural Development are involved in a complementary manner.
The general strategy aims to develop economic competitiveness in rural areas, preserving the environment and emphasising the presence of population.

The priorities of the National Strategic Plan are represented below by the axes I and II. The sub-objectives of Axis I follow the development of a competitive agricultural and forestry sector based on knowledge and private initiative, able to adapt to changes in the long term, which preserves the environment and enhances the processing sector. The sub-objectives of Axis II aim at maintaining the quality and diversification of the rural and forestry areas to achieve a balance between human activities and conservation of natural resources. Inter –relation and complementarity of the two axes are presented in the schematic diagram below. And in terms of territory there is full complementarity and interdependence between these two axes and their objectives. If Axis I addresses especially to farmers who operate in plains and hills, Axis II represents mainly farmers from the mountain with their respective specificities. Axis III and IV and sub-objectives are the balance elements of the National Strategic Plan, serving both in terms of territory and the type of operations as a factor of stability [7].
Within the 4 Axes shown below, there is an improvement and stability in the economic development and a sustainable balance between increasing the competitiveness of agriculture and forestry sectors and the increasing economic values.
The priorities in Axis 1 aim at better exploiting the potential of rural areas and improving competitiveness, to increase value added agricultural and forestry products. Modernisation and restructuring of farms will help increase the quality and organic production, diversification of production, including obtaining and using renewable energy and compliance with Community rules on the requirements of cross-compliance [6].

Promoting competitiveness is intended to be made by:
- transformation of farming in semi-subsistence family holdings;
- transfer of agricultural exploitations from older farmers to other farmers, especially to young farmers achieving thus a revitalisation of employment in agriculture and an improvement of management;
- increase in the size of holdings, and their association to the commercialization of products.

The support for increasing the competitiveness of the agricultural sector and the forest will target primarily to small and medium enterprises, considered to be the best able to exploit the local potential and to increase local value-added products, especially the traditional ones. Moreover, to improve the management of agricultural land and forest, adaptation of agriculture and forestry in accordance with measures to increase competitiveness is expected to support investments to increase accessibility, a better management of water resources and ensuring agricultural holdings in utilities.
An important component of Axis 1 is the training of farmers to modernize and adapt production to market requirements, with emphasis on quality, improving environmental protection, renewable energy production, and safety at work. It will be easier access to training, information dissemination and knowledge of adult working in agriculture, forestry and agro-food industry for acquiring information and knowledge to allow sustainable management of agricultural land and forests, structural transformations of farms to reduce unemployment and improvement of living conditions in rural areas.
In axis 2 the priority is to support disadvantaged areas (areas where agricultural productivity is affected by altitude, slope, low soil productivity, unfavourable climatic conditions, etc.) to ensure their continuation in the agricultural development activities. These limiting factors cause the abandonment of agricultural activities, the result being the loss of biodiversity and traditional landscape - with adverse effects on the potential of rural tourism, as well. Another priority addressed is the conservation of traditional agricultural systems and household agricultural land extensively as elements that support the diversity of species of wild animals and their habitats (applicable mainly to semi-natural grasslands). Priority will also be given to supporting forestry areas characterized by a degree of high biological diversity. Another priority is to support the management of Nature 2000 by offsetting losses

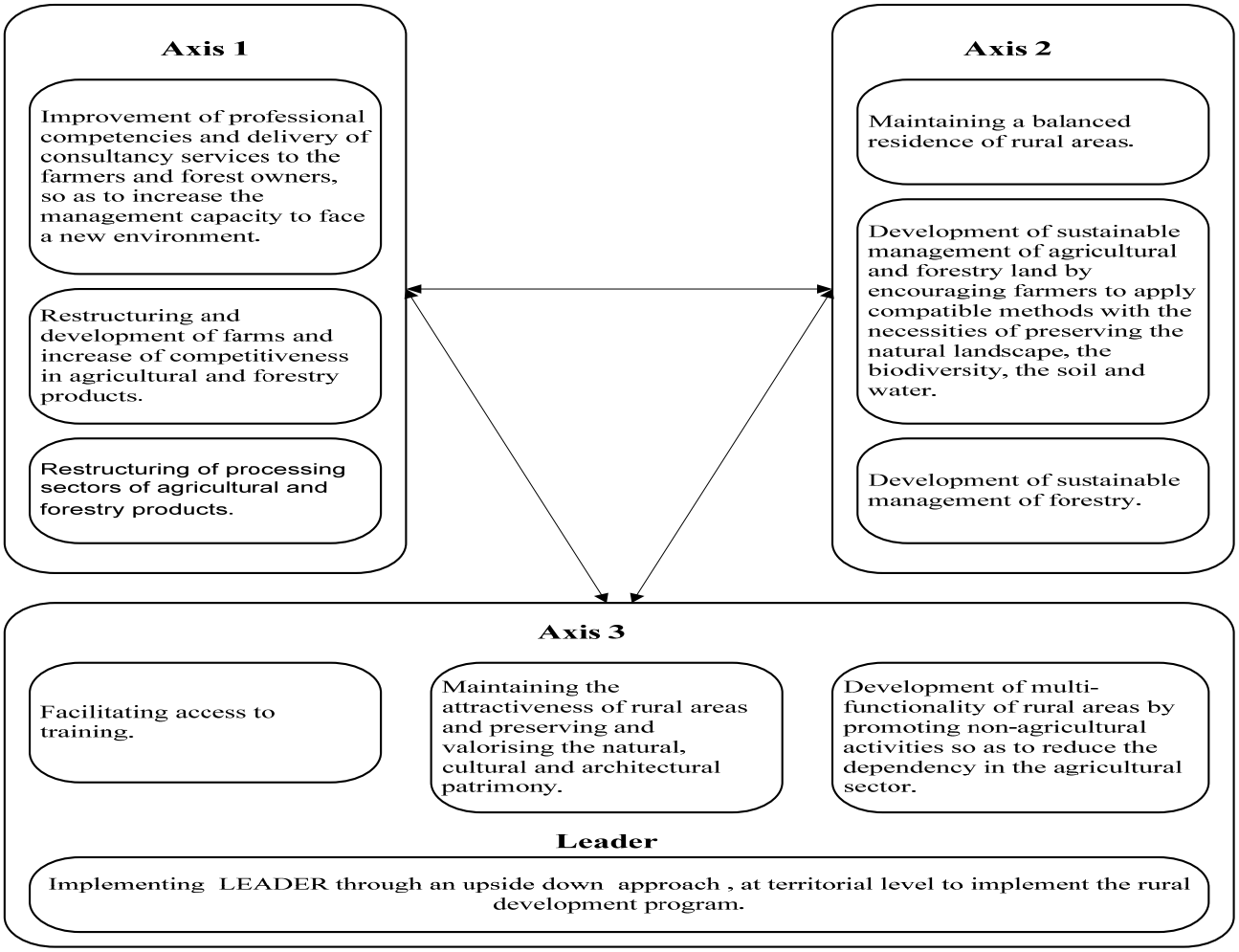

Fig. 1.
The SWOT analysis below is made for Axis 1, concerning the increase of competitiveness in the agricultural and forestry sector.

incurred by farmers and foresters as a result of restrictions imposed in these areas. Within this axis, measures of protection against soil erosion processes (e.g. creation of green crops) or change of land use (e.g. conversion of arable land in grasslands) will also be encouraged [6].

A first priority in axis 3 is the construction and modernisation of infrastructure in rural areas as an important factor not only for the economic and social development of these areas, but also for a balanced regional development. Another priority of this axis is the increasing awareness of local communities and their involvement in the design and implementation of local development strategies. There is the proposal to encourage micro-enterprises to start economic activities in rural areas and to target services and a traditional model. This aspect tries to support the process of transferring labour force from the agricultural activity to the non-agricultural one, as a result of the increase of competitiveness in the agricultural sector.

Another priority is the sustainable development of small enterprises in rural areas to respond to the needs of the population in these areas. Support activities for rural tourism and recreation are also suggested, as diversification of activities with high potential, which may create opportunities for rural women in the labour market, with important positive consequences on the social dynamics. Last but not least in this axis, conservation and valorisation of the rich material and spiritual heritage of rural areas. In parallel with it, support for the improvement of the natural environment and social services is provided, as well as for actions towards a better structuring of the sale of specific traditional products.

The principle formulated in axis 4 is the development of local communities through active involvement of citizens in decision making. To acquire this, support will be provided for:

- Local institutional construction by mobilizing local actors, representatives of the rural population, to concern and to take control of rural areas development by elaborating strategies focused on the already identified problems in their communities and by exploiting local resources;
- Collaboration between rural areas in order to carry out exchanges and transfer of experience;
- Balanced territorial development by implementing strategies;
- Acquiring and developing skills at the local level through training and animation.

An important factor for competitive economic growth is the development of multi-functionality rural areas by

promoting non-agricultural activities in order to reduce dependence on agriculture [6].
This is exemplified in the PNS and its priorities through interpenetration of the 4 axes of competitive development.

RESULTS AND DISCUSSIONS

Table 2. SWOT ANALYSIS AXIS I – The increase of competitiveness in the agricultural and forestry sectors

AGRICULTURAL SECTOR

STRENGTHS	WEAKNESSES
Main forms of relief in Romania, arranged in the form of an amphitheater, results in a great diversity of plant and animal production. Arable area in the country has remained relatively constant; it represents 63-64% of total agricultural area. Romania has, on 67.6% of agricultural land, lands with high and very high fertility (grades I-III). The existence of a high productive potential is highlighted by the quality of land and climate. Regarding the situation of ownership of land fund, we can notice that most land is owned by private individual (96.2% in 2008).	Contribution of agriculture registers a relative decline to both the formation of gross added value declining from 16.2% (2004) to 13.3% (2008), and gross domestic product declining by 2.7% for the period under review, from 14.4% to 11.7%. Labour productivity compared to the national average had a strong downward trend during 2004-2008, registering a level of 27.5% in 2008 from 42.3% in 2004. Intra and inter-annual variability of meteorological parameters induces a large variety of crops and worsens processes of soil degradation. Intensifying processes of soil degradation caused by bad management at farm level. The existence of a high degree of granulation and property parceling, a reduced size of peasant farms (1.80 ha per household in 2008). Lack of systems for financing agricultural production increasing fallow land, maintaining a large number of animals, and bad practice of subsistence agriculture, low capitalization, reduced demand for equipment.

Source: National Program for Rural Development 2007-2013

Objectives:
Restructuring and modernisation of small farms to improve economic performance and create middle- class by:
- Upgrading farming technology to maintain low costs of production, or adapted according to the veterinary, sanitary and environmental norms;
- Complementarity with investment credit as a starting point for restructuring subsistence farming;
- Use of all the means to limit the consequences of natural disasters on semi- subsidence farms, whose existence is so fragile;

Modernisation of existing farms, economically viable by:
- Upgrading technique and culture of farming technology to maintain low costs of production;
- Improving yield and quality and compliance with Community rules;
- Adaptation to the potential of the area;
- Encouraging competitiveness, helping more efficient farms;
- Encouraging competition in the use of efficient technologies;
- Diversification of production to broaden networks involved in less-developed products.

CONCLUSIONS

1. The overall objective of increasing economic competitiveness in the rural areas is to promote a progressive and dynamic agricultural sector considering the fact that in rural areas in Romania there is a need for immediate economic growth. At the same time it must be accepted that the agricultural sector has a potential of development in two separate directions and both of them have to be encouraged.
2. Firstly, there is a direction for development of agricultural production systems towards a more modern, more competitive and more market-oriented, which will lead to the adoption of innovative principles and quality that will meet the needs of consumers in domestic and international markets.
Secondly, there is an orientation to accept more diverse and more multi-functional agricultural system which combines traditional production systems with a range of alternative activities – agro-tourism, handicrafts, and services aiming at protecting the environment (conservation of biodiversity by maintaining the high natural value in farms). Both directions of agricultural development have potential for economic growth, creating jobs and improving the quality of life of rural population. They will be done only through a sustainable use of natural resources, even if it is done by maintaining soil fertility as premise for obtaining rich harvests and quality, or preserving the natural mountain landscape as a premise for successful tourism business. Furthermore, the involvement of the rural population is very important, an effective and efficient involvement in determining the priorities for development of their own communities, and this should be done for both directions of agricultural development, even though we refer to semi – subsidence farmers who perform activities in plain villages or those who shepherd herds of sheep or goats on the alpine pastures of the mountain.

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THE ROMANIAN RURAL AREA DEVELOPMENT THROUGH AGRO-TOURISM PRACTICE

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Key words: *Rural area, Rural development, Agro-tourism, Farmhouses, Rural guesthouses.*

Abstract:

This paper presents briefly the prospective of the Romanian rural area from the point of view of economical and social consequences produced by the agro-tourism practice. In the same time this paper brings a short contribution to all studies regarding the history and the prospective of the Romanian development of tourism and agro-tourism domain.
Within nowadays modern society conditions, we must focus on countryside environment, respectively on its economical and social development according to rural patrimony and the environment protection.
For sure, the development of touristic and agro-touristic units within Romanian countryside will trigger positive consequences on economical and social aspects.
In Romania already exist two specific forms of agro-touristic units homologated and classified, namely: farmhouses and rural guesthouses and the agro-tourism represent for our country and for some European countries an attractive field for potential investors and for the costumers.

INTRODUCTION

The EU strategy focuses on **rural development** as a priority field of national development. Romania, as a Member State of EU since 1st January 2007, must apply this strategy and to monitorize all items connected to the multi-functional system of the rural area. This can be done by means of a high performant agricultural system and also by promoting the non-agricultural activities within the agricultural farms.
Therefore, the extra-incomes of agricultural farms produced by activities related to agriculture are very important. At the moment, the agro-tourism represent for our country and for some European countries an attractive field for potential investors and for the costumers. The supply in this field in Romanian rural areas is steel in deficit.
The activities carried on as part *of farmhouses and rural guesthouses* – accommodation, feeding, entertainment – are constitutive component parts of *agro-tourism product*. In this sense is compulsory the ensuring a relation between endowments and equipments quality and general aspect of accommodation, feeding and entertainment spaces. In the aim of tourist's protection the activity of *farmhouses and rural guesthouses* it will be come true with the strictly following of normative acts who regulates tourism in Romania.

RESULTS AND DISCUSSIONS

The agro-tourism, as a complementary activity of the agriculture, is practicing in a many places of Romanian rural areas which are beautiful and appealing. We strongly believe the agro-tourism in Romania will be very well developed in the next years, because of its advantages: new incomes for farmers, the use of the agro-food products for the tourist alimentation, the capitalization of all economical and technical resources of the farms.
The lasting development of the agro-tourism within agricultural farms represents a priority for Romania in the context of the improvement of the life quality within rural population, taking into account the following facts:

- ✓ the agro-touristical demand is directly connected to the environment quality and with the potential offer of its region in part;
- ✓ the agro-tourism is an activity that protects the rural environment better than other industries;
- ✓ the agro-tourism helps the increasing of the population number and of the cultural and educational level;
- ✓ the agro-tourism managed well could be a force in preserving the environment and nature protection;
- ✓ the lasting agro-tourism had become a real worship for the rural inhabitants and also for the tourists.

ANTREC – National Association of Rural, Ecological and Cultural Tourism – is a national network who has 30 branches and has 3250 members and represents, owners of farmhouses and rural guesthouses. The supply of rural tourism in Romania numbering over 14.000 rooms in guesthouses and farmhouses, in over 770 villages. ANTREC is a non-profit association that identifies, develops and promotes rural hospitality and tourism. ANTREC is member of the European Federation of Rural Tourism – EUROGITES.

Table 1. The Guesthouses and Farmhouses repartition in Romania

THE DISTRICT	THE NUMBER OF GUESTHOUSES AND FARMHOUSES	TOTAL ACCOMMODATION PLACES
ALBA	41	305
ARGES	17	144
BACAU	11	193
BIHOR	9	66
BISTRITA NASAUD	12	110
BRASOV	150	1969
BUZAU	5	78
CLUJ	17	138
CONSTANTA	5	118
COVASNA	13	80
DAMBOVITA	9	70
DOLJ	2	8
GALATI	6	87
GIURGIU	1	14
GORJ	27	205
HARGHITA	24	265
HUNEDOARA	4	18
IASI	9	101
ILFOV	5	38
MARAMURES	19	274
MEHEDINTI	0	0
MURES	8	103
NEAMT	16	277
PRAHOVA	13	161
SIBIU	17	110
SUCEAVA	27	330
TIMIS	1	40
TULCEA	20	268
VALCEA	25	251
VRANCEA	31	329
Total	**544**	**6150**

In *„National Catalogue of Guesthouses and Farmhouses in Romania"* are included and presented **544 agro-touristic units** represented by guesthouses and farmhouses homologated and classified, distributed in all the region of our countries *(Table 1)*. All this agro-touristic units offers accommodation for 6150 persons.

In Romania the accommodation in rural tourism is definited as farmhouses from 1 to 3 daisies and guesthouses from 1 to 5 daisies. By the Order of the Ministry of Tourism, all units in rural tourism must have certain conditions, depending on their comfort, in order to be classified.

The Romanian rural area, despite all vicissitudes has preserved with stoicism the cultural values and the economic traditions. It also represent a great source of great importance for Romania's revival and its integration into the big family of the European Union.

We can say that, without agro-tourism, the natural, historical and cultural treasures, as well as the rural people's and hospitality will never come to be the subjects of an economic activity full and capable to generate incomes and constantly to take part in the sustainable development.

A major effect of developing agro-tourism in Romanian rural areas concerning the life quality itself, results from the effect of an improved infrastructure and increased possibilities to communicate and to be informed.

The other effect and results of developing agro-tourism in Romania is:

- ✓ protection, preservation and improvement of environment;
- ✓ improvement of life standard for the rural people's;
- ✓ responsible management and proper use of natural resources;
- ✓ increase of the society's responsibility at central and local levels, for the future and special management of the rural area, by setting up adequate structures;
- ✓ development, consolidation and assurance of prosperity of the family farm, which is the main social-economical cell of the rural settlements;
- ✓ assurance and modernization of infrastructure, access ways to rural area, and social services to inhabitants;

- ✓ assurance of education, training and information of the rural people's, especially for the young people;
- ✓ use of the natural patrimony, preservation of biodiversity, protection of endanger and rare species located in protected areas;
- ✓ preservation and use of the local cultures, ethnographic traditions, protection of historic monuments and introduction all this into the public circuit of values;

In this moment, *Romania needs a global strategies for sustainable rural development*, with clearly strategic objectives and an adequate policy adapted to regional and local conditions.

The strategic objectives for Romanian rural area development should be:

- making society to be more responsible as far as the destiny of the rural area is concerned;
- making the family farm to develop and to become prosperous by an performant agriculture, promoting agricultural production methods targeting environments protection;
- according financial and legislative support for the development of infrastructure in the upstream and downstream sectors of agriculture;
- encouraging pluri-activity in rural space and development of agricultural extension services;
- development of rural areas applied scientific research and innovation;
- assuring life conditions for the rural population by modernization of infrastructures or equipment;
- limiting the exodus of the rural young population by developing small and medium enterprises and agro-tourism and increasing the civilization degree in rural localities;
- supporting the farmers and the young population by granting good credits for their own development projects, facility the access at the European founds, direct payment for products and environment protection, granting some non-reimbursable aids to development of objectives generating new jobs in the rural areas;
- giving support for increase of the farm's average size and grouping together the dispersed agricultural lands into compact plots etc.

CONCLUSIONS

1. In Romania, is imposing to elaborate and to apply some *global strategies of Romanian agro-tourism development* which to allowance about all the social, technical, economic and ecologic implications of this development.
2. The main directions in the development of rural communities is *rural diversification through the economic and demographic opportunities*. Rural tourism, agro-tourism, the small and medium-sized food industry enterprises and the environment protection and conservation services will be able to provide conditions for the participation of the active population through labour surplus absorption.
3. Romanian rural development, starting for the present situation of rural areas, from the natural potential and human resources, should focus upon a dynamic, modern and efficient development, with a large openness to the exterior world.
4. *Development of agro-tourism by involving young rural families* with the help the means offered by grants, subsidized credits, European founds, technical assistance, training fiscal incentives, fiscal facilities should by a priority in rural policy.
5. The agro-tourism is not just an economic balance factor, involving many adjacent factors and reproducible resources, but also becomes an educational-cultural ambassador and a constant and not too expensive tool for social progress. Due to its multiple functions the agro-tourism generates not only an increase of the individual income, but the local community as well and by this contributing to decrease of the unemployment rural areas. *However, we must not overestimate the importance of agro-tourism either.* Agro-tourism remains a complementary and limited activity.

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THE DEVELOPMENT OF THE ROMANIAN AGRICULTURAL UNITS THROUGH NON-AGRICULTURAL ACTIVITIES PRACTICE

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Key words: *agricultural units, rural area, rural development, non-agricultural activities*

Abstract

The purpose of our study is the identification and quantification of the non-agricultural activities which can be development in Romanian countryside. This paper presents briefly the prospective of the development of the Romanian rural areas through non-agricultural activities to the point of view of economical and social consequences on the countryside. In the same time this paper brings a short contribution to all studies regarding the Romanian development. Romania, as a Member State of EU, must to monitorize all items connected to the multi-functional system of the rural area. This can be done by means of a high performant agricultural system and also by promoting the non-agricultural activities within the agricultural farms. Therefore, the extra-incomes of agricultural farms produced by activities related to agriculture are very important. The Agricultural Economy Institute of Bucharest - Romania has realized a complex study regarding the Romanian agricultural farms and their potential of lasting development. Within these farms there were identified and studied all their agricultural and non-agricultural activities.

INTRODUCTION

Rural development in Romania has to take into account all agricultural and non-agricultural activities of the farms. **The importance of non agricultural activities** in the context of lasting rural development is a target of the Romanian Community Finance Programe for 2007-2013.
Thous, within the Priority Ax no. 3 of the National Programe for rural Development – *The life quality within the rural area and the development of rural economy* - there are financed several measures regarding the rural economy diversification, such as: the diversification of non-agricultural activities, according support for the setting and development of micro-companies of the inhabitants and according support for developing the touristic activities.
The Structural European Funds for Romania, managed by APDRP - The Payments Agency for Rural Development and Fishery - take into account the real measures for the lasting rural development for 2007 – 2013 period, as the following: the modernization of agricultural units, the modernization and development of the Romanian villages, the development of local agri-food product, the improvement of the local services, the protection of the environment, the conservation of local traditional customs etc.
Besides agriculture, which represents the main economic activity, in the rural area a series of other non-agricultural are carried out, on certain sites or on larger areas. This activities is reporting at services, handcraft activities, manufacturing, rural tourism, mills activities, local product processing, the trade with traditional art products within, rural exhibitions, public food units etc.

MATERIAL AND METHOD

The study methods consist in: theoretical and practical studies regarding the vast subject of countryside development efficiently and long lasting. A lot of bibliographical references will be studied and also practical studies will be achieved within regions with real prospective of non-agricultural activities development.
The ***Agricultural Economy Institute of Bucharest - Romania*** has realized, in 2006 – 2008 period, a complex study regarding the Romanian agricultural farms and their potential of lasting development. *The study was done on 784 farms* from all Romanian territory. Within these farms there were identified and studied all their agricultural and non-agricultural activities.
The main non-agricultural activities identified within the Romanian studied farms were the following: meat processing, milk processing, fruits and vegetables processing, grapes processing, fodders processing and storage, mills' specific activities, wood processing, agro-tourism, obtaining of non-conventional energy, handmade souvenirs and fishery.
The data were obtained using a specific *questionnaire* and the agricultural farms were grouped on counties taking into account the economical development of the regions and the type of relief.
Nowadays, *a lots of experts and executives are studying and are interested in the approach of lasting development*

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of countryside aiming three main domains: economical, social and ecological.

RESULTS AND DISCUSSIONS

The development of the Romanian agricultural units through non-agricultural actvities practice was studied in all 41 counties and Bucharest, which are spread on three major relief forms: plain, hills and mountain.

These are grouped on *8 economic development regions*, respectively: North -East (6 counties), South - East (6 counties), South - Muntenia (7 counties), South - West Oltenia (5 counties), West (4 counties), North - West (6 counties), Center (6 counties), Bucharest and Ilfov (1 county and Bucharest).

By analyzing the data from all the studied farms during the period of 2006 - 2008, there were established the next synthetic results regarding the agricultural and non-agricultural farms activities:

- ✓ **589** (from the **784 studied farms**), respectively 67,70% run non-agricultural activities;
- ✓ ***Regarding the range of non-agricultural activities*** this was very various, such as:

a) meat processing – identified in 65 farms (11,00%);
b) milk processing – identified in 142 farms (24,10%);
c) fruits and vegetables processing – identified in 33 farms (5,60%);
d) grapes processing – identified in 52 farms (8,80%);
e) chopping fodders – identified in 41 farms (6,90%);
g) mills activities – identified in 21 farms (3,50%);
h) wood processing – identified in 3 farms (0,50%);
i) other types of processed products – identified in 3 farms (0,50%);
j) agro-tourism – identified in 5 farms (0,80%);
k) trade – identified in 136 farms (23,00%);
l) different services – identified in 63 farms (10,60%);
m) handcrafts – identified in 2 farms (0,30%);

- ✓ ***At regional level*** – we can notice a very clear repartition of the agricultural farms with non–agricultural activities within the economic and agricultural well developed regions, respectively South - West, South - East and Center. This shows the direct connection between the general development rank of the regions and their potential of lasting development.

This results is synthetic presented in the *figure 1 and 2.*

Figure 1. The farms repartition according to their type of non–agricultural activities

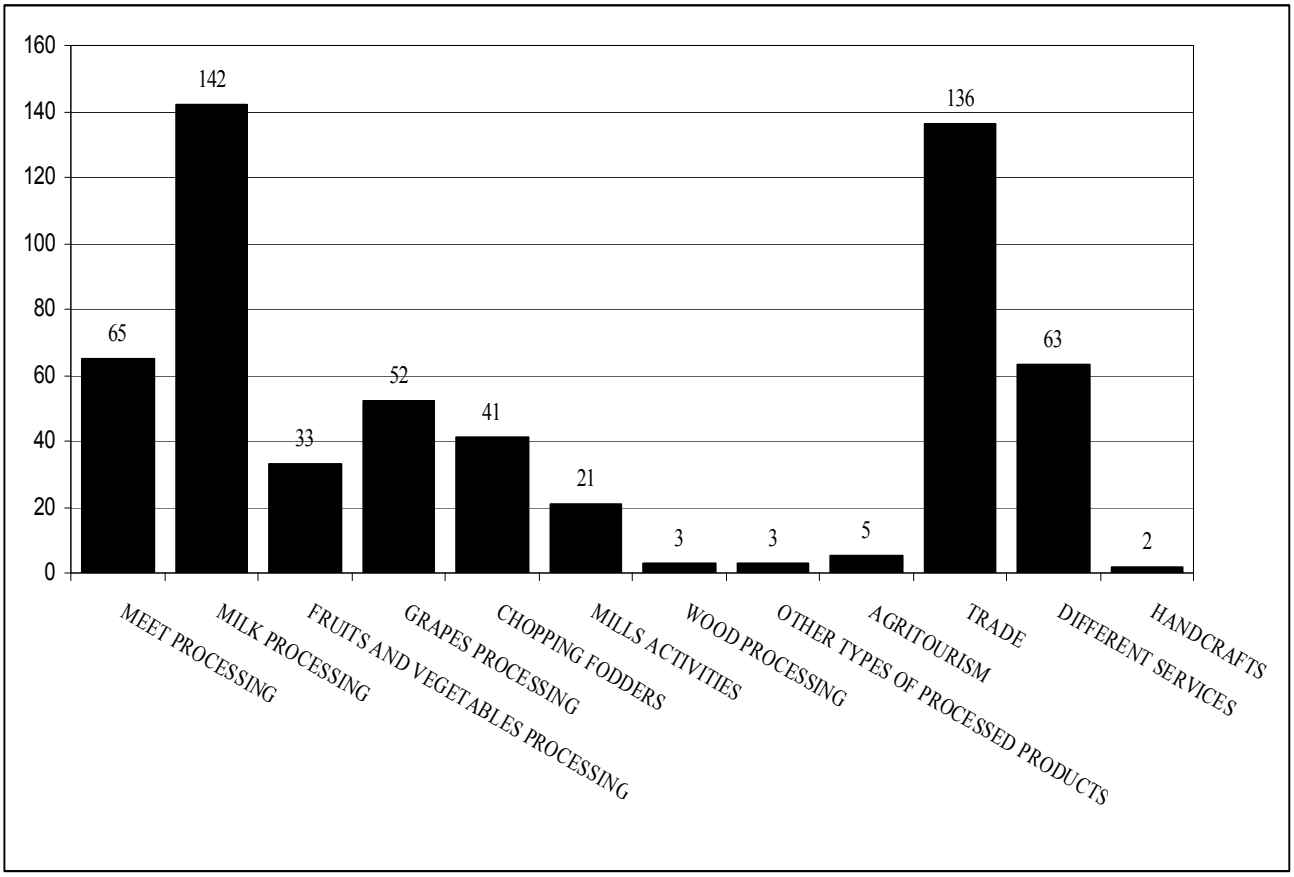
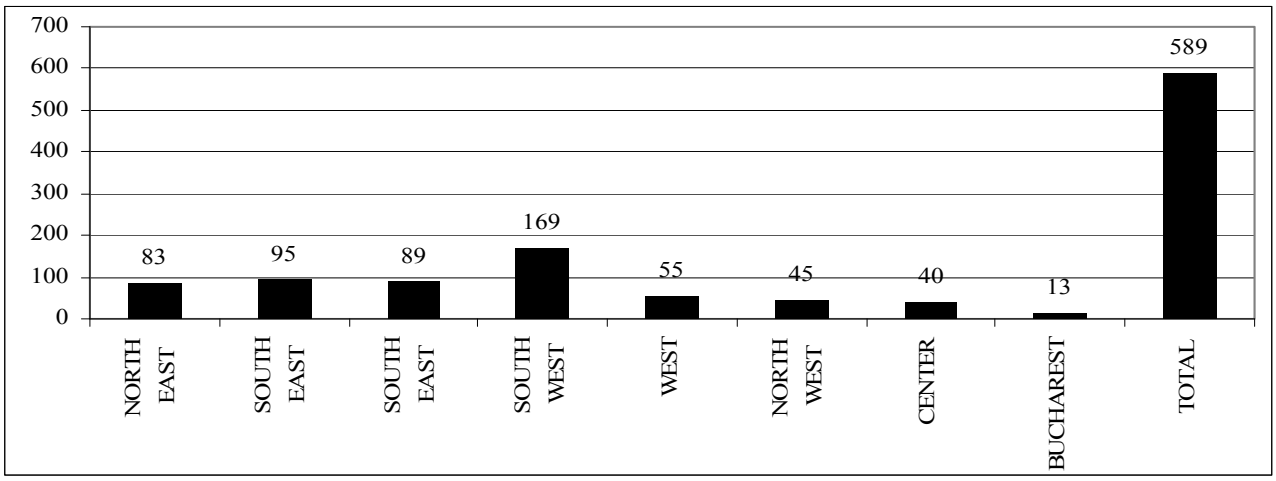


Figure 2. The farms repartition with non-agricultural activities according to the economic development region



The range of non-agricultural activities of the Romanian farms is very various. Regarding the importance of several activities done within the farms, our study showed the following:

1) ***The trade activity*** with agricultural and food products is done by numerous farms from all economic developed regions. From 589 farms with non-agricultural activity, 136 farms (23,00%) sells agri-food products in different manners: directly at the farms gate, by trade contract with the processing units or shops chain, without contract at local level or directly to the food public sector of touristic and agritouristic places.

2) ***The processing of agricultural products*** (milk, meat, fruits and vegetables) is higher represented within the farms of South - East and South - West region.

3) In North - East, South - West and North - West regions there are many farms which run ***fodders mixing and chopping***.

4) Braila and Teleorman (South Muntenia) are focused on ***services*** done through the others as non-agricultural counties

5) ***The agro-tourism***, as a complementary activity of the agriculture, was practiced in a quite small number of agricultural units from Suceava, Vrancea, Harghita, Gorj and Timis counties, but we strongly believe that the agro-tourism in Romania will be very well developed in the next years, because of its advantages: new incomes for farmers, the use of the agri-food products for the tourists alimentation, the capitalization of all economical and technical resources of the farms.

The lasting development of the agro-tourism within agricultural farms represents a priority for Romania in the context of the improvement of the life quality within rural population, taking into account the following facts:

- ✓ the agro-touristical demand is directly connected to the environment quality and with the potential offer of its region in part;
- ✓ the agro-tourism is an activity that protects the rural environment better than other industries;
- ✓ the agro-tourism helps the increasing of the population number and of the cultural and educational level;
- ✓ the agro-tourism managed well could be a force in preserving the environment and nature protection;
- ✓ the lasting agro-tourism had become a real worship for the rural inhabitants and also for the tourists.

Within the agricultural units (farms), from all developed regions of Romania, there were identified also **other non-agricultural activities**, such as:

- handcraft activities, rural art;
- mills activities (for maize-meal, whet flour);
- other local products processing (wood, forest fruits);
- the set up of mechanic services in order to fix their own equipments and also for the others village inhabitants;
- rural research activities and public administration:
- consulting, publicity, technical assistance, rural tourism and eco-tourism activities;
- the trade with traditional art products within the agricultural units, rural exhibitions, public food units, etc;
- the trade with local souvenirs (postcards, booklets, handcrafts products) within special shops;
- the set-up of touristic and agro-touristic information centres;

The main measures of the lasting development of the agriculture, ***compatible with those promoted by European Union***, refer to:

- a better capitalization of the natural resources and their preservation;
- the improvement of the environment protection methods by special facilities for the unfavorable zones and by applying a coherent rural policy;
- the crops diversification in order to assure economical and ecological stability for the farms;
- the use of rational plants rotation and of natural fertilizers
- the limited development of industrial zootechnics and the increase of ecological one;
- the diversification of rural people incomes and the creation of new work –places;

- a new orientation of the agriculture policy towards familial agricultural farms;
- the setting up of special programes for the youth of the rural areas:
- re-foresting the zones which are not suitable for the agricultural crops;
- a better capitalization of the natural, human and material resources within several non-agricultural activities.

We have not to forget the fact that the agriculture in Romania has a major role within the national economy, so, in this context the rural development has to be treated with all responsibility.

The Romanian strategy for the lasting agriculture development has to achieve a conciliation between the economical, social and ecological objectives of the rural society on short, medium and long term. In order to implement the principles of lasting rural development, Romania has adopted a special structural set of measures according to Commune Agricultural European Policy, focusing on the following items:

- ✓ the setting up of optimal and efficient size farms;
- ✓ the promoting of modern, ecological technologies;
- ✓ the supporting of commercial farms, the privatization of commercial companies and the development of agricultural and non-agricultural services;
- ✓ the improvement of legislative framework for a better and efficient function of the agricultural markets, including agri-food stock;
- ✓ the improvement of marketing activity by supporting „agri-food products policy" in order to improve the agri-food products chain from the producer to the consumer;
- ✓ the diversification of rural economy by the introduction of agricultural and non-agricultural services useful to increase the rural people incomes;
- ✓ the stimulation of the proper investments for a better capitalization of the natural resources;
- ✓ the promotion of a complex professional training of the farmers.

Romania, as a new EU state since 1st January, 2007, has to apply all the Community action plans and to monitories carefully *the multi-functional development of the rural area,* using a performing agriculture system and promoting the non-agricultural activities within Romanian farms.

CONCLUSIONS

1. In the context of the agricultural and rural zone multi-functionality, the adjacent and connected agricultural activities and also the services sector must represent priorities of the rural development programes. These complementary and adjacent agricultural activities have a major role in the improvement of the farms, representing a better capitalization of the technical, economical, ecologic and human resources and providing new incomes for the farmers.
2. Within nowadays modern society conditions, we must focus on countryside environment, respectively on its economical and social development according to rural patrimony and the environment protection.
3. For sure, the development of touristic and agro-touristic units within Romanian countryside will trigger positive consequences on economical and social aspects. We must also not neglect the risks presumed by this development, because the negative consequences may be very harmful, or may be quite irremediable.
4. The non-agricultural activities identified and practiced within the studied farms are directly connected to the agricultural activity, being considered complementary and adjacent agricultural activities, which strength and diversify the activity of the farms.
5. In the context of the lasting rural development of the Romanian farms, the non-agricultural activities have a major role because these small and medium size farms (mostly familial farms) can not survive only by practicing agricultural activities.

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RESEARCH ON POSSIBILITY FOR IMPLEMENTING ECO-LABEL FOR ACCOMMODATION SERVICES IN AGROTOURIST PENSIONS

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Key words: *eco-label, agrotourism, pensions, the comparative analysis*

Abstract

The hereby work wishes to study the main rules applicable to granting the eco-label for accommodation services in our country, as well as the possibility of introducing these rules in the rural areas, specifically in some Agro hostels.
Although the law governing the eco-label has existed since 2005 and it is based on an older European rule, there have been taken few steps in our country to introduce the eco-label for accommodation services. Our data show that there is only one housing unit holding the eco-label: a hotel in Saturn resort. Based on these reasons, we have studied the possibility of introducing the eco-label in agrotourism.
The study was conducted on a sample of 100 representative hostels located in the main agrotourist areas of the country: Bucovina, Neamt, Maramures, Bran, Marginimea Sibiu, Vrancea-Buzău, Danube Delta, Harghita Covasna, the Apuseni Mountains and Oltenia under Mountain.

INTRODUCTION

The assignment criteria of the ecologic label for tourist housing services are governed by the Government decision no. 1855/2005. This law transposes the European Commission Decision no. 287/2003/CE regarding the establishment of ecologic criteria applicable for the assignment of ecologic label for community tourist housing services, published in the Official Journal of the European Communities (JOCE) no., L102/2003.

MATERIAL AND METHOD

The study has been performed during the 1st of September and the 1st of December 2008 on a sample of 100 hostels situated in the main agrotourist areas in the country: Bucovina, Neamţ, Maramureş, Bran, Mărginimea Sibiului, Buzău-Vrancea, Delta Dunării, Harghita-Covasna, the Apuseni mountains and the higher parts of Oltenia. In order to get correct and useful information, the comparative analysis has been focused on 10 hostels representative for each region, within localities with high tourist attraction potential, each of the hostels holding 3, 4 or 5 stars.

RESULTS AND DISCUSSIONS

The researches carried out in the field have aimed at comparing the criteria of assigning the ecologic label for tourist housing services with the real existing conditions, as well as at underlining the agrotourist locations where the ecologic label can be implemented.

These criteria can be divided into two groups: compulsory and optional criteria.

Compulsory criteria. All such criteria in the group must be fulfilled.

Energy

1. Electric energy coming from regenerating resources – At least 22% of the electric energy has to come from regenerating resources. In conformity with The Government Decision no. 1535/2003, the regenerating un-fossil resources are: the wind, the solar, the geothermal, the winds, the high tides, the hydro-electrical, the fermenting gas of scraps, the gas deriving from the used water and biogas separators.

2. Coal and hard oil fuel – The coal and the resources of hard oil fuel having a sulphur concentration higher than 0.2% is not to be used as energy resources. This criteria is applicable only to tourist housing hostels with own heating system.

3. Using electric energy for heating – At least 22% of the electric energy used for heating rooms and sanitary hot water has to come from regenerating energy resources.

4. Working capacity of hot water boilers – The effective working capacity of a new boiler/heat generator purchased within the period for which the ecologic label is assigned has to be of at least 90%.

5. Air conditioning units – All air conditioning units purchased within the period for which the ecologic label is assigned has to be classified at least as having B category energetic efficiency.

6. Windows insulation – All room windows have to have a high level of thermo insulation in conformity with the local climate and have to offer an adequate level of sound insulation.

7. Heat and air conditioning stop – If the air conditioning and heat are not automatically switched off when opening the windows, there has to be an easily accessible announcement reminding tourists to close the window/windows when the heating or air conditioning systems are working.

8. Lighting switch off – If the room is not equipped with a lighting automatic switch off, there has to be an easily

accessible announcement reminding tourists to switch off the lights every time they leave the room.

9. Low energy consumption bulbs – Within one year from the date of submitting the request for the ecologic label, at least 60% of all the electric bulbs in the housing unit have to belong to class A of energy efficiency. Within one year from the date of submitting the request for the ecologic label, at least 80% of all electric bulbs situated in places where they are supposed to work more than 5 hours a day have to belong to class A of energy efficiency.

10. Sauna timing out – All sauna installations have to be equipped with timers.

Water

11. The housing unit has to announce the authority responsible for the water supply with regard to its intention of switching to another water supply resource, such as: water from the public or the surface networks, if studies within the water protection plan demonstrate that using the current water resource has a great environmental impact. This criteria is applicable only for tourist housing units that are not supplied with water from the main water pipe of the public network.

12. Water flow at taps and showers – The water flow at taps and showers should not exceed the amount of 12 litters/minute.

13. Saving bathroom and toilet water – Both in bathrooms and toilets, there have to be adequate information regarding the best way tourists can contribute to saving water.

14. Garbage baskets in toilets – There should be a garbage basket in every toilet and tourists should be advised to use this one instead of the toilet basin for some scraps generated when using the toilets.

15. Water flow for wee units – Wee units should be equipped with an automatic or manual washing system that should not allow the cleaning of more than five units at a time.

16. Leakages – The personnel has to be trained to check on a daily basis for possible visible leakages and act accordingly. The tourist has to inform the personnel with regard to occurrence of such leakages.

17. Changing towels and bed sheets – The tourist has to be informed with regard to the environment protection policy used by the housing unit according to which the bed sheets and towels are changed either upon request or once a week for inferior housing units or two times a week for superior housing units.

18. Watering plants and gardens – Flowers and gardens have to be watered before noon or after sunset if the area or the climate conditions impose as such.

19. Used waters treatment – All used waters must be treated. If there is no such possibility of connecting to the local station for treating used waters, the housing unit must have one of its own.

20. Administration of used waters – The housing unit has to request the water management plan from the local authorities and in case such a plan exists, they are forced to respect it.

Detergents and disinfectants

21. Disinfectants – The disinfectants are to be used only when it is needed for respecting the legal hygiene imperatives.

22. Personnel training regarding the use of detergents and disinfectants – The personnel have to be trained not to use a higher quantity of detergent or disinfectant than the one stipulated on the package.

Waste

23. Separating waste by the tourist – The housing unit has to supply adequate recipients to allow tourists to separate waste in conformity with the local or national systems. There have to be clear information in every room inviting tourists to separate waste.

24. Dangerous waste – The personnel has to separate the dangerous waste. This includes toners, ink, freezing devices, batteries, pharmacy products. If the local authority does not ensure the discharge of dangerous waste, then the economic agent has to submit annually a declaration to the local authorities stipulating that there is no waste clearing off system.

25. Waste separation – The personnel has to separate the waste by categories that can be handled distinctly in the local or national installations for administrating wastes. If the local or national authorities do not provide the possibility of collecting and/or ellliminating separately the wastes, the housing unit has to send a letter expressing the wish to separate wastes.

26. Waste transport – If the local authorities do not collect waste at the housing unit or nearby, the latter has to provide the transport of its own wastes to the right place, reducing as much as possible the distance on which these wastes are carried.

27. Single use products – Unless the law expressly enforces it, in rooms and restaurants there will be no single use products such as: ‘sliced’ or single use care products such as shampoo, soap, glasses, plates, dishes.

Other services:

28. Non smoking areas in the common places – In the common places, there have to be a non-smoking area.

29. Public transportation – Tourists and personnel have to be able to get easy access to information regarding the way they can reach the housing unit and other local places by means of the public transportation.

General management system

Economic agents requesting the assignment of the ecologic label that apply an environment management system registered in conformity with the Order of the agriculture, forest, water and environment ministry no. 50/2004 or certified in conformity with the Romanian standard SR EN ISO 14001:2005 have to comply automatically with the following compulsory general management criteria.

30. Maintenance and general repairs – All installations used for tourist housing services are to be repaired and maintained in conformity with the national legislation in force and whenever necessary, the works will be performed by trained personnel.

31. Maintenance and repairs of hot water boilers – The maintenance and repairing of hot water boilers will be done

at least once a year or even more frequently if such thing is stipulated by the national legislation in force or it is necessary.

32. Establishing policy and action plan – The managing board of the housing unit has to have a policy regarding the environment and to make a simple statement regarding the environment protection and a clear action plan to ensure that the environment protection policy is applied.

The action plan identifies the performance goals in the environment protection field with regard to energy, water, chemical substances and waste that have to be set up every 2 years in consideration of the optional criteria. The program establishes the person responsible for the environment protection within the housing unit. Tourists have to be invited to express their comments.

33. Personnel training – The housing unit has to offer the personnel information and training courses, as well as written procedures and manuals in order to ensure the correct application of the environment protection measures.

34. Tourist information – The housing unit has to offer tourists information regarding its own environment protection policy, the actions taken in consideration hereof and the ecologic label. The information have to be offered to tourists in an active way at the reception and the announcements inviting tourists to support the environment goals have to be visibly posted, mainly in the rooms.

35. Data regarding the energy and water consumption –

36. Other data gathering – The housing unit has to hold procedures of collecting and supervising the data regarding the chemical substances consumption (grams of dry substance) and the generated amount of waste (litres and/or kg of waste not separated).

37. Information shown on the ecologic service:

Paragraph 2 on the ecologic label has to comprise the following text:

a) measures taken for saving energy and water
b) measures taken for reducing waste
c) general measures for a better environment

Optional criteria

Criteria regarding the scoring

Based on the information comprised in the title of each criteria in this section, a scoring has been established for all optional criteria. The number of complied criteria has to amount to a total of 16.5 points. The total scoring will be increased with one point for each of the following three supplementary facilities offered which are administrated or constitute the property of the tourist housing unit: food services, sport activities and green areas. The food services include breakfast. The sport activities include sauna, swimming pools and other facilities located on the ground of the housing unit. Green areas include parks and gardens open for the tourists.

Energy

38. Photovoltaic and wind generation of electric energy (2 points) – The housing unit has to have a photovoltaic and wind electricity generating system which supplies or will supply 20% of the total annual consumption of electric energy.

39. Energy for heating deriving from regenerating energy resources (1.5 points) – At least 50% of the total quantity of energy used for heating rooms or hot water has to come from regenerating energy resources.

40. Energy efficiency of hot water boiler (1point) – The housing unit has to hold a hot water boiler classified with '****' energy efficiency.

41. The NO(x) releases of the hot water boiler (1.5 points) – The hot water boiler has to be included in class 5 in conformity with the Romanian standard SR EN 297/A3:201 that govern the NO(x) releases and it has to release less than 70 mg No(x)/kWh.

42. The urban central heating (1 point).

43. The combined heating and electric energy production (1.5 points)

44. Heating pumps (1.5 points).

45. Heat recuperation (2 points) – The housing unit has to be equipped with a heat recuperation system for one (1 point) or two (2 points).

46. Heating adjustment (1.5 points) – The temperature in each room has to be individually adjusted.

47. Insulation of the existing premises (2 points) – The building has to be insulated according to the national minimum criteria so that it provides a significant decrease of the energy consumption.

48. The air conditioning (1.5 points) – The air conditioning system has to be included in the A class.

49. Automatic switch off of the air conditioning (1 point) –

50. Bioclimatic architecture (2 points) – The housing unit has to be built in full respect of the bioclimatic architectural principles.

51. Freezers (1 point), dish washing machines (1 point), laundry washing machines (1 point) and office equipments (1 point) that are efficient from an energetic point of view, class A.

52. Location of freezers (1 point)

53. Automatic lighting switch off in the tourist rooms (1 point)

54. Automatic outdoor lighting switch off (1 point)

Water

55. Using rain water (1.5 points) and re-circulated water (1.5 points) –

56. The water flow at taps and showers (1.5 points).

57. The toilet water flow (1.5 points.

58. The dish washing machines water consumption (1 point)

59. The laundry washing machine water consumption (1 point)

60. The temperature and water flow of the tap water (1 point)

61. Shower timers (1 point)

Dangerous chemical substances

62. Detergents (maximum 4 points) – 80% should have an ecologic label.

63. Dyestuff and indoor varnish (1 point) – 50% ecologic label

64. Swimming pools disinfectant dosage – (1 point)

65. Mechanical cleaning (1 point)

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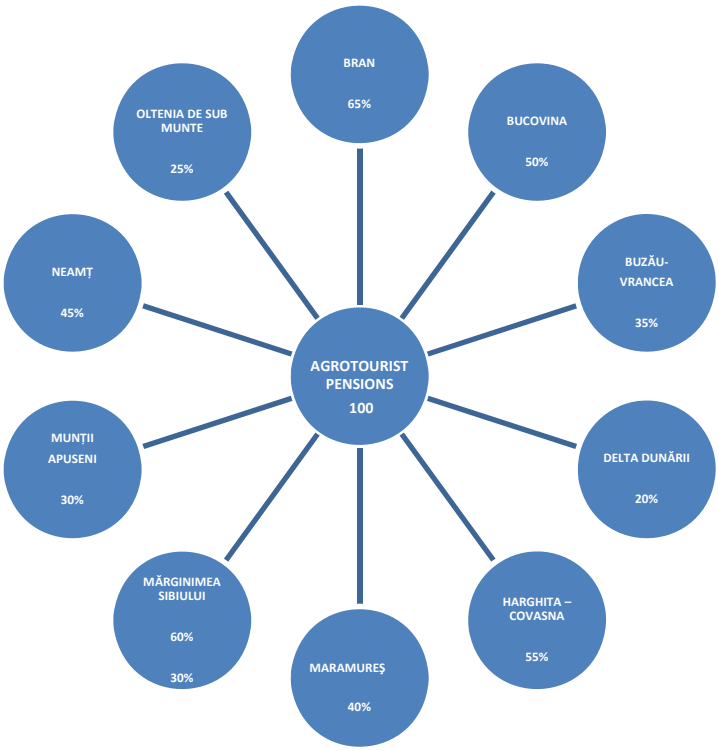

Fig. 1. The possibilities of implementing eco label in the 100 agrotourist pensions

66. Ecologic gardens (1 point)

Wastes

67. Tin packing (2 points)
68. Single use doses for drinks (2 points)
69. Breakfast packing (2 points)
70. Fat/oil discharge (2 points)
71. Old textile materials and furniture (2 points)

Other services

72. Communication and education regarding the environment protection (1.5 points)
73. Rooms for non-smokers (1 point)
74. Bicycles (1 point)

75. Recyclable bottles (2 points)
76. Paper products (up to 2 points)
77. Long lasting goods (up to 3 points)
78. Ecologic food (1 point)
79. Local food products (1 point)

General management

80. EMAS registration (3 points) or ISO certification (1.5 points) of the housing unit
81. EMAS registration (1.5 points) or ISO certification (1 point) of the suppliers
82. Questionnaire regarding the environment protection (1 point)
83. Electricity and water meters (1 point)
84. Extra measures for the environment protection (maximum 3 points)

Evaluation and verification: The economic agent requesting the assignment of the ecologic label has to submit declarations of fulfilling these criteria together with the relevant technical documents.

CONCLUSIONS

As a result of the comparative analysis of the legal criteria regarding the assignment of the ecologic label for the housing services and the possibilities of implementing it in the 100 hostels located in the main agro tourist areas in the country, we have succeeded in identifying the regions where this program could be more easily or more difficult to introduce:

1. Easy to introduce: Bran, Mărginimea Sibiului – all compulsory criteria and part of the optional ones can be fulfilled with minimum investments of the hostels owners;
2. Relatively easy to introduce: Harghita-Covasna, Bucovina, Neamţ, Maramureş, Buzău-Vrancea – The criteria can be met with average investments of the hostel owners and the local councils;
3. Difficult to introduce: The Apuseni Mountains, the higher parts of Oltenia – problems linked to the sewage system, transport, waste stocking, and the trained personnel is not sufficient;
4. Very difficult to introduce: The Danube Delta – there is no commune sewage system; the water resources are polluted; there is no transport and waste stocking system; the personnel with environment training is lacking; it results that a big allocation of funds is needed, both from the local and central authorities to improve the infrastructure and a big effort from the hostel owners. These investments can not be covered only by the profit resulted from introducing the ecologic label.

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STUDIES REGARDING THE IMPACT OF NEW LEGISLATION IN THE RURAL TOURISM FIELD ON AUTHORIZATION OF AGROTOURISTIC PENSIONS IN ROMANIA

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Key words*: authorization, agrotourism, pensions, the comparative analysis*

Abstract

Until 2008, pensions in our country were classified into two categories: rural tourist hostels and city tourist hostels. In terms of legislation, there was no such concept as agrotouristic pension or agrotourism. Only by Order no. 636/2008 the agrotouristic pension was born. The hereby work aims to study the impact of the new legislation with regard to increasing the number of agrotourist hostels. The study was conducted on a sample of 100 representative hostels located in the main agrotourist areas of the country: Bucovina, Neamt, Maramures, Bran, Marginimea Sibiu, Vrancea-Buzău, Danube Delta, Harghita Covasna, the Apuseni Mountains and Oltenia under Mountain.

INTRODUCTION

The new legislation in the field defines the agro tourist hostels as tourist welcoming units with a capacity of maximum 8 rooms that act either independently or in people's houses and that ensure places especially designated for accommodating tourists and serving food, as well as the possibility of taking part in household or handicraft activities. In agro tourist hostels, tourists are served with natural products, mainly from their own household or from other local authorized producers. The hosts are in charge of welcoming directly the tourists and of their program all along their stay at the hostel.

MATERIAL AND METHOD

This study has been performed during the 1st of September – 1st of December 2009 on a number of 100 hostels that have initiated the procedure of being assigned the Classification Certificate in conformity with the stipulations of the Order no. 636/2008 as agro tourist hostels. In order to get results as exact as possible, we have selected 10 hostels from each 10 most representative agro tourist areas in the country. Part of these hostels are newly built, others have their classification certificate expired, while others wish to switch from the status of tourist hostel to agro tourist hostel.

RESULTS AND DISCUSSIONS

The study has aimed at comparing the legal stipulations regarding the classification of agro tourist hostels and the required certification papers with the reality existing on the field, offered by the 100 hostels, aiming at setting up conclusions regarding the actuality of the new laws issued by the government and at proposing some amendments to adapt the legal provisions to the reality in the rural Romanian areas.

In order to be classified by the Ministry of Tourism, an agro tourist hostel has to fulfill a set of minimum compulsory criteria and a set of optional supplementary criteria.

1. *Compulsory criteria regarding the classification of tourist housing units of an agro tourist hostel*

Within agro tourist hostels it is developed at least one activity having to do with agriculture, breeding animals, cropping several types of plants, orchards of fruit trees or a handicraft activity is developed in a workshop that produces various cottage industry items. The mentioned activities have to be continuously develop or, depending on their characteristics and season, they need to have a recurring character. The location of hostels has to be in areas protected from pollution and any other elements that would jeopardize tourist's health and life. The equipments in rooms and the sanitary premises meant for the tourists will be exclusively for their use. Inside all these, there will be none of the owner's personal things such as clothing, footwear, baubles or other objects that could hinder the tourists. If the spaces designed for cooking and serving food are allocated also for outside consumers and the number of seats at the tables is bigger than that of the housing number, but not less than 40 seats at the tables, such places will be classified as public alimentation units.

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Minimum compulsory criteria	Hostels									
	TOURIST					AGRO TOURIST				
	stars					Flowers (daisy)				
	5	4	3	2	1	5	4	3	2	1
1. General criteria: - buildings as well as household annexes have to be clean and well maintained	x	x	x	x	x	x	x	x	x	x
- to comply with the local specific architecture style	x	x	x	x	x	x	x	x	x	x
- own access ways and surrounding areas to be well maintained	x	x	x	x	x	x	x	x	x	x
- own yard with green spaces	x	x	x	-	-	x	x	x	x	x
- yard with flower improvements	x	x	x	-	-	x	x	x	-	-
- open air improvements for leisure and relaxing (kiosks, bowers, covered terraces, etc)	x	x	x	-	-	x	x	-	-	-
- garage or covered housing	x	-	-	-	-	-	-	-	-	-
- own parking	x	x	-	-	-	x	x	-	-	-
2. Spaces organization: - The access into bedrooms and sanitary premises has to be direct without passing through other rooms used as bedrooms	x	x	x	x	x	x	x	x	-	-
- clean and adequate spaces for cooking, equipped with installations for preparing and preserving the food	x	x	x	x	x	x	x	x	x	x
- living room with adequate furniture of high quality and with highly serving inventory	x	x	-	-	-	x	x	-	-	-
- day room with a minimum surface of …. mp	20	-	-	-	-	20	-	-	-	-
- room for serving food equipped with furniture (tables, chairs, benches) and with serving inventory	-	-	x	x	x	-	-	x	x	x
- rooms with own sanitary premise	x	x	x	-	-	x	x	x	-	-
- common sanitary premise (1 star/flower tourist hostels may have outdoor washers supplied by natural resources in basins)	-	-	-	x	x	-	-	-	x	x
3. Installations: - gas central heating by common or terracotta fireplaces, except the summer season units	x	x	x	-	-	x	x	x	-	-
- heating by terracotta fireplaces or other devices agreed by the provisions regarding the protection against fire	-	-	-	x	x	-	-	-	x	x
- heating device in bathrooms (central heating or other devices tolerated by the provisions regarding the protection against fire)	x	x	x	-	-	x	x	x	-	-
- running cold and hot water installation in the kitchen	x	x	x	x	-	x	x	x	x	-
- running cold water in the kitchen	-	-	-	-	x	-	-	-	-	x
- air conditioning	x	-	-	-	-	x	-	-	-	-
- connection with the public sewage system or with its own collecting and cleaning water devices	x	x	x	x	x	x	x	x	x	x
- the building has to be connected to the public electricity network	x	x	x	x	x	x	x	x	x	x
4. Minimum area of rooms	x	x	x	x	x	x	x	x	x	x
5. Maximum number of beds in one room	2	2	3	3	4	2	2	3	3	4
6. Sanitary equipments: - rooms have their own sanitary assembly (bathtub or tub with shower, washer and toilet)	x	x	x	-	-	x	x	x	-	-
- common sanitary room made up of: - 1 toilet cabin for 10 places*	-	-	-	x	x	-	-	-	x	x
- 1 washer with running cold/hot water washstand for 10 places**	-	-	-	x	x	-	-	-	x	x
- 1 shower cabin with hot/cold water for 15 places	-	-	-	x	x	-	-	-	x	x
*) 1 star/flower tourist and agro tourist hostels in the countryside area may have a dry toilet as well. **) Lavatory can be situated in open air as well.										
7. Room equipments:										
- uniform furniture with regard to style and of high quality	x	x	x	-	-	x	x	x	-	-
- bed with mattress	x	x	x	x	x	x	x	x	x	x
- coverlet, covers or blankets	x	x	x	x	x	x	x	x	x	x
- big pillows	x	x	x	x	x	x	x	x	x	x
- sheet for bed and covers, blankets, coverlet	x	x	x	x	x	x	x	x	x	x
- bed cover	x	x	x	x	-	x	x	x	x	-
- protection case for mattress	x	x	-	-	-	x	x	-	-	-
- table and chairs	x	x	x	x	x	x	x	x	x	x
- wardrobe for clothes with hangers	x	x	x	x	-	x	x	x	x	-

Minimum compulsory criteria	Hostels									
	TOURIST					AGRO TOURIST				
	stars					Flowers (daisy)				
	5	4	3	2	1	5	4	3	2	1
- clothes tree	x	x	x	x	x	x	x	x	x	x
- mirror	x	x	x	x	x	x	x	x	x	x
- reading lamp or bed hold fast	x	x	x	x	-	x	x	x	x	-
- face towels (1 piece/person)	x	x	x	x	x	x	x	x	x	x
- bathroom pile towels (1 piece/person)	x	x	x	x	-	x	x	x	x	-
- light stopping curtains or other devices for stopping light	x	x	x	x	x	x	x	x	-	-
- glasses	x	x	x	x	x	x	x	x	x	x
- flower vases or other floral arrangements	x	x	x	-	-	x	x	x	-	-
- TV set in the room	x	x	-	-	-	x	x	-	-	-
- TV set in common places	x	x	x	x	x	x	x	x	x	x
- internet access in the day room	x	-	-	-	-	-	-	-	-	-
Studios and apartments will have as extra: 3 or 2 seats couch	x	x	x	x	x	x	x	x	x	x
- armchairs or similar	x	x	x	x	-	x	x	x	-	-
- chairs	-	-	-	-	x	-	-	-	x	x
- table or little table	x	x	x	-	-	x	x	x	-	-
- freezer	x	x	x	-	-	x	x	x	-	-
- sets of glasses for water, wine, cognac	x	x	x	-	-	x	x	x	-	-
- light stopping curtains or other devices stopping light	x	x	x	-	-	x	x	x	-	-
8. Kitchen equipments: - electric or gas cooking machine	x	x	x	-	-	x	x	x	-	-
- cooking machine or hot plate with minimum 2 holes	-	-	-	x	x	-	-	-	x	x
- microwave, coffee machine	x	x	-	-	-	x	x	-	-	-
- dishes and stainless steel kitchen tools	x	x	x	-	-	x	x	-	-	-
- dishes and kitchen tools	-	-	-	x	x	-	-	x	x	x
- devices for cold preservation of food	x	x	x	x	x	x	x	x	x	x
9. Telephone line for the tourists	x	x	-	-	-	x	x	-	-	-
10. Other criteria : - household annexes for breeding animals will be located and maintained in such a way that they should not hinder the tourists	x	x	x	x	x	x	x	x	x	x
- animals providing milk should be certified as healthy and the meat products have to be sanitary-veterinary examined	x	x	x	x	x	x	x	x	x	x
- food products should come from local certified producers	-	-	-	-	-	x	x	x	x	x
- at least one person has to have graduated a training course for hostel administrator*)	x	x	x	x	x	x	x	x	x	x
*) Applicable to 1 star and 2 stars tourist hostels as well as to 1 flower and 2 flowers agro tourist hostels. The training course will be graduated in maximum 1 year from the date of publishing the present order.										

2. Supplementary criteria:

The minimum scoring resulted from evaluating the supplementary criteria is the following:

- 5 stars/flowers 150 points
- 4 stars/flowers 120 points
- 3 stars/flowers 80 points
- 2 stars/flowers 40 points

1. Buildings, general aspect and exterior equipments

- roadway to the hostel's gate 3
- indicator from the main road 2
- location in a noise, visual or olfactory free of pollution area 6
- outdoor lighting 3
- sound insulation of the building 6
- general outdoor atmosphere:
  - excellent aspect of buildings 5
  - excellent aspect of the household annexes 5
  - proper improvements of the outdoor areas (yard, garden, Orchard, open air leisure areas) 5

2. Rooms equipments

- sound insulation between rooms and common areas 8
- reception hall – day room for relaxing, reading and conversation activities 10
- TV sets in all rooms 3
- fire place 9
- Library (books, magazines, newspapers, albums etc.) 8
- equipped with folk games (chess, backgammon, rummy, playing cards etc.) 4
- billiards 8
- ping-pong 8
- air conditioning 10
- telephone in each room 10
- indoor high quality decorations 10
- internet access 10

3. Kitchen equipments

- adjusting the equipments depending on the number of rooms 8 5
- dishes and high quality kitchen tools,

In full sets and corresponding in number to the housing capacity 6

- electrical devices:
  - automatic mixer 3
  - coffee machine 3

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Fig. 1. Agro tourist hostels

- microwave 6
- vapor hood 8
- fish washing machine 10
- toaster (bread griller) 5

4. Other equipments and arrangements
- iron and ironing table
- automatic laundry washing machine 10
- hair dryer 2
- open air grill 3
- playground for children 5
- fitness room 10
- sauna 10
- open air swimming pool 10
- covered swimming pool 15
- own or third parties sport fields 8
- objects and equipments for practicing sports (ski, slays, bicycles, boats, etc.) 8
- CD, DVD players 5
- cable or TV satellite antenna
- possibility of taking part in some household activities 10

*) Only criteria that are not minimum compulsory for the category will be scored.

3. Documents needed for the classification:

In order to be assigned the Classification certificate, economic agents, owners and/or hostel administrators, have to draw up a documentation comprising the following:

a). request for assigning the Classification certificate;

b). own liability declaration stating that hostel owners hold the authorization for fire prevention, the sanitary, sanitary veterinary and environment certifications;

c). copy of the stating certificate issued by the Commerce Register which states the working location for the hostel as well as the CAEN code corresponding to the developed activity;

d). copy of the registration certificate at the Commerce Register;

e). copy of the authorization regarding the development of economic activities, applicable to natural entities and family associations; 2

f). file regarding the nominal classification of the housing areas by category;

g). file regarding the classification of tourist housing units that carry out also alimentary activities (if applicable);

h). Specific notification regarding the location and functionality of the premises issued by the Ministry of Tourism in case of new constructions;

i). copy of the tourism licence of the person that runs the tourist housing unit and copy of the individual labour contract registered in conformity with the legal provisions, if applicable. 2

CONCLUSIONS

As we can plainly see, the legal criteria are quite demanding and the needed documents suppose a very stiff bureaucracy if we consider that we are talking only about a minor family business. Out of the 100 studied hostels, only 30 have managed to meet the legal criteria and have been assigned the official status of agro tourist hostels.

40 more hostels have got tourist hostels certificates due to not fulfilling the agro tourism criteria. The worst part is that 30 hostels did not manage to get the necessary

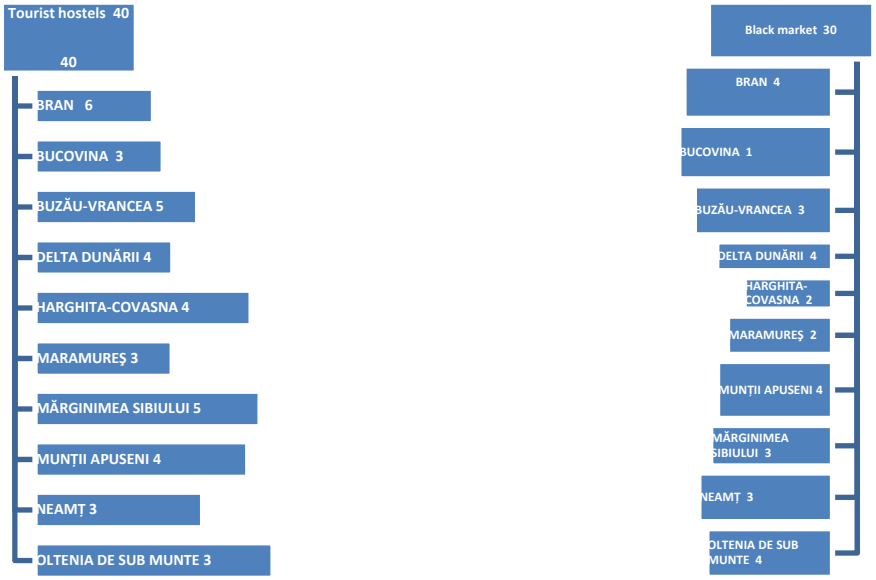

Fig. 2. Tourist hostel and black market

authorizations or the owners were not able to go through the bureaucracy stress and these hostels will not be classified and will work on the black market. The main reasons for which some of the hostels could not get the agro tourist hostel status but got the tourist hostel certification were the following: having more than 8 rooms, impossibility to fulfill the criteria of agricultural activity; breeding animals or handicraft activities; they could not ensure food prepared out of natural products, mainly from their own household or from local authorized producers. The reasons for which the owners of 30 hostels out of the 100 studied have chosen to work on the black market consisted of: impossibility to get the sanitary, sanitary veterinary and environment authorizations but especially the fire prevention authorizations which were extremely expensive and difficult to get; lack of finances for the minimum equipments and for paying the authorization taxes; lack of specially trained personnel in conformity with the legal provisions.

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THE ANALYSE OF ECONOMIC RESURSES FROM THE SOUTH COMPARTMENT OF JIJIA-BAHLUI DEPRESSION

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Key words: *resources, economic potential, rural development.*

Abstract:
Addressing the economic mechanism of rural development in regional profile is a complex issue which requires the identification of appropriate solutions for particular situations and needs for specific restructuring of each area in part, starting from the quantity and quality of resources in the territory.
The production process in agriculture is carried out in the influence of a multitude of natural, biological, material, financial and human factors.
The paper aims to analyze the economic resources and identify rural development potential of the researched area.

INTRODUCTION

The resources represent the material, natural, financial and human potential within a country, a company at a time and expressed its development possibilities.

The resources of an economy include primary savings and capital resources [2].

Primary resources include:
- natural resources;
- employment resources;

Capital resources include:
- quantitative or material resources;
- qualitative or intangible resources.

Attracted into the economic circuit, the resources become factors of economic development [3].

MATERIAL AND METHOD

Research method used for the analysis of economic resources from the south compartment of Jijia-Bahlui depression was – the **diagnostic analysis**.

The south compartment of Jijia-Bahlui depression is located in north-east of Iasi county and corresponds to Jijia Lower Plain. Jijia Lower Plain has the next neighbors: The Superior Jijia Plain in north, Central Moldovian Plateau in south, The Suceva Plateau in west and the Prut Meadow in east. Geomorphologic, the area falls within the Plain of Moldavia, depression-Bahlui Jijia.

RESULTS AND DISCUSSIONS

The used criteria in the diagnostic analysis are as follows: physical-geographical, demographical, economical, housing and providing housing, technical equipping of localities, social and environmental criteria [1]. The analysis using these criteria allows the identifying of variables (determinants) of territory that hamper or promote the sustainable economic development.

In order to achieve a comprehensive analysis with the highest degree of objectivity, each criterion was detailed in a set of sub criterion.

The basic condition in selection the sub criterions was that they express the main problems which the economic life is facing in the analysis territory.

The criterion and sub-criterions become operational through a set of indicators which permitted the evaluation of the following variables:

Natural resources

The relief consists in hills extend to heights of 200-593 m and wide valleys with extensive alluvial plains belonging to Moldavia Plateau. In the Plateau there are three main units: the Suceava Plateau in west (24%), the Barlad Plateau in south (27%) and Moldavian plains in center (49%).

Bahlui tributary rivers have riverbed with lower heights (120-140 m) compared to the Siret River (200-220 m) which has helped in deepen them, fast forwarding to west and the development of slopes with increased gradient.

Each of these geographical units creates different conditions for plant development, both the spontaneous and cultivated ones.

Climate resources include: temperature, precipitation, light, winds, nebulosity, climatic hazards (drought, early and late frosts, hail, early and late hoar frost, etc.) and air quality.

Studied territory belongs mostly to the temperate continental climate.

Air temperature is characterized by annual average of up to 9.00 ^{0}C, the highest annual average was achieved in Iasi in 1936 amounted to 10.9^{0}C and the lowest dropped to 7.2 ^{0}C in 1940 and 1942.

Atmospheric precipitation in most of the year come in the form of rain, snows being specific in the interval November to March. The annual average amounts of precipitation are between 500 and 550 mm.

Bio pedological resources include fund land resources and biodiversity.

For expression of **land fund** resources were used the following indicators: agricultural area, agricultural land per

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Table 1. The size of the rural space in the South Compartment of Jijia-Bahlui Depression - 2005

Specify	Surface		Population		The population density	
	km²	%	pers.	%	pers./km²	%
Romania-total	238,391	100.0	21,623,849	100.0	90.7	100.0
Rural space - Romania	212,715	89.2	9,743,952	45.1	45.8	50.5
Iasi County-total	5,476	100.0	813,943	100.0	148.6	100.0
Rural space - Iasi	5,190	94.7	437,788	53.8	84.4	56.8
The South Compartment of Jijia-Bahlui Depression	**1,807**	**100.0**	**426,069**	**100.0**	**235.7**	**100.0**
The rural space of the South Compartment of Jijia-Bahlui Depression	**1,769**	**97.9**	**120,069**	**28.2**	**67.8**	**28.7**

capita, the categories of agricultural used land, the crops on arable land, the density of animals per 100 ha.

In the South Compartment of Jijia-Bahlui Depression, it can be observed that the rural area is 97.9% (1807 km ²) of the total area [4,5](Table 1).

Of the total 130800 ha in late 2006 as the land fund is from the South Compartment of Jijia-Bahlui Depression, the share is held by: agricultural area 91200 ha, 60400 ha of arable, 21100 ha pasture, 4600 ha hayfields, 5000 ha plantation of vineyards and orchards (Table 2)

Table 2 – The structure of land fund used by category - 2006

Specify	**Iasi County**		**Researched area**	
	thousand hectare	**%**	**thousand hectare**	**%**
Land fund – total, of which:	**547.6**	**100.0**	**130.8**	**100.0**
Agricultural area – total, of which:	**381.4**	**69.6**	**91.2**	**69.6**
-arable	**253.2**	**46.2**	**60.4**	**46.2**
-pasture	**88.1**	**16.1**	**21.1**	**16.1**
-hayfields	**19.6**	**3.6**	**4.6**	**3.5**
-vine and vineyards plantation	**12.3**	**2.2**	**3.0**	**2.3**
-orchards and orchards plantation	**8.2**	**1.5**	**2.0**	**1.5**
Non-agricultural surface - total	**166.2**	**30.4**	**39.7**	**30.4**
Forests and other land with forest vegetation	**98.2**	**17.9**	**23.4**	**17.9**
Water and plashes	**12.4**	**2.3**	**3.0**	**2.3**
Other areas	**55.6**	**10.2**	**13.3**	**10.2**

The structure of agricultural land on used categories characterized in general the agricultural production potential, directions of agriculture specialization and general profile of production [3]. Another important indicator of quality of land fund **is the structure of crops in arable land** (Table 3).

Knowing in detail the structure of agricultural use can provide for policy-makers a tool for implementing the economic and social measures which lead to the complete use of the land resources (location of economic objectives in rural areas, concentration and specialization of production, etc.).

Table 3. The structure of crops in arable land (hectares)

Specify	**Iasi County**	**Researched area**	**Iasi County**	**Researched area**	**Iasi County**	**Researched area**
	2004		**2005**		**2006**	
TOTAL – of which:	**248840**	**59472**	**236783**	**56591**	**238669**	**57042**
Property majority private	**244715**	**58487**	**232325**	**55526**	**234171**	**55967**
Total grain cereals - of which:	154583	**36945**	172473	**41221**	160055	**38253**
property majority private	153080	**36586**	170577	**4068**	158604	**37906**
Total grain legumes - of which: property majority private	2731	653	2023	484	2086	499
	2685	642	1909	456	1994	477
Total oil plants - of which:	34614	8273	31406	7506	37837	9043
property majority private	33727	8061	30470	7282	36282	8671
Total legumes - of which:	11928	2851	11651	2785	11773	2814
property majority private	11870	2837	11620	2777	11137	2662
Total green fodder of arable land - of which: property majority private	30139	7203	11055	2642	17876	4272
	29016	6935	10012	2393	17658	4220
Area remaining not seeded and lands - of which: property majority private	4752	1136	3844	919	4325	1034
	4740	1133	3780	903	4325	1034

In territorial profile, the animals loading at 100 ha agricultural land is dispersed presented (Table 4).

Table 4. Animals per 100 ha land (heads)

Year	Iasi County	Researched area	Iasi County	Researched area	Iasi County	Researched area
	2004		2005		2006	
Total cattle - of which: property majority private	32.6	7.7	29.3	7.0	30.7	7.3
	32.5	7.8	29.2	6.9	40.5	9.7
Total pigs - of which: property majority private	54.9	13.1	72.3	17.3	74.3	17.8
	55.0	13.2	73.0	17.4	75.2	17.9
Total sheep and goats - of which: property majority private	91.6	21.9	76.4	18.3	77.8	18.6
	92.8	22.1	77.3	18.5	103.5	24.7

Table 5. - The work resources – 2006

Specify	Iasi County		Researched area	
	2006	% of total	2006	% of total
Total employees of which:	296.4	100.0	155.4	100.0
women	140.1	47.3	74.9	48.2
Agriculture	**102.5**	**34.58**	**53.7**	**34.56**
Fishing and pisciculture	0.2	0.07	0.1	0.06
Industry	**55.8**	**18.83**	**29.2**	**18.79**
Electricity and heat, gas and water	4.5	1.52	2.36	1.52
Constructions	17.7	5.97	9.28	5.97
Trade	**32.9**	**11.10**	**17.25**	**11.10**
Hotels and restaurants	4.1	1.38	2.15	1.38
Shipping, mail, storage and communication	12.0	4.05	6.29	4.05
Financial intermediation	2.4	0.81	1.26	0.81
Real estate transactions and other services	12.5	4.22	6.55	4.21
Public Administration	4.7	1.59	2.5	1.61
Education	22.7	7.65	11.90	7.66
Health and welfare	18.9	6.38	9.91	6.38
Other activities of the national economy	5.5	1.85	2.88	1.85

Table 6. Technical capacity of agriculture in the investigated area (ha / tractor, machine, equipment)

Specify	Iasi County	Researched area	Iasi County	Researched area	Iasi County	Researched area
	2004		2005		2006	
Agricultural physical tractors - total	110	110	120	120	120	120
Ploughs for tractor	140	140	130	130	150	140
Mechanical cultivators	780	760	550	540	1220	122
Mechanical sowers	280	270	270	270	300	290
Self - propelled combine for cereals harvesting	890	870	830	820	910	900
Self - propelled combine for fodder harvesting	9970	980	13600	12870	31780	30400
Machines for wet and dusty with mechanical traction	1390	1370	1450	1430	1480	1470
Presses for straw bale and hay	5130	4950	4940	20040	9540	9120
Self - propelled mower for fodder harvesting	12650	12740	16550	63450	20070	18240

Table 7. The average used agricultural area (ha) in the South Compartment of Jijia - Bahlui Depression

Specify	No. of farms	Used agricultural area -hectare-	The average used surface – hectare/ farm
Individual farms	53517	76982.28	1.44
Unities with juridical personality	264	51444.32	194.86
Societies/Agricultural assoc.	25	9228.94	369.16
Commercial societies	51	17302.63	339.26
Public unities	83	24301.25	292.79
Cooperatives unities	-	-	-
Others types	105	611.48	5.82

The work resources. Demographic size of an area is based on economic analysis, because the population through the elements that characterize her expresses the development potential of a territory.

Of the total employees in the researched area the largest share is hold by those who work in agriculture (34.56%), followed by industry (18.79%) and commerce (11.10%) [5] (Table 5).

Capital resources. Technical capacity of agriculture in the researched area, falls in the limit of Iasi county average (eg in the year 2004, 110 ha/tractor, and the year 2005, 120 ha/tractor) and is above the national average (84.48 ha/tractor and 53.45 ha/combine) (Table 6).

Throughout the rural researched area the average individual farm is 1.44 ha, representing a very low level compared with the average farm at national level and especially against the farm community of 18.7 ha.

Average farm area of associative type, according to the Ministry of Agriculture and Food (MAA), is smaller in researches area compared to the national average respectively 194.86 ha compared to 431.1 ha [4] (Table 7).

CONCLUSIONS

1. The south compartment of Jijia-Bahlui depression is located in north-east of Iasi county and corresponds to Jijia Lower Plain. Jijia Lower Plain has the next neighbors: The Superior Jijia Plain in north, Central Moldovian Plateau in south, The Suceva Plateau in west and the Prut Meadow in east. Geomorphologic, the area falls within the Plain of Moldavia, depression-Bahlui Jijia.

2. Studies show that within the investigated area dominated fund land resources and human resources.

3. The agricultural area of the south compartment of Jijia-Bahlui depression is 130.8 thousand hectares. The structure of agricultural area is as follows: 66.2% is arable, 23.1% pasture, 5.1% hayfields, 3.3% vine and vineyards plantation and 2.3% orchards and orchards plantation.

4. The population density in the studied area is greater than the total density at the county level, respectively 235.7 inhabitants/km2, against 150 inhabitants /km2. This is because the town Iasi is a part of the investigated area, if we remove the city of Iasi the density become 65.5 inhabitants /km2.

5. Of total employees, the agriculture takes the largest share (at Iasi county - 34.58%, researched area - 34.56%), followed by industry (at Iaşi county - 18.83%, researched area - 18.79%) and trade (at Iasi county - 11.10%, researched area - 11.10%).

6. We appreciate that the presented resources in the investigated area, allow a good development of agriculture, provided the optimization of production structures.

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EDUCATION OF AGRICULTURAL PRODUCERS IN MAKING PLANS FOR USING AND DIRECTING THE INVESTMENTS

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***Key words**: education, agricultural producers, investments.*

Abstract

Considering the process of EU enlargement and perspectives which ensue for Serbia, it is evident that the investments will participate crucially in future development of agricultural husbandries in our country. This paper represents the project results, realized in period 2006-2008 by the Institute of Agricultural Economics, Belgrade, in cooperation with the Institute „Tamis", Pancevo. The essence is on special education projects in agriculture, where consultative activities were concentrated on two thematic fields: managing the farm (Project title: Planning and evaluation of investments justification in agricultural husbandry) and improvement of small agricultural husbandries (Project title: Formulation of investments calculation and its significance for making business plan in agricultural husbandry). The project realized on territory of South-Banat district (i.e. on region of four agricultural municipalities: Pancevo, Kovacica, Opovo and Alibunar).

INTRODUCTION

As one of the basic branch of national economy, a creator of Gross Domestic Product (GDP) and user of scientific-technical progress, the agriculture represents traditional and significant economic activity, both for whole Serbia and South-Banat district, which practice in naturally-adequate conditions, more favorable than in major countries in this part of Europe. Unfortunately, since the beginning of 90-ies, conditions for realizing agricultural production have shown as very unfavorable, especially in lack of capital and reduced size of investments in this economy branch. Under the influence of resulting changes, current development state of domestic agriculture is beneath the real possibilities, provided by climate, land fund, human resources, science etc.

In the reform process and preparation of Serbia for accession to EU, the realization of National program's goals for economic recovery and better respect of market economy's postulates was ultimate, to a large extent, by realizing higher stage of efficiency and profitability of production and productive factors. Therefore, there is inevitable approach to complex problem of redefining national agriculture's long-term development strategy, in compliance with requirements of implementation in EU determined goals of agrarian and rural development: *agro food safety*, *economic, social and ecological efficiency*. Such approach should inevitably orient oneself to external and internal conditions which affect to agricultural and rural development. Hence, the reform of joint agrarian policy, in the context of EU expanded framework, can be used as a basic model in promoting one new concept of agrarian and rural development in Serbia.

Observing the process of EU expansion and perspectives which come out of it for Serbia, as well as for South-Banat district, it is evident that investment will have crucial role in future development of Serbian agricultural husbandries. The investments have a crucial role in realizing goals and priorities of agrarian and rural development, primarily as a wheel instrument of qualitative and quantitative growth of total agrarian productive factors and production, but also in making conditions for better life in the village.

In this phase, the growth of investments in agriculture represents the condition of its technical and technological modernization, and finally, one of the conditions for economic stability of national economy in whole. Without adequate size and designed structure of investments, there can not be assured increment of fixed assets and working assets, increment of working places number, increment of tools efficiency, better work productivity, production variety and similar, on any regional agrarian and rural level, not even at the national level.

MATERIAL AND METHOD

The project realized in South-Banat district, i.e. on territory of four agricultural municipalities:

- Alibunar (inhabited places: Alibunar and Ilandza);
- Kovacica (inhabited places: Kovacica and Uzdin);
- Opovo (inhabited place: Opovo);
- Pancevo (inhabited places: Banatski Brestovac, Dolovo and Glogonj).

Selection of inhabited places was done according to economic-social development and affiliation to ethnical groups. It is anticipated that each selected inhabited place delegates up to 20 participants. In order to encircle the cycle of planned lectures (theoretical base + practical exercises), for realizing the project „Planning and evaluation of investments' justification in agricultural husbandry", fund of 432 working hours is needed, i.e. the fund of 1.152 working hours for realizing the project „Formulation of investments calculation and its

significance for making business plan in agricultural husbandry"[1].

Concerning complexity of project implementation, the educational activity directs only to certain number of competent carriers or their registered husbandries' members. Therefore, depending on size of inhabited place, the educational program includes no more than 20 starters. The project realization dynamics realized in following way:

- at first, introduction and discussion with greater number of farmers, than were formed smaller selected groups;
- preparation and creation of working material, in written and electronic form;
- than a series of theoretical lectures and practices;
- during lectures, a form of testing was exerted, to verify the lectures;
- at the end, the results of joint work sum, eventual obscurities solve, and further cooperation in realization project among all participants stimulates.

The project activities which bind to the first thematic field – directing the projects (Project title: „Planning and evaluation of investments' justification in agricultural husbandry") had following realization course:

The form, number and description of activities:

A.1. preparatory activities:

- field inspection;
- discussion with farmers;
- selection and formation of working groups;
- creation, publishing and multiplication of brochures and materials in electronic form.

B.1. Educational activity (theoretical structure), with themes:

- the concept of investments;
- structure and classification of investments;
- the characteristics of investments in agriculture.

B.2. Educational activities (theoretically and practically), with themes:

- investments planning;
- base of invest calculation;
- resources of investments financing;
- context of capital costs.

B.3. Educational activities (theoretically and practically), with themes:

- concept of economic efficiency;
- criteria for evaluation and analysis of investments' economic efficiency on macroeconomic level;
- significance of time factor in determination of investments' economic efficiency in agriculture etc.

Time of activities realization and number of actors:

A. (A.1.):

- since 15.05. to 15.06.2006. - 3 actors;

B. (B.1., B.2. i B.3.):

- since 20.06. to 20.07.2006. - 3 actors;
- since 14.08. to 14.09.2006. - 3 actors;
- since 23.10. to 23.11.2006. - 3 actors.

*The project activities bind to the second thematic field – improvement of small agricultural husbandries (Project title: „*Formulation of investments calculation and its significance for making business plan on agricultural husbandry" *), had* following realization course:

Form, number and description of activities:

A.1. preparatory activities:

- field inspection;
- discussion with farmers;
- selection and formation of working groups;
- creation, publishing and multiplication of brochures and materials in electronic form.

B.1. Educational activity (theoretical structure), with themes:

- the concept of investments;
- structure and classification of investments;
- the characteristics of investments in agriculture.

B.2. Educational activities (theoretically and practically), with themes:

- investments planning;
- base of invest calculation;
- resources of investments financing;
- context of capital costs.

B.3. Educational activities (theoretically and practically), with themes:

- concept of economic efficiency;
- criteria for evaluation and analysis of investments' economic efficiency on microeconomic level;
- significance of time factor in determination of investments' economic efficiency in agriculture.

C.1. Educational activities (theoretically), with themes:

- context of business plan;
- defining goals of business idea;
- bases of business plan;
- important assumptions.

C.2. Educational activities (theoretically and practically), with themes:

- content of business plan;
- how NOT to make a business plan;
- SWOT analysis.

Time of realization and number of actors:

A. (A.1.):

- since 01.10. to 30.10.2007. - 3 actors;

B. (B.1., B.2. and B.3.):

- since 01.11.2007. to 30.04.2008. - 3 actors;

C. (C.1. and C.2.):

- since 01.08. to 30.09.2008. - 3 actors.

In both cases, the actors were engaged as in realization of preparatory activities, as well as in realization of educational activities (theoretical bases and practice)

RESULTS AND DISCUSSIONS

The project realization has for a goal to point out to a significance of investments' economic efficiency in

[1] Proposed project „Formulation of investments calculation and its significance for making business plan on agricultural husbandry" is a part of participants' initiative on project „Planning and evaluation of investments' justification in agricultural husbandry", which had been successfully realized during 2006, so investments could become a key for sustainable development and base for realization of business idea, through business plan as an instrument for acquisition of exterior financing sources.

agriculture, and also to enable farmers, primarily the carriers of development-oriented husbandries, to plan, prepare and realize a business idea, i.e. to carry into effect planned invest activity, which will provide economic growth, financial stability and social safety.

On the base of gained theoretical base and practices in mastering certain calculations, inevitable for planning and evaluation of investments justification on the husbandries, the farmers had certain possibilities:

In the case with *the first thematic field* – directing projects (Project title: „Planning and evaluation of investments' justification in agricultural husbandry"):

- to understand the influence of applying some methods in making investment decision;
- to evaluate the efficiency of planned investments;
- to make analysis of financial flow of funds and conditions for financing the investment projects;
- to avoid the risk following the realization of business idea etc.

In the case of *the second thematic field – improvement of small agricultural husbandries* (Project title: *:* „Formulation of investments calculation and its significance for making business plan on agricultural husbandry"):

- to realize the influence of applying some methods in making investment decision;
- to evaluate the efficiency of planned investments;
- to make analysis of financial flow of funds and conditions for financing the investment projects;
- to avoid the consequences of inefficient capital investment;
- to reduce the risk which follows business idea realization;
- what is a business plan?
- why a business plan?
- how voluminous a business plan should be?
- who needs a business plan?
- how to create a business plan?

CONCLUSIONS

In conditions in which an agricultural activity bases on private property structure, open and competitive market, the investments should be realized in form to assure maximum effectiveness of exploitation, i.e. as much realized effects per unit of invested financial assets.

Adoption of investment decisions in agricultural practice should base, regardless to economy conditions, always on rigorous quantitative and qualitative regulations, in order to achieve precise direction of investments, or investing in the best (the most effective) project versions. Person, who invests in order to get necessary productive resources for long-term use, is called the investor (it could be any economic entity or physical person, as well as the state its self). However, regardless who the investor is, he has to use adequate methods, techniques and models for evaluation of investments' economic efficiency in agriculture, assuring that his financial assets were invested properly, to achieve the best results, as directly for the investor, as well as for the whole society.

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FAVORABLE AGRO-FORESTRY SYSTEMS FOR SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES AND RURAL DEVELOPMENT

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Abstract

Perceived as means of land use in which agricultural and forestry practices are associated, the agro-forestry systems have always brought multiple economic, social and environmental benefits to their users. Traditional agro-forestry systems passed a period of severe regression or even disappear, and the negative consequences didn't come late. Based on research studies, in many countries, especially in European countries, modern agro-forestry systems come to shape. The agricultural cultivations protected by forest belts, short rotation biomass plantations, agro-forestry-pastoral cultivations and interpolated cultivations. Those systems are realized either by planting forest species in agricultural lands, or by cultivating agricultural species in forest plantations, combinations that can be simultaneous or sequential. The aim is the diversification of the profit sources, production growth and increase in rural area economic stability, with implications in sustainable management of resources and environment improvement for mankind human beings and animals.

INTRODUCTION

Agro forestry systems are perceived as means for land use in which, agricultural and forestry practices are associated. Such systems were used since the beginning of history for the benefits brought to land users. In time, land use have become more and more specialized and the relationships between agriculture and forestry were perceived, usually as collaboration between two big categories of photosynthetic productivity use and of sustainable land category use, but with different approaches [9]. Lately, the agro forestry systems, developed based on new research results and lessons learned from traditional practices, are again in the attention of land users, especially in western developed countries. There the agro forestry systems are well defined and increasingly studied, applied and financed in the last two decades. Those systems are created by planting forest species in on the agricultural land or by cultivating agricultural species in forestry plantations, simultaneously or sequentially. The most used agro forestry systems are the agricultural fields protected by forest belts, biomass plantations, agro-forestry-pastoral cultivations and interpolated cultivations. In our country consequent approach is still late even if some sequential research have been done. Modern approach in agro forestry is still a new thing somehow and it will be a mistake to continue to consider al suitable land as being forestry land either agricultural land because agro forestry is a stand alone concept, between the two radical approach, with benefits on the rural development [3].

In our country, there is the need for the benefits of applying agro forestry systems to be known at farms level, in environmental issues and in attempts to increase live level in rural communities, but, till now, with all the sequential studies, no research unit did not approach the issue of agro forestry systems an all its complexity.

MATERIAL AND METHOD

For the system of agricultural cultivations protected by forest belts, agro-forestry-pastoral cultivations and interpolated cultivations data from specialty literature were used. For short rotation biomass plantations, together with data resulting from old research, new results will be presented from an experiment installed in 2008, in Danube Delta, on an inside damn land, without floods respectively a former lake bottom after the water was removed. The soil has a heavy texture (clay for 90 – 120 deep) and the ground water 1.5 – 2.0 m within the vegetation season. 6 poplar clones were used in the experiment: 4 from Italy, for the first time introduced in Romania [4] specially selected for

their high efficiency in biomass production and another 2 clones often used in the national poplar practices (table 1).

Table 1. Clones used for biomass production and their provenance

No	Clone	Provenience
1	AF 2	Alasia New Clones - Italia
2	AF 6	Alasia New Clones - Italia
3	AF 8	Alasia New Clones - Italia
4	Monviso	Alasia New Clones - Italia
5	Turcoaia	ICAS - România
6	Sacrau 79	ICAS - România

Experimental scheme made from randomized blocks has 3 repetitions with 18-28 plants on the unit parcel and three density versions as following: 5555 plants/ha (1.5 m between rows and 1.2 m within the row), 666 plants/ha (1.5 between rows and 1.0 m within the row) 9523 plants/ha (1.5 m between rows and 0.7 within the row). 30 cm long and 15-25 cm diameter cuttings with at least 3 viable sprouts were used for plantation. The cuttings were planted in March, the land being plough in the autumn and disk in the spring. The planting scheme aims to fit the land maintenance equipments. In the first vegetation season, the surviving and the increment rhythm were studied. Surviving was studied as the rooting percent (P) – the ratio between the number of planted cuttings and the number of cuttings that started vegetating and as the maintenance percent (M) – the ratio between the number of cuttings that started vegetating and the number of viable plants at the end of the first vegetation season. The increment rhythm was analyzed through measurements of diameter and high. The diameter was measured at 30 cm high, at the end of the vegetation season, with0.1 mm precision and the height was measured monthly during the vegetation period, with 1.0 cm precision.

RESULTS AND DISCUSSIONS

Forest belt protected agricultural cultivations. A resolution signed in 1920 by outstanding two researchers prof. Gh. Ionescu Siseşti and prof. M. Drăcea, saying that „*either farms and foresters should not forget that, defending unilaterally the interests of only one domain, can harm the interest of all national economy"* [2] can be considered as the theoretical start of the modern agro forestry concept. Unfortunately, the evolutions confirmed the validity of such statement, meaning that the concepts inside the agro-forestry concept were separately approached .An eloquent example is the creation of the forest belts in Romania starting from 1835, finished in 1957, followed by their intended destruction after 1960.

Both old and new studies and research prove that the forest belts are the best solution for a sustainable management of land with direct implications in productivity increase, in rural development with environmental considerations. Based on this, the Law 289/2002 provisioned the creation of forest belts in Baragan, Tisei Planes, Danube corridor and Dobroge Plateau, most dry land having highest priority [10]. After 7 years, the law provisions only lead to development of some works design. Between 2005-2006, feasibility studies and technical designs were developed for forest belts protecting agricultural lands in Teleorman, Olt, Dolj, Mehedinti counties, covering 15,500 ha, 500 ha for railway protection and 2200 ha for roads protection. Unfortunately, even if the benefits for agricultural land productivity, cultivations protection against elements, local climate moderations, biodiversity and landscape are unanimously accepted no forest belt was ever created as a consequence of the law and the perspectives for the next years are pessimistic. Scientific studies proves that, in the most dry parts of the country, in forest belt protected fields, the average increase in productivity can be of 15-20 % for barley, 30-49 % for corn, and 40-44 % for oat against the situation in unprotected fields. More than that, in those areas, the forest belt can lead to a performing agriculture without irrigation.

Biomass plantations. The worldwide fossil fuels crisis started in the seventies trigged complex actions for finding alternative energy resources, mainly renewable ones. Everybody focused the wind, solar, wave. Geothermal energy as well as vegetal resources (agriculture and forestry) considered practically unlimited.

Starting from 1980 [1], in our country, researches regarding the biomass production have been done. They were interrupted for a relatively long period but reactivated after year 2000 by initiating some projects aiming, among other objectives, to identify means of using some lands for installing short rotation forestry plantations for biomass production used as alternative energy source. Moderate or low intensity degraded agricultural lands, with unsatisfying agricultural production, often abandoned by the farmers, are suited for such plantations, bringing the land back in the productive cycle. Accepting the idea of obtaining high productivity, not degraded lands can also be used, productivity being, of course, strongly linked to the land quality.

Energy plantations can be classified as follows:

1 year rotation plantations (osier), heavy used by the foresters, shown that *Salix viminalis* is the most productive indigenous specie, with annual harvests of 15-18 to/ha [6], for a 10 year period.

In 2007-2008, a private company in Harghita tested 6 osier clones from Sweden, specially breaded for biomass production, with good results in productivity.

2-5 years rotation plantations (poplars, willows, Paulownia) were tested with encouraging results for all the species, their future use being dependent on the culture conditions:

- poplars and willows in meadow conditions, depressions with underground water supply, or in the open fields but using irrigation at least during the dry season;
- acacia and Paulownia in the plane or low hills area in favorable sites

The results recorded in the 2008 experiment [11] in the Danube Delta (table 2) lead to the conclusion that the survival was very good, with no significant differences between the two clones in the matter of rooting and maintenance percent. Rooting percent was between 91% (AF8 in second density version) and 100% (AF2 in first density version, Monviso, Sacrau 79, Turcoaia in the

Table 2. Rooting, maintenance, diameters and heights recorded in biomass experiment in the first vegetation year

Clone	Number of planted cuttings	P %	M %	Height (cm)		D, 30 cm from the ground (mm))	
				Max.	Av.	Max.	Av.
Version 1 – 5555 plants/ha (1.5 x 1.2 m)							
AF 2	72	100	100	355	300	43	27
AF 6	72	99	100	365	281	33	23
AF 8	72	90	100	370	281	48	24
Turcoaia	72	97	100	290	216	25	19
Monviso	72	99	100	360	277	40	23
Sacrau 79	72	99	100	330	263	30	20
Version 2 – 6666 plants/ha (1.5 x 1.0 m)							
AF 2	66	98	100	360	313	38	28
AF 6	66	98	100	400	295	37	25
AF 8	66	91	100	370	288	35	23
Turcoaia	66	100	100	300	244	27	20
Monviso	66	100	100	400	313	38	26
Sacrau 79	66	100	100	365	282	34	21
Version 3 – 9523 plants/ha (1.5 x 0.7 m)							
AF 2	84	99	100	420	371	43	31
AF 6	84	99	100	415	336	38	29
AF 8	84	98	100	125	367	42	30
Turcoaia	84	98	100	395	326	35	24
Monviso	84	100	100	470	384	42	30
Sacrau 79	84	100	100	425	335	42	24

second density version, Monviso, Sacrau 79, in the third density version) and the maintenance percent was 100% for all the versions, meaning a very good adaptation of the clones to the site conditions of the experiment.

The average heights graph made in the first vegetation season (fig.1) shows that the increment rhythm was constantly growing for all the clones starting from June till the end of September, with special mention to Italy clones comparing with the local proveniences. Regarding the differentiation of the tested clones, the graph in fig.2. is very suggestive: the clone with the smallest average height increments, Turcoaia, is the witness. Three of the clones (Monviso, AF2 and AF8) have increments that are distinctly significant bigger that the witness clone and the other two differ significantly.

The biggest diameter value, is 48 cm recorded for AF8 in the version with the lowest density, and the biggest value for height is 470 cm, recorded for Monviso, in the biggest density version.

The biomass production biomass test plantations showed that those plantations can be applied on relatively small surfaces, have high productive capacity per surface unit and are more efficient that the conventional forestry plantations. In the same time, taking care of those plantations can only be done a great rate of works mechanization. The biomass production is dependant on specie/clone and on the range of the rotation. 20 to/ha of dried biomass can only be obtained in a rotation of minimum 2 years.

Agro-forestry-pastoral cultivations. Implementing and extending such combined system of agriculture and forestry can bring social and economical advantages by increasing the productivity of natural lawns and by increasing zoo technical productivity to which, in addition we account for the benefits coming from using the wood vegetation in the plane and hilly zones with low forest coverage.

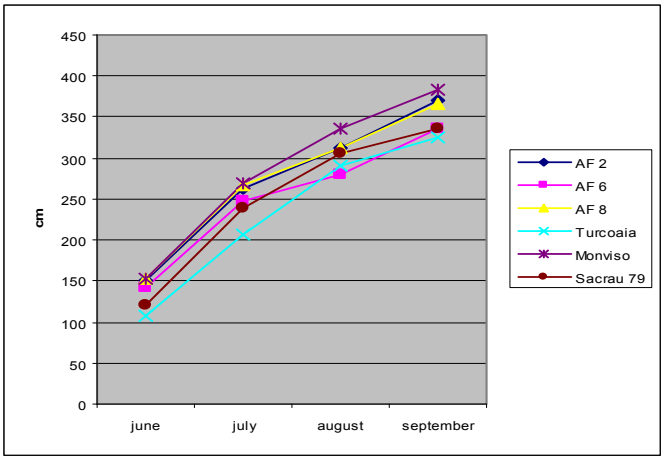

Fig. 1. Height increment rate for 9523 plants/ha version in the first year

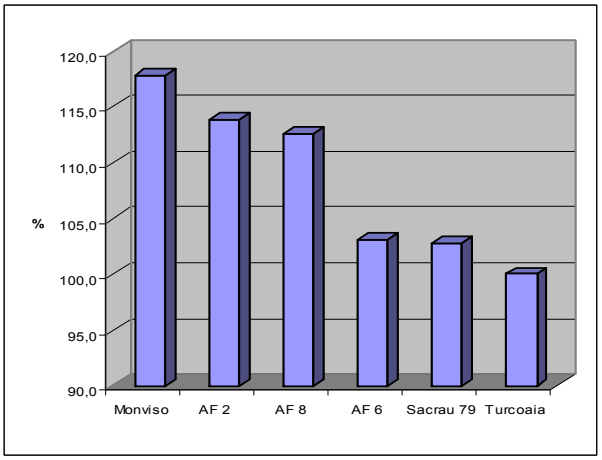

Fig. 2. Height compared with the witness, after the first vegetation season (9523 plants/ha)

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The agro-forestry-pastoral system can be considered as a modern version of the traditional land-use system and it can be applied aiming to have a bigger production of animal feeds. It is proven that, under dry conditions, this combination (lawn, animals, trees) can get more profit to farmers than every component apart. Forestry species introduced in the system have the advantage of firmly fixing the soil, reducing the erosion, decrease the amplitude of the daily temperatures in the air and in the soil, protecting the plants and animals against insulation, heating, fruits, feeds, can fix important quantities of Carbon for a long period, can be the habitat for many birds, many times consumers of enemy insects, increase biodiversity. All those create a better and healthier environment and a more beautiful landscape.

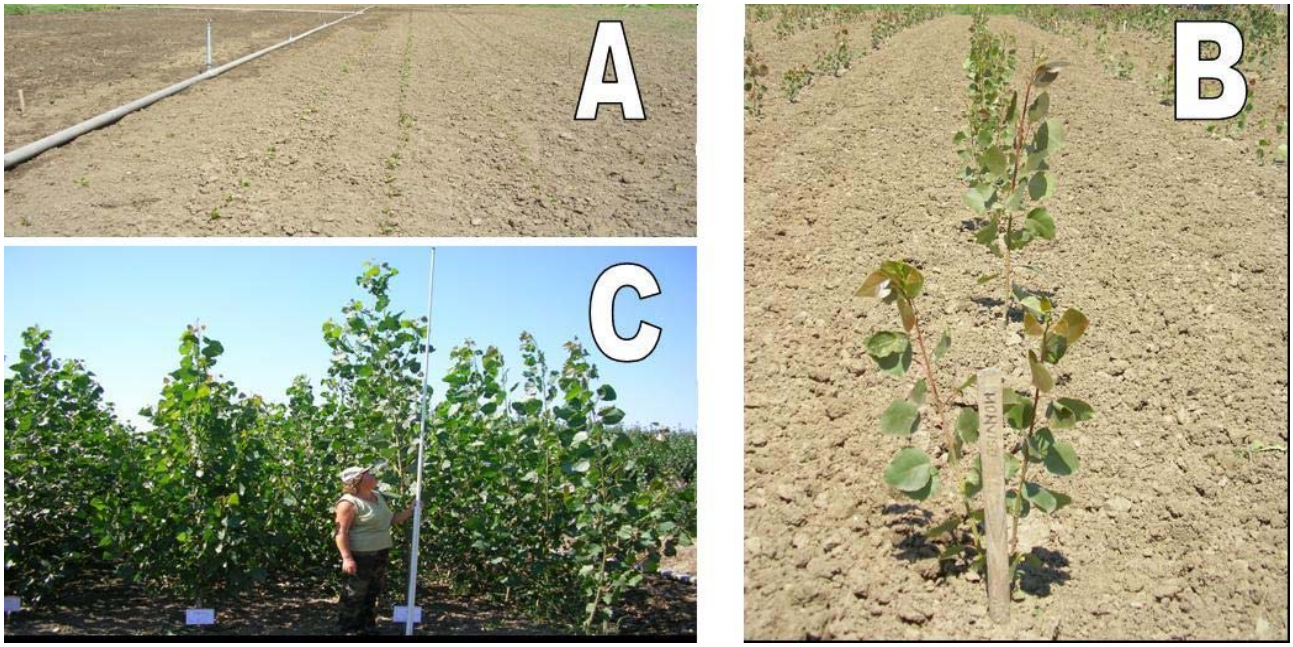

Foto1: Poplar culture from Danube Delta test plot, in different stages of growth: April (A), June (B) and September(C)

Besides the right species, correspondent with the site conditions some special actions for protecting the seedlings against pasturing for the first years. After this critical period, the plantation can be kept for years.

By applying the agro-forestry-pastoral system at least 20-40% increase can be recorded for animal production. In the absence of the forest vegetation on the grasslands, a caw can give 20-40% less milk during the strong insulation periods.

Photo 2. Interpolated cultivation installed in 2008 in Acvila farm (Tulcea County)

dehydration, wind, raining. Beside increasing the animal production and thus bringing increasing and more constant income for rural population, forestry species can produce quality wood that can be used for rural constructions,

Interpolated cultivations. In this system, on the same surface, annual agricultural production (cereals or vegetables) is combined with wood production and other benefits offered by trees in a longer period of time. Planting trees on agricultural lands, simultaneously or in succession, can create this combination. When the combination is made simultaneously, the planting scheme for the trees is larger (photo.2) and after a while, when trees produces too much shadow, an important number of the trees (50%-70%) are harvested, creating in this way conditions for obtaining simultaneously forestry and agricultural products. If the combination is made in succession, the tree-planting scheme can be denser and, after a cycle of forestry production, several cycles of agricultural production follow. After that, the succession is repeated.

For implementing this system, strong knowledge regarding the interaction between species is required in order to get optimum combinations. Knowledge about installing and managing agricultural cultivations and forestry plantations in also required in order to obtain maximum of agricultural production and forest trees benefits. The system is also recommended for a sustainable management for the soil, proper live conditions for human beings and animals, diversifying income sources, increasing production and economic stability.

CONCLUSIONS

1. The investigations made during the research work flag the fact that large-scale implementation of agro-forestry systems is an appropriate solution, with positive effects on both sustainable management of natural resources and rural development.
2. Research in the fields has numerous challenges coming, on one side from the necessity of organizing the territory and the complexity and dynamic character of agro-forestry systems. On the other side, challenges come from the diversity on which the systems can be implemented. In this context, the research has to be interdisciplinary, integrating and convergent, aiming to integrate the production and rural development objectives with targets regarding the environment and natural resources preservation in the area.
3. Reviewing/changing the regulatory framework is a necessity when aiming the creation of incentives for agro-forestry systems to be implemented.

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MONITORING OF AGROTOURIST RESOURCES IN THE BUZAU COUNTY

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Key words: *agrotourist resources, Buzau county, natural potential, rural pensions.*

Abstract

In recent years, there was an overflow of the resort on the Prahova Valley. To resolve this situation, a solution would improve infrastructure in the state. We believe that this is partly a viable solution and that is the true identification of other tourist areas to absorb the thousands of Romanian and foreign tourists.
This paper aims to analyze quantitative and qualitative tourism resources of natural and anthropogenic Buzău County to see if that area may represent an alternative to the Prahova Valley. A little known, rarely promoted County Buzău hide some of the most beautiful tourist treasures of the country. Resources for tourism are numerous and very varied, should not invented just to show them to be known and valued.

INTRODUCTION

Buzau County is situated in the S – E part of Roumania and its neighbours are the counties of Brasov, Covasna, Vrancea, Braila, Ialomita and Prahova. It possesses 2, 6 % from the whole surface of the country.

Buzau County lies over the largest part of the hydrographical reservoir of the river having the same name, it combines harmoniously all the relief forms: mountains, in the north part, field – in the south; between the two of them there is lying the Sub Carpathian of Buzau.

The natural setting, as well as the variety of the landscape, especially in the mountains and in the kills, to which other historical elements are added, such as the ethnographical and folk richness of the place, they all offer great satisfactions to their tourists.

In the Sub Carpathians of Buzau, the Muddy Volcanoes from the Paclele Hills make up a quite unique natural element in our country.

There can be found another impressive phenomenon The Alive Fire on the Slanic Valley, near Lopatari and Rusetu, which are blue, flames coming out from the deep crack of the earth.

The houses and the households in the mountains and in the hill areas are set on foundations or cellars giving the image of simplicity and elegance, of hospitality and open-heartedness, they offer excellent conditions for agrotourism.

MATERIAL AND METHOD

In order to hierarchies and delimit the touristical areas, first of all, the inventory and knowledge of all components of tourism potential, their clustering in space and then evaluating their qualitative and quantitative is necessary, in order to determine the opportunities for development, the forms of development that could be generated and the equipment necessary for management in terms of efficiency and competitiveness.

RESULTS AND DISCUSSIONS

Qualitative and quantitative analysis of the touristical potential of the Buzău County.

The ranking of tourist areas is done, as we said, according to a number of criteria, aimed to the value classification of touristical resources, their way of concentration in the territory. In the literature of speciality there are numerous ways of evaluating and ranking the touristical areas, of which the following may be mentioned: the method of graphs and partial ranking.

Graphs METHOD - is a system of analysis based on a series of basic criteria and sub-analysis done on more levels. Each level of assessment, which relies on a number of criteria, has received a number of points.

The elements constituting touristical heritage received 70 points out of a total of 100, the remaining 30 being granted for the touristical equipping.

By using this method, proposed and used by specialists from the Institute Urbanproiect (planning for the travel section), the main touristical areas and sub-areas may be easily highlighted.

For all the methodologies for value scoring, the following potential components are to be mentioned:

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Table 1. Calculation model

Basic criteria	**A Natural potential**	**B Cultural and historical potential**	**C Touristical structures**	**D Communication means**	**Maximum score**
Attributed value (%)	**40**	**30**	**16**	**14**	**100**
Sub criteria	20 - heritage values 10 – landscape - natural conditions 10 - water resources	14 – historical values 9 - urban values 3 - ethnographical values 2 – memorial values 2 - museums and collections	8 - structures for accommodation and food 5 - spa treatment 3 - entertainment	6 – roads 6 – railway 2 - air routes	
Attributed value					

For the Buzău County the situation is as follows in the analysis:

Table 2. Calculation model for the buzau county

Basic criteria	**A Natural potential**	**B Cultural and historical potential**	**C Touristical structures**	**D Communication means**	**Maximum score**
Attributed value (%)	**40**	**30**	**16**	**14**	**100**
Sub criteria	8 - heritage values 8– landscape - natural conditions 5 - water resources	7 – historical values 7 - urban values 3 - ethnographical values 2 – memorial values 2 - museums and collections	7 - structures for accommodation and food 4 - spa treatment 2 - entertainment	4 – roads 5 – railway 0 - air routes	
Attributed value					**62**

people living in Buzau, resulted the sausages of Pleşcoi, the wine of Pietroasele, the pretzels of Buzău, products that are identified with the tradition and history of the place

AGROTOURISM IN THE BUZĂU COUNTY

In the Buzău County there are twenty-nine rural pensions.

A.N.T.R.E.C. Buzău occurred because of the acute need to identify and promote the touristical potential of the rural county of Buzau, because it is obvious that, taking into account the relatively small business sector size, the efforts to promote made by the individual owners of rural pensions are insufficient and can not show a significant impact.

WELL-KNOWN PRODUCTS OF THE BUZĂU COUNTY. *From the ingenuity and inventiveness of the*

The Pietroasele area is most famous because of all the "treasures" in the area, one of them being that one found in 1837 by four peasants who were working on stone exploitation, the so called " The Golden Brood Hen with Its Chickens", treasure, that seemed to have been made by the Dacian craftsmen, but also with pieces of Visigothic origins.

The second "treasure" of the area is represented by the vines, from which the renowned wine of Pietroasele is obtained.

The wines of Pietroasa have participated in many competitions, where the Tamaioasa Romaneasca wines were renowned.

From all the awards, we would like to mention "the gold medal", "diploma of honour" and the congratulations of the international jury from Montpellier, "First diploma of honour" and "the great gold medal "in Budapest.

The Sausages of Pleşcoi

A Romanian protected trademark in the European Union, the sausages of Pleşcoi are a real delicacy that came from the culinary imagination of the Buzau people.

The „Pleşcoi" is made after a traditional recipe from the area of Buzău, from mutton with garlic and pepper, pressed, dried and smoked.

The Pretzels of Buzău

A Romanian protected trademark in the European Union, the pretzels of Buzău are a real delicacy that came from the culinary imagination of the Buzau people. They are prepared following a recipe well maintained over time and are still found today on the tables of the people living in the area of Buzău during the holidays. A visit in the Buzau County may also mean the meeting of the pretzels of Buzău

CONCLUSIONS

1. All resources found in the Buzău County are insufficiently valorified, the main obstacles in this regard could be the following:

2. An insufficient number of hostels

3. Poor infrastructure represented by impracticable and insufficient roads, bridges that show a great deal of problems within rainy periods

4. The County Council, the Prefecture and the City Council do not show initiative in shaping up the actions that should promote the natural and anthropical resources and the agrotourism in this county

5. There is an acute shortage of qualified people for tourism activities and tourism.

6. Should all of these problems be solved, the agrotourism in this county could become not only a great attraction for the Romanian tourists, but also for the onest hat come from other countries.

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ANALYZE OF TOURISM MARKET

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Key words: tourism, analyze, touristic market, service market

Abstract

Nowadays, tourism is considered as one of the most dynamic economic field, with a continuous oscillatory evolution. Analyzing the links between the touristic market and the service market, one has to notice that firstly, the touristic market is a service market, its development being conditioned by the existence of a wide range of offers in transport, accommodation, restaurants, recreation, cure facilities. On the other hand, one can also notice the interference between the touristic market, and that of the goods for the touristic consumption.

INTRODUCTION

The tourism is the industry with the fastest development. He will become the first exporting industry and it will keep its position of first industry in the world that creates jobs.

Analyzing the links between the touristic market and the service market, one has to notice that firstly, the touristic market is, through its nature, a service market, its development being conditioned by the existence of a wide range of offers in transport, accommodation, restaurants, recreation, and cure facilities. On the other hand, one can also notice the interference between the touristic market, and that of the goods for the touristic consumption

MATERIAL AND METHOD

Tourism is a set of activities through which man spends her free time traveling to destinations located outside the residence and permanent place of work for non for their own pleasure. However, tourism industry is designed to provide all goods and services required by tourists to the place of destination, at a high level of quality. Tourist market has a complex result of the fact that supply and demand concerns, while both services and goods required by tourists in a range more or less diversified. This content complex tourist market presents a number of interference and is conditional on the size and dynamism of market goods and services on which exercise, in turn, a number of influences.

Interference between the tourist market, the market and the goods are determined by the complexity of the tourism product, which is actually a combination of services and goods. During the voyage to the place of residence to tourist destinations, over the stay and during the return journey, the tourist takes a number of goods and services to meet needs and to achieve satisfying, more or less special, but in a specific conjuncture. Precision, in the same sense of acceptance that particulars, in general, complementarily is a tourist fundamental difference between the market and tourist assets.

Complementary relationship is because consumer needs are not met by the same company. Tourist consumed together, the benefits of different business accommodation, transport, food etc..

The tour starts right in place of permanent residence of the tourist, through the purchase of various goods and services necessary travel (equipment, food, etc..) Continues throughout the voyage (accommodation services, food, fuel, etc..), Including the place stay tour and ends with his return home in the town. In the case of international tourism, this tour is done in the markets of several countries. A part of this consumption will materialize within the internal market of the country of residence (equipment, travel, part of Transport), another part will be on the markets of the countries through which the tourist passing (accommodation, food) and a final part will accomplish within the country of destination (accommodation, food, recreation, therapy). This staggered in space and time are manifested in the case of internally generated by tourism, the influence materialized this time in a dynamic and market structure, or local area.

One of the particularities of tourism, compared with market goods, and is related area. While the ordinary goods market relationships meet a certain concentration depending on the territorial concentration of population and purchasing power of its tourist market such relations is based on the concentration or dispersion of heritage tourism, tourism offer as a whole. Under these conditions, contour tracing geographic market of the travel is done taking into account the distances that they take tourists to tourist destinations. Tourist market is not evenly shared territory, some areas having rich tourist resources, is tendering regions and others are characterized as issuing tourists.

If considering coverage, delimit in space, then we have a national market, limited to within a single country and an international tourist market that seeks a set of several countries.

National tourism market is characterized by the confrontation of supply and demand within the borders of a country's products and tourist services are made through acts of sale in the same space. If the international market, the supply of certain countries, and demand comes from another country. Confronting the two corresponding sides of the tourist market is however in this case tendering in the

country, because tourism cannot be moved in space, the application is one that should reach the tender. Activities involving the tourist establishments customer service because tourism cannot be sent. It is given in the touristic area of activity of the provider. Due to the static in space, the offer is not - in real hypostasis, concrete, just as the promotional image - in the consumer, rather than after it has moved from the place of permanent residence. Therefore, we believe that the offer remains national tourism (domestic) even when the application is international. Analyzing the links between tourism and the market should be noted first that the tourist is, predominantly, by its very nature, a market of services. Both in quantitative and qualitative characteristics of the tourist market are influenced by the market of services. As a result, there is a parallel development and close rates between the two markets. Development of tourism is related to the existence of a diversified offer of services (transport, accommodation, food, recreation, therapy). On the other hand, noted the existence of interference between the tourist and property intended for tourism.

CONCLUSIONS

Currently, the global tourism market are stiff competition, both between tourism firms and between different tourist destinations. Another important trend in this area of the tertiary sector is the increased global tourist market.

Hospitality industry has witnessed an acceleration of the penetration of multinational corporations throughout the tourist market. In addition, the phenomenon is a convergence of tastes of tourists and their preferences for a particular standard of quality tourism services.

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POSSIBILITIES OF LEADER APPROACH IMPLEMENTATION IN SERBIA

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Key words: *Leader Approach, rural development, European Union, IPA*

Abstract

At the moment, Serbia is still on the beginning of accession to the European Union. The Stabilisation and Association Agreement had been signed and since January 2009 Serbia started applying the Agreement while still waiting for positive response from the EU. The process of Serbian accession to the EU would have great impact on whole agriculture and especially on rural development. During this process, Serbia will be able to use significant financial resources from several EU Funds such as IPA fund whose value should be around 198 million euro for 2009. The paper presents characteristics of Leader approach and also examples of countries in the region such as Romania, Bulgaria and Slovenia who have already passed through the process of accession to the EU and today represent its members. Experiences of these countries can be of great value for adequate preparation of Serbia for the challenges that lie ahead.

INTRODUCTION

After political changes in 2000, Serbia finally went out from extended, over one decade, darkness finally able to integrate with rest of the Europe. That was the beginning of the latest phase in the relations between Serbia (then still part of Yugoslavia) and EU[2].

First important step for Serbia, after regime changes, was summit in Zagreb (Croatia) hold on 24 November 2000. After this summit, EU had allowed process of Stabilisation and Association (SAA) as a Model of accession to EU for the countries of west Balkan. This kind of Agreement allowed Serbia to use pre accession financial funds such as CARDS[3] program.

Second important step was summit in Thessaloniki (Greece) hold on 21 Jun 2003 when Serbia was accepted as potential member of European Union.

Due to internal problems in Serbia and Montenegro (SCG), on September 2004 EU adopted a new approach to the SCG, which gets the name of the double track of European integration (twin-track approach). After agreement on the voluntary submission of the accused before the Hague Tribunal, 12 April 2005, SCG receives a positive evaluation and the European Commission announces feasibility study for starting negotiations for the conclusion of the Agreement on Stabilization and Association (SAA) with Serbia and Montenegro. However, as the government didn't fulfill its promises regarding cooperation with the International Criminal Tribunal for the Former Yugoslavia, the EU Commission, on 3 May 2006, decided to end negotiations on the SAA with SCG. In the meantime, Montenegro, only a month after the interruption of negotiations, separated from Serbia and Montenegro, and Serbia became an independent state. Termination of negotiations lasted until the 13th June 2007 when the new government of Serbia decided to fulfill the agreed obligations towards The Hague. The same year on 10 September, Serbia and the European Commission concluded the negotiations on the SAA. Also, 2007 was important for Serbia because IPA[4] funds replaced CARDS funds.

Before the last parliamentary elections in Serbia, SAA[5] was signed, and is now awaiting his signature in the EU member states. However, the EU has decided that the implementation of a transition agreement and ratification of SAA depend on the full cooperation of Serbia with the International Criminal Tribunal for the Former Yugoslavia.

RURAL DEVELOPMENT IN SERBIA – PRESENT SITUATION

Transition process, which is still currently present in Serbia, lasted for almost 20 years. It had significant influence on rural areas. Changes in domestic agricultural policy in the

[2] Goran Svilanovic, Former Minister of Foreign Affairs of Serbia and Montenegro and the Chairperson of Working Table I Stability Pact of South-East Europe; Interview, 15 May 2008, Author: Ivan Milosevic.

[3] CARDS - is the EU support to the Western Balkans. The purpose of this program is to support these countries in the process of stabilization and accession. This program was focused on economic reconstruction, democratic stabilization, modernization of state administration, reconciliation and the return of refugees and internally displaced persons and the improvement of regional cooperation. Since 2001 to 2006 the EU, in the framework of the CARDS program, allocated 4,65 billion euro to help the Western Balkan countries.

[4] IPA Instrument for pre-aid (Instrument for Pre-Accession Assistance) - From 2000 to the present day Serbia received from the EU about 1.3 billion Euros through the CARDS - "previous generation" program intended to help countries of the Western Balkans. IPA funds represent transition from aid to reconstruction assistance for development. IPA is supporting the candidate countries for membership in the EU, as well as potential candidates for EU membership in the budget period from 2007 to 2013.

[5] On 29th April 2008 Serbia signed the Stabilization and Association Agreement (SAA) as well as a transitional agreement that relates to issues of trade.

sense of orientation to rural development and multifunctional agriculture caused the fact that in this process everyone must work together, all stakeholders from government institutions, local community and also all the inhabitants of rural areas.

Existing state of the villages and rural areas in Serbia does not correspond to modern needs or the individuals or society. There are clear signs of global crisis: the departure of the population, increasing unemployment, the closure of agricultural cooperatives, pollution, hard water supply, poor sanitary conditions, large amounts of non secured waste, not very convenient traffic, etc.

Realizing all those facts Ministry of Agriculture, Water management and Forestry of Republic of Serbia (MAWF) made special programs concerning development of rural areas. Also, special budget funds were created for this purpose only.

Chronological measures taken by MAWF concerning rural development:

- (2004) - Establishment of the first complex support program fot development of rural regions (vilages). Structured by the reputation of the SAPARD program.
- (2005) – Creation of first framework to support rural development and adoption of the agricultural strategy that relies on the rural development.
- (2005) - Formation of Department for Rural Development and Agriculture, as one of two strategic sectors of MAWF.
- (2006) Legislation preparation for agriculture and rural development.
- (2007) Preparation activities on creating strategic plan for rural development.
- (2008) Begining of five-year rural development program 2008-2013. (and agriculture suport)

Supporting measures in the field of rural development in 2008

1. Institutional support:
- Measure the work of agricultural services
- Development of system support for rural development

2. Rural measures
- Support for buying new equipment and machinery
- Support for buying quality cattle for reproduction
- Support for buying certified seed repro material
- Support for creation of farmers associations
- Support for implementation of standards and certification

3. Support for maintaining and improving the environment and ensure sustainable use of natural resources in rural areas:
- Support for preserving genetic resources in agriculture
- Support for organic production

Considering that Serbia is still not a potential candidate country for EU membership, it can not fully exploit the advantages provided by pre-funding. It is important to emphasize that the good pre-preparation is vary important in order to more easily customize the complexity of the future European projects. Countries in the region such as Romania and Bulgaria were not ready for challenges which are worn by EU accession. As result, they didn't use much of pre-accessing funds before getting to EU.

Projects that are implemented through pre funds are significant overture for projects that will be implemented after the accession into the EU such as the Program Leader. In forded work we gave short overview over LEADER program and pre-accession experiences of neighbor countries.

LEADER APPROACH

Leader is a European Community initiative for assisting rural communities in improving the quality of life and economic prosperity of their local area, and is co-financed by the Guidance Section of the European Agricultural Guidance and Guarantee Fund (EAGGF)[6].

Since it was launched in 1991, LEADER initiative seeks to provide rural areas of EU development method for the involvement of local factors in creating the future of their areas. LEADER's approach proves that it can be interesting and for other rural regions even outside Europe.

Leader +, which is currently active, was proceeded by LEADER I (1991-1994) and LEADER II (1994-1999). The program runs within the Structural Fund period from 2000 to 2006 (but allows for projects to be carried out until the end of 2008), and its aim is to encourage and support rural actors to think about the longer term potential of their area. It seeks to encourage the implementation of integrated, high-quality, original strategies for sustainable development designed to encourage experimentation with new ways of:

- enhancing the natural and cultural heritage;
- reinforcing and diversifying the economic environment, in order to contribute to job creation;
- improving the organization abilities of the community.

There were 893 Leader+ local action groups (LAGs) in Europe prior to the enlargement of 2004. In some of the Member States which joined the EU as from 2004, LAGs are already working under a Leader-type measure.

Leader+ was designed around four predominant themes:

1. Making the best use of natural and cultural resources, including enhancing the value of Natura 2000 sites.
2. Improving the quality of life in rural areas.
3. Adding value to local products, in particular by facilitating access to markets for small production units via collective actions.
4. The use of new know-how and new technologies to make products and services in rural areas more competitive.

Regardless of the specific objectives of each phase (LEADER I, LEADER II and LEADER +) Community Initiative proposes approach to rural development based on the following principles:

1) The organization of local partnerships - the establishment of local action groups (LAG) - with a small team of experts responsible for defining (with the participation of local stakeholders) and the implementation of the Action Plan.

2) Development and implementation of specific number of rural areas the local plan action, which is based on

[6] ec.europa.eu/agriculture/rur/index_en.htm

identified priorities, and will be conducted in the work through projects.

3) Multy sectoral and systematic approach to seeking connections among activities, as integral part of local strategies (I LEADER means "connections among activities for development of rural economy ").

4) Participation in the financing of local plans of action by the European Commission, Member and / or region of the single budget.

EXPERIENCES OF COUNTRIES IN THE REGION WITH PRE-ACCESSION AND LEADER APPROACH

Slovenia. Before entering EU, Slovenin Ministery of Agriculture, Forestry and Food was implementing program for "Integrated Rural Development and Village Renewal" (CRPOV) (1991-2002). This program was nationally funded with 14.600.000 EUR and every rural area could use these financial assets for the following activities: preparation phase; promotion of rural areas; village renewal; tourist and farm infrastructure; developing and establishing trade marks for local products

This program was created for municipalities who were selected by tenders provided by Ministry of Agriculture, Forestry and Food. Result of this project was: 140 municipalities used financial assets to realize 290 projects.

Second huge project for rural areas was **Development Program for Rural Areas** (1996-2006). The budget for this project was 2.500.000 EUR. This project was created for following activities: establishing partnerships and the selection of managers; animation of local areas; preparation of development strategies.

Funding was available for groups of municipalities who were intending to start partnerships, and this applied to all rural areas in Slovenia which had similar development needs and opportunities. This partnership program was the beginning of creation of Local Action Groups (LAG). The result was that 172 of 210 Slovenian municipalities used these financial assets for making partnership projects with other municipalities.

Concerning LEADER program, Slovenia did not implement any Leader measure but the activities being carried out under the Development Programs for Rural Areas were to some extent similar to Leader ones. Local development strategies have followed a bottom-up approach and were prepared by development agencies for those municipalities who wished to become partners in a single development area.

Romania . In the former programming period (2000-2006) Romania did not implement any Leader type measure, thus there are neither Leader LAGs funded under a national rural development program, nor partnerships operating according to the Leader approach.

Leader is a new concept for Romania, since it was not previously implemented. The process for the selection of the Local Action Groups will start once the 2007-2013 Rural Development Program (RDP) becomes official. For the period 2007-2009, Romania will be giving priority to the creation of partnerships, and to the maturing of its development strategy through the funding of actions ascribed to the Leader axis, and as authorized by derogation under a provision of the accession treaty.

There were several programs implemented by the Romanian Government concerning rural development:

1. The **Romanian Social Development Fund** (RSDF), supported by the Romanian Government.

- the establishment of public-private initiative groups using the bottom-up approach.
- and the development of the social capital.

2. The **Rural Development Project** (2002-2006), with the help of the World Bank, has been implemented in 103 communities and associations of communities from five counties.

- improving the capacity of local administration to undertake socially, economically and technically viable investments
- increase the availability of infrastructure and other public / community goods to rural inhabitants in program areas.

3. **Twinning Project Romanian–French–German-Hungarian:** "Support the Managing Authority of the Romanian Ministry of Agriculture, Forests and Rural development to prepare the rural development and fisheries programs" (May 2006-July 2007). The aim of project was: building of partnerships; diagnostic analysis; local development strategy; action plan of the territory; animation activities; action plan monitoring; evaluation

Bulgaria . Bulgaria did not implement any Leader+ type measures during 2000-2006 programming period, thus there are no Leader LAGs funded under a National Rural Development Program or partnerships operating according to the Leader approach.

The process for the selection of the Local Action Groups will start once the 2007-2013 RDP becomes official. For the period 2007-2009, Bulgaria will give priority to the establishment of partnerships and development of their local development strategies through funding of operations described under Axis 4 (Leader axis) of the Rural Development Program of Bulgaria.

Nevertheless, a number of programs have already been promoting the Leader approach prior to the programming period 2007-2013:

1. Improvement of the efficiency of the SAPARD Task Force in MAF (1999-2000) was a Twinning Project between the Greek Ministry of Agriculture and the Ministry of Agriculture and Food Supply (MAFS). A total budget of EUR 460 000 was available to assist the Bulgarian government.

2. The **Sustainable Rural Development (SRD) Project (2003-2005)** is a joint project, between the Ministry of Agriculture and Food Supply (MAFS) and the United Nations Development Program (UNDP). It prepared Bulgaria to apply the Leader approach to rural development in the 2007-2013 programming period. With the total budget of USD 1 325 000, the project aimed to provide

support for establishing 11 Local Leader Groups (LLGs) with the participation of 11 pilot municipalities.

3. **The Rural Network and Leader (RNL) Project** (March 2006 – February 2008), was implemented by the MAFS, the UNDP and the Foundation for Local Government Reform with the support of the Swiss Agency for Development and Cooperation (SDC). The project aims to raise awareness and strengthen the capacities of rural communities and stakeholders for planning and using financial resources through networking, planning and implementation of the local development strategies.

During the last two years, the **Foundation for Local Government Reform**, with the financial support of the Swiss Agency for Development and Co-operation (SDC), German Society for Technical Co-operation (GTZ), and the United States Agency for International Development (USAID), has provided overall technical and methodological assistance. This has been to support local bottom-up development processes, and was characterized by a wide participation of all public, private and citizen stakeholders, towards the organization of territories following the Leader approach, and the development of Leader-like local strategies.

CONCLUSIONS

Taking in consideration experiences of neighbor countries presented in the paper, it can be seen that, except Slovenia, Bulgaria and Romania were not prepared for the project financed from EU. Several programs similar to LEADER were implemented in all countries. All projects were representing good base for future programs defined by EU.

In the process of accession to EU, Serbia is on a right way to prepare assets for the challenges which this process brings. The biggest challenges for Serbia on this way, concerning rural development, present small national budget for rural development projects, lack of information for rural population concerning projects in which they can participate and finally luck of specialized experts in a field of rural development who can be ready to participate in this huge and complex process.

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EVOLUTION OF MAIN LEGAL INSTRUMENTS ON SUPPORT FOR RURAL DEVELOPMENT IN EUROPEAN UNION

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Abstract
Rural development, at first approach, is a social-economic phenomenon, having in the same time a legal component of political decisions and legislative acts which reflects the main stages of historical evolution of this phenomenon.
The present work intends to present the main political decision steps reflected further in legal instruments that provides the EU support for rural development. The period analysed starts with the institution of European Communities and goes until the recent reform „health check" of the Common Agricultural Policy. This analyse is useful in order to see how the decisions regarding the support for rural development evolved at European level, beginning with the stage when the rural development didn't even exist as a concept, until the present stage when rural development is a distinct pillar / policy, with separate financing and monitoring within the Common Agricultural Policy.

INTRODUCTION

While in the past agriculture was viewed as a purely sectoral activity producing primary products, today it is recognised as fulfilling a multiplicity of economic, social and environmental functions producing, in addition to raw materials, for a potentially dynamic quality food production chain; also very important environmental services and public goods provide a solid foundation for a vital rural space. A sustainable and competitive agri-food sector is therefore, not only important as an element of the rural economy, but also, and sometimes more so, because of its contribution to preserving and improving the quality of life and to the social, economic and environmental development of rural areas.

The support for rural development has known during the time an ascending evolution, starting from the stage when it was only a desideratum for the rural world, being at the beginning concentrated on the agriculture development and on production and becoming at present a policy at the European level, regulated and financed clearly within the Common Agricultural Policy [1].

EU rural development policy has evolved as part of CAP development, from a policy that was facing structural problems of agricultural sector to a policy that approaches the multiple parts that agriculture plays in society and in particular the challenges to what it has to respond in the larger rural context.

The present work has as main objective a juridical research of main political decisions, transposed in legislative acts, regarding rural development support in European Union, highlighting economical and social needs that determined the respective decisions.

MATERIAL AND METHOD

In order to characterize the evolution of rural development support, it has been used the historical analysis method in the specific conditions of a juridical phenomenon research.

According to the historical method, the juridical sciences research the law / legal phenomenon from its historical perspective and evolution, during the different stages of the history.

The period analysed is from the moment of European Communities establishment (1957) until the last elements of reform in the field (2008), knowing the following decisive moments:

1. The rural development support reflected in the EU Treaties [2]-[3];
2. Adoption of the Common Agricultural Policy in 1962 [4];
3. Mc Sharry reform from 1992 [5] – [7];
4. Agenda 2000; programming period 2000-2006 [8];
5. Rural development policy reform in 2005; programming period 2007-2013 [9]-[11];
6. Rural development within Health check of the CAP reform – 2008 [12].

Today, as also in the past, analyzing legislative provisions, we always refer to the historical period when they were elaborated, the circumstances that determined their adoption. Dealing with a legal phenomenon the historical point of view shows how the important political decisions of a certain stage are reflected in the legal provisions.

The main instruments of the present legal research are the legal sources of the European Community law which provides at the European Union level the forms of the rural development support: Treaties establishing and modifying the European Communities, Council Regulations and

Decisions, Commission Regulations, Community guidelines, political declarations adopted in the European conferences on this subject.

RESULTS AND DISCUSSIONS

1. The rural development support reflected in the EU Treaties

The Treaty of Rome establishing the European Community, signed at 25 March 1957 and entered into force at 1 January 1958 [2], in article 4 letter d) provides, among other measures, the adoption of *"a common policy in the sphere of agriculture"*.

The rural development support is not clear defined, but there are indirect references to the development of rural area within the context of common agricultural policy, which objectives were defined in Article 39 (*Article 33 in the present consolidated version)*:

"1. The objectives of the common agricultural policy shall be:

(a) to increase agricultural productivity by promoting technical progress and by ensuring the rational development of agricultural production and the optimum utilisation of the factors of production, in particular labour;

(b) thus to ensure a fair standard of living for the agricultural community, in particular by increasing the individual earnings of persons engaged in agriculture;

(c) to stabilise markets;

(d) to assure the availability of supplies;

(e) to ensure that supplies reach consumers at reasonable prices."

Paragraph 2 of article 39 stipulates further that: „In working out the common agricultural policy and the special methods for its application, account shall be taken of:

(a) the particular nature of agricultural activity, which results from the social structure of agriculture and from structural and natural disparities between the various agricultural regions;

(b) the need to effect the appropriate adjustments by degrees;

(c) the fact that in the Member States agriculture constitutes a sector closely linked with the economy as a whole."

By the initial Treaty for the European Community there has been set up the legal basis for a common agricultural policy, and in the same time the objectives to follow in the process of the adoption of the European institutions subsequent legislative acts.

The amending Treaties, Treaty on European Union, Treaty of Amsterdam and Treaty of Nice, do not bring substantial amendments for the agricultural field. CAP objectives remained unchanged until today [3].

2. Adoption of the Common Agricultural Policy in 1962

Common Agricultural Policy represents the policy of European Union in the field of agriculture, being recognized by the Treaty of Rome establishing the European Community and legislated by the Council Regulation no. 25/1962 on financing common agricultural policy [4].

The support for rural development in the first stage was concentrated on farm physical capital (investments) and on primary processing sector. Processing and marketing support was meant to integrate the food chain from production to marketing and to contribute to the next improvement of agricultural structures and to the competitiveness of primary sector. Gradually attention has been pointed to human capital in the form of early retirement and vocational training measures.

A first territorial element was added in the '70 by designating least favoured areas (LFAs) eligible for special measures. The aim was to stop agricultural and rural migration, which threatened the surviving of certain rural areas, preservation of environment and of natural landscapes.

Mansholt Plan (1972) was the first significant CAP reform, although only in the '80 were introduced reform measures at a larger scale. Those measures had as inter-related objectives maintaining a viable agricultural population which can avail itself of acceptable standards of living in a production system based more on the market requests and preservation of natural environment.

A supplementary set of measures agreed later, that included voluntary set-aside, extension and diversifying of the schemes, was meant to facilitate the production adjustment to the market demand together with the compensation of farmer's income losses and with ensuring a higher degree of environment protection.

3. Mc Sharry reform from 1992

Mc Sharry reform divided the 'burden' of support from the consumers to the tax payers and brought direct payments for the farmers in the sectors: cereals, milk, beef and sheep meat. Those were accompanied by a set of measures which included a framework of agri-environment actions, afforestation plans for agricultural lands and an early retirement scheme for farmers [5]–[7].

A pressure for other reforms in the next years came from the part of two external factors: enlargement of European Union and the negotiations with WTO, as well as from the part of internal factors, such as environment problems, animal welfare concerns, food safety, bureaucratic complexity and growing awareness of inequitable distribution of financial support.

4. Agenda 2000; programming period de 2000-2006

Rural development became the second pillar of CAP after the elaboration by the Commission of the strategic document Agenda 2000. Agenda 2000 followed complementary reforms for agricultural markets through promotion of a competitive and multifunctional agricultural sector, encouraged alternative income sources in the rural and supported in the same time agri-environment measures.

Knowing the best their needs, Member States played a central role in the elaboration process of rural development programs and their implementation. The programs relevant to the reform measures brought by Agenda 2000 cover a period of seven years from January 2000 until the end of 2006.

Council Regulation no. 1257/1999 on support for rural development from the European Agricultural Guidance and

Guarantee Fund (EAGGF) [8], introduced in Agenda 2000 reform, represented a clear politically and legally emphasis, meant to protect and support viable rural communities. That regulation contained three basic approaches:

- *Multifunctional role of agriculture*, especially its varied role before and after food production. This implies recognition and encouraging of services delivered by the farmers;
- *Multi-sectoral and integrated approach* of rural economy, in the sense of diversification of activities, creation of new sources of income and conservation of rural heritage;
- *Flexible support* for rural development, based on the subsidiarity principle and promotion of decentralisation, consultation at regional, local and partnership level;
- *Transparency* in elaboration and programs management, based on simplified and more accessible legislation.

5. Rural development policy reform of 2005; programming period 2007-2013

The essential rules governing rural development policy for the period 2007 to 2013, as well as the policy measures available to Member States and regions, are set out in Council Regulation (EC) No. 1698/2005 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) [9]-[11]. Under this Regulation, rural development policy for 2007 to 2013 is focused on three themes (known as "thematic axes"): improving the competitiveness of the agricultural and forestry sector; improving the environment and the countryside, and improving the quality of life in rural areas and encouraging diversification of the rural economy.

To help ensure a balanced approach to policy, Member States and regions are obliged to spread their rural development funding between all three of these thematic axes.

A further requirement is that some of the funding must support projects based on experience with the Leader Community Initiatives. The "Leader approach" to rural development involves highly individual projects designed and executed by local partnerships to address specific local problems.

As well as before 2007, every Member State (or region, in cases where powers are delegated to regional level) must set out a rural development programme, which specifies what funding will be spent on which measures in the period 2007 to 2013.

A new feature for 2007 to 2013 is a greater emphasis on coherent strategy for rural development across the EU as a whole. This is being achieved through the use of National Strategy Plans which must be based on EU Strategic Guidelines.

This approach should help to:

- identify the areas where the use of EU support for rural development adds the most value at EU level;
- make the link with the main EU priorities (for example, those set out under the Lisbon and Göteborg agendas);
- ensure consistency with other EU policies, in particular those for economic cohesion and the environment;
- assist the implementation of the new market-oriented CAP and the necessary restructuring it will entail in the old and new Member States.

In order to respond to the diversity of situations and the scale of the challenges facing the EU's rural areas, EU rural development policy takes the following approach:

• First, EU rural development policy offers a flexible approach, based on the principles of subsidiarity and partnership. When designing rural development programmes (RDPs), Member States have a significant degree of flexibility in finding a balance between the sectoral dimension (i.e. agricultural restructuring) and the territorial dimension (i.e. land management and the socio-economic development of rural areas). From a menu of approximately 40 support measures, Member States select those best suited to address the specific strengths and weaknesses of individual programming areas.

• Second, to ensure the targeted use of resources, rural development policy has adopted a strategic approach involving three consecutive steps. First, the Council Regulation and Community strategic guidelines set priorities for rural development which reflect EU policy priorities, particularly the Lisbon and Göteborg strategies for growth and jobs and sustainable development. Second, each Member State submits a national strategy plan ensuring that its proposals for using Community aid for rural development is consistent with the Community strategic guidelines and that Community, national and regional priorities are coherent. Third, both Member States and the Commission will closely monitor and evaluate the results of strategies and programmes.

• Third, a thematic approach means that measures are grouped around objectives (known at programme level as "axes"). Programmes are built around three thematic axes: economic concerns (competitiveness and employment creation), the environment and the countryside (biodiversity, climate change, sustainable resource use in agriculture and forests) and social aspects (quality of life). These are complemented by a horizontal axis: the 'Leader approach' which acts as a way of implementing rural development policy.

• Fourth, rural development policy is based on an integrated approach. This is demonstrated in its objectives, which reflect economic, environmental and social concerns for agriculture and the wider rural economy. Although any individual measure is attributed to the thematic axis to which it is expected to contribute most, the same measure may contribute to several objectives.

6. Rural development policy in the context of „health check" of CAP reform

In the assessment of the implementation of the Common Agricultural Policy (CAP) reform of 2003, climate change, renewable energies, water management, biodiversity and dairy restructuring were identified as crucial new challenges for European agriculture.

In this context, the Commission presented a Communication to the European Parliament and Council entitled 'Preparing for the "Health Check" of the CAP reform' on 20 November 2007.

That Communication and the subsequent discussions of its main elements by the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, as well as numerous contributions arising from public consultation has been taken into account.

The underlying financial principle for this Communication was that no additional EU funding will be available for the first and second pillar of the CAP in the period 2007–2013. Modulation gives European Union Member States more flexibility on how to support farmers. Transferring money from the Direct Aid budget chapter to the Rural Development budget chapter allows Member States to contribute national budgetary spending to Rural Development programs in the form of co-finance.

After a year of negotiations in Brussels the 27 Member States agreed upon the adoption of the Council Regulation (EC) No 74/2009 of 19 January 2009 amending Regulation (EC) No 1698/2005 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) [12].

Operations related to the Community priorities – new challenges will be further strengthened in the rural development programmes approved in accordance with Council Regulation (EC) No 1698/2005. The new challenges related to climate change and the increasing importance of bioenergy have extended the scope and potential contribution of the primary sector highlighting at the same time its important linkages with the environment, food production and the wider rural economy. In addition to maintaining biodiversity, adapting to climate changes that already seem inevitable becomes more and more important for the sector in order to reduce its vulnerability. In this context improving water management and promoting water saving practices are corner stones of future climate related policies.

CONCLUSIONS

With over 56 % of the population in the 27 Member States of the European Union living in rural areas, which cover 91 % of the territory, rural development is a vitally important policy area. Farming and forestry remain crucial for land use and the management of natural resources in the EU's rural areas, and as a platform for economic diversification in rural communities. The strengthening of EU rural development policy is, therefore, an overall EU priority.

Rural Development policy seems to be the best way to answer to the specific needs and the particularities of each country and region.

The new rural development policy 2007-2013 is strongly orientated towards flexibility of programming and is based on strategic analysis at national and regional level to maximize value. The programming exercise worked in a decentralized way, in a framework of partnership between the EU and the Member States and regions concerned. This allowed rural development programmes that are tailormade to the situation of a specific area or country.

The fact that rural development programmes are cofinanced, as an expression of shared responsibility, mobilizes considerable additional resources at the level of Member States, regions and, in some cases, even municipalities. Partnership between different levels of governance and local actors, together with bottom-up approaches, strengthens the commitments of the rural areas concerned to make their rural development programmes a success.

A conclusion raised after the Health Check exercise in 2008 is that CAP Health Check has as principal objective: increasing the level of performance.

By adopting CAP Health Check, the EU proposed to improve the instruments available and also to verify if EU agriculture is connected to the needs and expectations of the society.

Harnessing the potential of rural areas for economic diversification and development, improving policy delivery, local governance and networking and finding the right balance between top-down and bottom-up approaches are also very important.

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QUALITY ATTRIBUTES OF FOOD IN THE PRODUCTION CHAIN

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Keywords: *food, quality, systems, product*

Abstract

Food production systems are developing continuously. Increasing demands are being put on both the products and the production process. Consumer expectations for food safety, animal welfare, and the environmental, as well as progress in gene technology and biotechnology are the main driving forces behind the change. Food quality is not a precise term. There are several definitions of the term quality. According to the definition in international standards, quality is a total sum of features, characteristics and properties of a product, which bear on its ability to satisfy stated or implied needs. Quality is a flexible term and is composed of many parameters or properties having different significance for the overall quality of a food product.

INTRODUCTION

Food production systems are developing continuously. Increasing demands are being put on both the products and the production process. Consumer expectations for food safety, animal welfare, and the environment as well as progress in gene technology and biotechnology are the main driving forces behind the change.

Food quality is not a precise term. There are several definitions of the term quality. According to the definition in international standards, quality is a total sum of features, characteristics and properties of a product, which bear on its ability to satisfy stated or implied needs. Such a definition is clear and understandable, but it does not help very much in an individual situation or in the attitude of an individual person. Quality is a flexible term and is composed of many parameters or properties having different significance for the overall quality of a food product (Paulus, 1993).

Moreover, to control and to assure quality the critical factors and parameters which affect quality attributes in the agri-food production chain have to be known. They can be divided into intrinsic and extrinsic quality attributes. The sum of intrinsic and extrinsic factors as a combination of attributes that affect final quality perception determines the attractiveness of products for consumers. The combinations may differ for different products under different circumstances of use and/or consumption.

MATERIAL AND METHOD

However, different classifications with respect to intrinsic and extrinsic quality attributes are to be found in the literature. The intrinsic factors refer to physical product characteristics such as taste, texture and shelf life. ***These intrinsic factors*** can be measured in an objective manner. In addition there are several other attributes like taste, nutritional value, freshness, safety, appearance and health. The combination of all these attributes determines the intrinsic end product quality.

Product safety and health.

Health aspects refer to food composition and diet. For example, nutritional imbalance can have negative consequences on human health. Nowadays, the food industry anticipates these nutritional needs by the development of functional foods like low-fat and low-cholesterol products, but also vitamin or mineral enriched foods. These products are assumed to contribute positively to human health.

Product safety and food safety, respectively, refers to the requirement that products must be 'free' of hazards with an acceptable risk. Whereas hazard can be defined as a potential source of danger, risk can be described as a measure of the probability and severity of harm to human health. A food product can be considered safe if its risks are judged to be acceptable.

Sensory properties and shelf life.

The sensory perception of food is determined by the overall sensation of taste, odour, colour, appearance, texture and sound (e.g. the sound of crispy chips). The physical features and chemical composition of a product determine these sensory properties. In general, agri-food products are perishable by nature. After the harvesting of fresh produce or the processing of foods, the deterioration processes starts, which negatively affects the sensory properties.

The shelf life of a product can be defined as the time between harvesting or processing and packaging of the product and the point at which it becomes unacceptable for consumption. The unacceptability is usually reflected in decreased sensory properties, for example, formation of rotten odour or sour taste by bacteria spoilage. The actual shelf life of a product depends on the rate of the deterioration processes. Often one type of deterioration process is limiting for the shelf life; for example, cured ham can turn grey very quickly upon exposure to oxygen. Although the product is still safe, because bacteria did not

spoil it, it will become unacceptable because of the grey colour (i.e. the shelf life limiting reaction).

Product reliability and convenience.

Product reliability refers to the compliance of actual product composition with product description. For example, the weight of the product must be correct within specified tolerances. But also claims, such as enriched with vitamin C, must be in agreement with actual concentration in the product after processing, packaging and storage. Deliberate modification of the product composition will cause damage to the product reliability, i.e. product falsification. One example is when (cheaper) alternative raw materials are used and not mentioned on the label. Product reliability is generally an implicit expectation; consumers just expect that a product is in compliance with the information mentioned on the packaging.

In addition to product reliability, time value is increasingly of interest. Convenience relates to the ease of use or consumption of the product for the consumer and thus contributes to product quality. Product convenience can be accomplished by preparation, composition and packaging aspects. Convenience food has been defined as food offered to the consumer in such a manner that purchase, preparation and consumption of a meal costs less physical and mental effort and/or money than when the original and/or separate components are used.

Extrinsic quality *attributes* are related to the way in which the food was produced such as the use of pesticides, the type of packaging material, a specific processing technology or the use of genetically modified organisms during the production of ingredients. Extrinsic quality attributes do not necessarily have a direct influence on physical product properties, but can influence consumers' quality perception.

Production system characteristics.

Production system characteristics refer to the way a food product is manufactured. It includes factors such as the use of pesticides while growing fruit and vegetables, animal welfare during breeding, use of genetic engineering to modify product properties or use of specific food preservation techniques. The influence of production systems characteristics on product acceptance is very complex.

Environmental aspects.

Environmental implications of agri-food products refer mainly to the use of packaging and food waste management. Wandel and Bugge proposed that intrinsic quality properties, such as taste or nutritional value, are related to personal interests, whereas environmental properties of food may be related to wider community-oriented interest. Consumers may express an interest in buying foods from environmentally sound production, either because of concern for their own health or because of concern for the external environment.

Marketing (communication).

The effect of marketing on product quality is complex. According to Van Trijp and Steenkamp consumers form an impression about the product's expected fitness for use at purchase; this is the consumer's judgement of 'quality expectation'. In their quality guidance model they proposed that marketing efforts (e.g. communication via branding, pricing and labelling) determine extrinsic quality attributes, affecting quality expectation. However, marketing can also affect credence attributes (which can not be checked by consumers themselves), influencing quality experience.

RESULTS AND DISCUSSIONS

Quality together with safety in the food chain is one of the most important issues facing the agricultural and food industries. While quality of food is important to consumers, the safety of food is essential. Food safety implies absence or acceptable and safe levels of contaminants, adulterants, naturally occurring toxins or any other substance that may make food injurious to health on an acute or chronic basis.

Today's integrated production and distribution systems mean that a contaminated food product can be consumed by a large number of people in a broad geographical range in a short period of time. The desire to limit the risks and to control safety of food has lead to the development of various food safety concepts. The purpose of these concepts is to reduce the risk of unsafe food products and to assure both processors and consumers that products supplied are safe and of high quality. One of the biggest factors encouraging the food industry to adopt food safety concepts is the shift in public attitude and awareness about their food. Consumer awareness and expectations of safety have increased along with the ability to detect and link food safety problems to a particular processor, farmer or activity.

Food safety concepts and programs are designed to limit exposure to foodborne risks. They will educate processors as well as consumers about the importance of safe food handling and how to reduce the risks associated with foodborne illness.

CONCLUSIONS

The basic requirement of safe food production is the consideration of generally accepted principles and procedures. Without these the production of defect-free products with consistent quality is nearly impossible.

Good Manufacturing Practice (GMP) describes the basic requirements in food processing. It includes regulations concerning cleaning, personal hygiene, infrastructure and traceability. GMP is that part of quality assurance which ensures that products are consistently produced and controlled to the quality standards appropriate for their intended use and as required by the marketing authorisation or product specification. GMP is concerned with both production and quality control.

Good Agricultural Practices (GAP) are a collection of principles applied to on-farm production and post-production processes, resulting in safe and healthy food and non-food agricultural products, while taking into account economical, social and environmental sustainability.

Good Distribution Practices (GDP) is that part of quality assurance which ensures that products are consistently

stored, transported and handled under suitable conditions as required by the marketing authorisation or product specification.

HACCP - a central instrument of food safety is the Hazard Analysis and Critical Control Point concept (HACCP). HACCP is an effective and rational means of assuring food safety from harvest to consumption. Preventing problems from occurring is the paramount goal underlying any HACCP system. Under such systems, if a deviation occurs indicating that control has been lost, the deviation is detected and appropriate steps are taken to re-establish control in a timely manner to ensure that potentially hazardous products do not reach the consumer. In order to assure food safety, properly designed HACCP systems must also consider chemical and physical hazards in addition to other biological hazards.

SELF-CONTROL

Each company can use a system of self-control (e.g. audits and random end product control) to verify the function of its quality assurance systems (GMP and HACCP) on a regular basis. GMP, HACCP as well as self-control are legally binding.

CERTIFICATION SYSTEMS

Food Safety Standards are certification systems under private law. Concerning traceability, they go further than the law: the processor has to include the whole preliminary processing chain. Furthermore, these standards also include other quality aspects (elements of ISO 9000), e.g. safety of supply.

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COMPARATIVE SOCIO-ECONOMIC ANALYZE OF NORTH-WEST AND WEST REGIONS

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Key words: *regional difference, comparative analyze, rural area*

Abstract

The present paper consists in a comparative analyze of two development regions, the North-West and the West region. The main target of this analyze is to establish the de regional difference between the two regions, which is quit pronounced in from some points o view, each region having certain development grades regarding the social and economic environment, especially in the rural area, area which was most of time leave it on the last place, forgetting its socio-economic potential.

INTRODUCTION

In the studies of different processes and phenomena of Romanian economic and social life imposed prior completion of comprehensive assessments of progress and development of knowledge gaps of development between regions. The comparative analyze methodology of the development level requires a more realistic understanding of the competitiveness of each sector of economic activity analysis.

MATERIAL AND METHOD

Comparative analysis of the two development regions, the West and the North-West, was realized by detailing of economic and social aspects, which led to the following conclusions:

1. Administrative territorial organization

Table 1 – Administrative organization

Year	West Region				North-West Region			
	Number of cities and municipalities	Number of communes	Number of villages	Total	Number of cities and municipalities	Number of communes	Number of villages	Total
2000	37	266	1334	1637	35	386	1823	2244
2003	38	266	1332	1636	35	399	1823	2257
2006	42	278	1327	1647	43	401	1799	2243

2. Demographic criteria

Demography express in the most synthetic ways, civilizations, and especially their economy. Civilizations are delimit or shaping with time and space, especially quantitatively and qualitatively. In this context, the statistical population is not just a number.

Table 2 - Population evolution

	North-West Region	West Region
2000	2844042	2041129
2003	2744919	1946647
2006	2730132	1927229

Table 3 - Average birth and mortality rates

	North-West Region		West Region	
	Average rate of birth	Average rate of mortality	Average rate of birth	Average rate of mortality
2000	10,7	11,9	9,2	12,1
2003	10,0	12,4	8,9	12,9
2006	10,5	12,1	9,5	12,9

3. Economic criteria

Economic activities from rural areas are least diversified economic life of the Romanian village being dominated by agriculture. Industry sector is least developed in rural areas.

Table 4 - Regional Gross Product

Produs intern brut regional (PIBR)- total	2000	2003	2006
North-West Region	9501.0	24110.8	34620.4
West Region	7526,8	19982,7	35788

Table 5 - Agriculture production structure

Year	West Region				North-West Region			
	Total	Vegetal	Animal	Services	Total	Vegetal	Animal	Services
2000	100	68.5	31.0	0.5	100	60.8	38.8	0.4
2003	100	70.0	29.5	0.4	100	63.5	36.1	0.4
2006	100	65.2	33.7	1.1	100	62.1	37.4	0.5

Table 6 - Vegetal average yield

Year	Wheat	Rye	Barley	Corn	Potatoes	Sugar beat
West Region						
2000	2507	1807	2317	2005	11729	8706
2003	3036	2099	2557	3437	14319	16986
2006	3101	2029	2638	4185	14920	29318
North-West Region						
2000	2058	1498	1491	2076	13200	13598
2003	2597	1817	1743	3427	13917	32594
2006	2775	1965	2303	3762	13983	31991

Table 7 - Animal average yield

Year	Cows and buffalos milk (liters)	Sheep milk (liters)	Wool (kg)	Eggs (pieces)
North-West Region				
2000	2834	47	2,3	151
2003	3295	53	2,43	174
West Region				
2000	2944	43	2,48	143
2003	3331	50	2,61	161

4. Institutional criteria

Table 8 - Number of public institutions represented in rural are in agricultural domain

County	NAAC		APIA centers	Total
	Number of LRAC	Affiliates localities		
West Region	46	259	28	74
North-West Region	83	380	37	120

Source: National registry of NGO

Table 9 - Number of NGO working in rural development

	Total number of NGO's	Number of NGOs aimed at rural development	Percentage from total
West Region	5626	5	0,08
North-West Region	10506	15	0,14

Source: National registry of NGO

Tabel 10 - %of NGO's working with the rural area studies

	Total number of NGO's	Number of NGOs aimed at rural area studies	Percentage from total
West Region	5626	16	0,28
North-West Region	10506	175	1,66

Source: National registry of NGO

RESULTS AND DISCUSSIONS

For North West Region

In 2006, the population was 2,730,132 inhabitants, with 113,910 people less than in 2000, with 14,787 inhabitants less than in 2003. Analyzed the data presented in Table 2, shows the decreasing trend reference to 2000.

Analyzing the evolution of GDP, we can see an increasing of this indicator, from 9501 in 2000 to 34,620 in 2006. As share in gross regional product, the biggest value is from industry, followed by agriculture and the other branches of the economy.

Regarding the agricultural production structure, as was expected, crop production is dominant with a share between 60.8% and 63.5% in the three years analyzed, followed by livestock production, with values ranging from 36.1% and 37.4%, and services with values ranging between 0.4% and 0.5%.

For West Region

Data analysis of population censuses indicate that Western Region had a downward trend during 2000-2006, reducing its volume by more than 113,000 inhabitants within the 6 years. The largest decrease was during 2000-2003, when the population decreased by around 94,000 inhabitants.

Gross Domestic Product is the most commonly indicator, used to determine the current and efficiency various sectors

in the national economy, both, by sector and region of development.

As regards the structure of agricultural production, was recorded a constant growth in all lines studied. Significant increases were in the animal sector, approximately a doubling of value and services to approximately 350%.

CONCLUSIONS

1. Birth rate had a fluctuating trend. Thus, in 2000, the average birth rate was 9.2, in 2003 was 8.9, and then reached at 9.5 in 2006.
2. Average mortality rate shows an increase from 12.1 deaths per 1,000 inhabitants in 2000 to 12.9 deaths per thousand inhabitants in 2003, reducing outdoor activities, pollution and aging are possible explanations for this increase of average mortality rate.
3. Analysis in agricultural area by type of use is found that the areas for different categories of use have remained relatively constant; changes in this structure weren't significant.
4. Average yields for the main crops were positive trends; due to use of agricultural technologies and modern equipment, fertilizers and other inputs with high efficiency. For example, average production of wheat increased from 2507 kg / ha in 2000 to 3101 kg / ha in 2006, which means an increase of approximately 23%.

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CONTRIBUTION TO THE EFFECTIVE ESTABLISHMENT OF THE ROMANIAN NATIONAL RURAL DEVELOPMENT NETWORK

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Key words: *Action Plan, European rural development network, national rural development network*

Abstract

Each EU Member State have to establish a national network that will put together the organizations and institutions involved in rural development"; this will be connected to the European Rural Development Network (ERDN) and will closely collaborate with other organizations in the field of rural development at Community level. The National Rural Development Network (NRDN) represents an opportunity for a better integration of the approaches in the agricultural and forestry areas, social-economic environment, financed by the European Agricultural Fund for Rural Development, as well as for a better alignment with the territorial dynamics/context. This paper provides an overview of EU policy and legal framework for supporting rural development networks; some experience from other MS on networking in current period, an update on the current progress around the development of the Romanian National Rural Network work. The paper also highlights key challenges and priorities in the development of the NRDN, especially regarding the common networking tools and action plan content.

INTRODUCTION

Council of Agriculture, reflecting conclusions of Salzburg Conference on rural development and the strategic orientations of the European Councils of Lisbon and Gothenburg, adopted in 2005 a Rural Development Regulation. There are three principal objectives for the programming period 2007-2013: to increase competitiveness of agricultural sector; management of environment; and diversification and quality of life in rural zones. Implementation of this new European Rural Development Policy is realized by means of different *Rural Development Programs* (RDPs) that include a thematic axis for every fundamental objective. These are complemented with a methodological axis dedicated to LEADER approach. There is an available package of Rural Development Measures in each Axis. Member States establish Rural Development Programs national or regional, selecting measures that better answer to rural area needs and taking into account priorities and strategies concentrated on strategic national plans of rural development.

In accordance with the Rural Development Regulation (Art. 68 of 1698/2005), each MS has to establish a National Rural Network, a large group of organisations that expect to have an active contribution to the implementation of the Programme**.**

MATERIAL AND METHOD

This paper provides an overview of EU policy and legal framework for supporting rural development networks; some experience from other MS on networking in current period, an update on the current progress around the Romanian National Rural Development Network. Key challenges and priorities in the development of the NRDN, especially regarding the common networking tools and action plan content are also highlighted .

This paper draws upon legislation, experiences, and materials collected within EU institutions and literature available on networking for development. A desk top assessment of these materials will be made in order to see how the experiences and lessons learned could be used in the development process of the Romanian National Rural Network.

RESULTS AND DISCUSSIONS

What do we mean by rural development networking?.

The interest in the process of rural networking has been growing during recent years. Several authors and network coordinators have provided definitions on what networking entails (see Nelson/Farrington, 1994:8). It seems difficult to come up with a definition that embraces all notions mentioned. What all the authors agree about networking is that it refers to organizations, institutions and individual

actors joining forces around on a common concern (Creech/Willard, 2001:19).

According to Engel (1993) almost all *networkig* is characterized by four types of activities: the provision of services, learning together, advocacy and management.

• The *provision of services* refers mostly to providing information and training. It is about the networks communications infrastructure. Almost all networks for example do have a newsletter or a website which act as vehicles for the exchange of ideas and experiences. Often documentation and library services are provided as well.

• *Learning together* refers to the joint activities undertaken to raise members' level of understanding of the complexity of development problems. It includes mutual appraisals, exchange visits, workshops and other meetings. Common elements are joint diagnosis, exchange, comparison and synthesis.

• *Advocacy* refers to those activities performed or facilitated by the network to participate in (and influence) the public or government debate about development policy.

• Finally, almost all networks are characterised by a *'management unit'* whose role it is to facilitate the networking process. This includes maintaining or improving the communication infrastructure, overseeing the networks operating procedures, monitoring its resources, activities and outputs, and linking with other organisations and networks.

What is the EU policy and legal framework for supporting rural development networks?

Up to 2006 Policy framework for rural development Networking (EU funded) was strongly focused on Leader, being mandatory for Leader+ beneficiaries and also open to other organisations involved in territorial rural development. The RD Networking was two level structured: National Network Units for MS level and Observatory of Rural Areas (Leader+ Contact Point) at EU level.

Policy Framework 2007-13 regarding RD Networking got a wider scope (Council Reg (EC) No 1698/2005): covering all aspects related to RD at Community level, including Leader. RD Networking are also two levels structured and contains: national rural networks, to MS level, and European Network for Rural Development at EU level.

What will be the purpose of the Romanian National Rural Network (RNRN ?

Considering the main strategic directions established by Romania as regards rural development for 2007 – 2013 period and the strengthening of this direction by facilitating knowledge and command thereof by the actors in the rural field, the National Rural Development Network has as general objective the focus of energy of all actors to improve the content and impact of RD policy. Main activities of this network consist in training (different fields, topics, beneficiaries); analysis, information, communication, dissemination and exchange of information (instruments, such as: web-site, leaflets, newsletters, seminars, other promoting methods); support for cooperation (study and exchange visits, tools to search for the partners); support for the implementation of the RDP.

These activities are developed in view of:

- creating an agricultural and forestry economy based on exploitations that must take the modernization way;
- development of an agriculture favoring biodiversity and environment conservation and of the traditional rural landscape;
- improving life quality and economic development in rural areas;
- improving local government in view of creating and implementing local development strategies.

What are the Current Challenges?

Establishing the Network in Romania is not a simple process due to high number of existing rural development actors, the diversity of Rural development measures and variation in regional circumstances. Efforts for identifying synergies and opportunities as for ensuring flexibility are needed. Operationally, the development of the Romanian NRN is on track, in line with the current regulations.

In order to set up this network, a number of those organizations that represent or work for actors involved in the rural development process was identified. The network will comprise other three important elements that will be established under the coordination of the National Coordination Committee. These are: LEADER Working Group; Thematic Working Groups; working groups of experts for specific themes.

MARD already supported the strengthening of capacity at the level of over 100 partnerships, perceived as potential LAG. It is expected that in 2009, approximately 40 of them be recognized as formal LAGs, supported by LEADER axis, following that in 2010, other 40 be recognized, raising their number to almost 80.

What are the characteristics of successful networks? ***Experience from other MS***

'*Networking is two percent technology and 98% management of relationships' – Creech/Willard (2001) ;*

Launched in time: Late set up of national networks (e.g. 4 or more years after programme approval in some MS) limits the benefits networking can deliver, and more difficult for network to 'find its place'.

An appropriate model to fit specific conditions: Different models rural development management have been experimented: e.g. within/partially within national administration, rural research institutes, private companies.

Excellence in Management & Governance for Keeping the networking process going (facilitation and participation). 'The process of forming a network is an art, not a science.' – S.A. Rosenfield (2001) Network governance is not network management (see Creech & Willard (2001)). Governance issues relate to the way the relationship among the membership is structured, decision-making is done and how this is eventually formalized; this is rarely done at the beginning of a network. Network management or facilitation addresses issues of network performance, the day-to-day activities, such as planning,

designing and implementing learning and sharing methodologies, developing strategic alliances, handling of staff and financial resources, monitoring work plans and so forth (often done by a network secretariat).

Some factors influencing successful networking relating to management and governance are: the importance of a shared goal, the need for clarity of focus and planning, the need for flexible internal management and wide participation of network participants in decision making and network orientation.

CONCLUSIONS

Some issues to consider in the setting up of the Romanian NRDN

- Several structures needed to run the network: a permanent secretariat (National Network Unit); a co-ordinating Committee grouping the main categories of rural actors and administrations; thematic networks, a leader network.
- Several kinds of resources, skills and expertise needed (animators/communicators, editors, RD experts, IT experts, administration..)
- Early launching time: so national network can support the programme from the outset and access the European network
- Networking needs change over time and stages of programme implementation, need flexibility in term of the mix of network tools to use: e.g. Starts with simple information when the programme launch (information activities, mailing list, methodological tools, Newsletter, website..); Build more interactive tools in the implementation stage (Project database, Partner search, Webb tools to support the LAGs); specific toolsfor the consolidation stage (identification and dissemination of best practices.
- Strategy for avoiding a segmentation of the Network into 4 sub-networks by axis.

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STUDIES AND RESEARCH ON THE LAND REHABILITATION STRATEGY OF CHIAJNA, ILFOV COUNTY

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Key words: *strategy, land rehabilitation, economic development, co-financing*

Abstract

The general objective of the land rehabilitation strategy for 2007-2013 is to create the premises that best correspond to the Romanian administrative territorial structure, aiming at a faster integration in(to) the European Union.
Over the past few years, the relaunch of economic competitiveness has become a national priority as the basic component of public policies, which results from its importance both for meeting the demands imposed by the EU integration criteria and increasing the living standards. Moreover, the territorial dissemination and continuity of the above-mentioned policies have become increasingly significant to the drawing out and completion of the economic and social development programs, irrespective of the type of financial resources (governmental or internal private funding, co-financing or external loans).

INTRODUCTION

Commune Chiajna consists of 3 villages: Chiajna (in which the Civic Center is located), Dudu village and Rosu village.

The precise date of village establishment and the origin of its current name are unknown; however, it is known that in 1787 when the palace of Constantin Voda Epsilanti on Cotroceanca estate burnt to the ground, the village already existed.

The oral chronicles and the stories of some old villagers say that the beginnings are related to the 17 families - 7 from Cernavoda and 10 from Strecleni (village Streclau-Slivin, Bulgaria) - who were brought by the empress Catherine II of Russia and placed on the Boja estate. It is assumed that the families from Cernavoda were brought first, as they occupied the more fertile land near the water.

According to some information, it seems that the name of the village comes from lady Chiajna, the wife of the village chief Cernica-Stirbeiu who, at the beginning, owned the estate where the 17 families settled.

In time, the new village added several other territorial divisions. Chiajna was originally composed of villages Chiajna, Dudu, Giulesti (today's district of Bucharest), Rudeni andCatana (today belonging to Chitila village); Rosu is a separate village.

In 1939, villages Chiajna and Giulesti become part of Bucharest; in 1958, the village was given the configuration which it has had until today.

MATERIAL AND METHOD

To identify the development needs of village Chiajna, we have carried out studies and field research, as well as sociological analyses, and we have inventoried the potential development of the village and the possibility of implementing planning projects and some infrastructure projects and tourism or agrotourism.

RESULTS AND DISCUSSIONS

The general objective of the social and economic development and land rehabilitation strategy for 2007-2013 is to create the premises that best correspond to the Romanian administrative territorial structure, aiming at a faster integration in(to) the European Union.

The above-mentioned general objective can be achieved by:

1) Creating new jobs considering the decreasing number of agricultural workers;

2) Increasing the attractiveness of the area by a better use of the local resources, particularly the geographic location and qualified human resources;

3) Increasing the competitiveness of the area by supporting the economic agents, improving infrastructure, and guqlifying human resources;

4) Companies active in the commune: CARREFOUR, BRICOSTORE, PORSCHE, IVECO, AUGSBURG, MOBEXPERT, GEODIS, METRO (warehouses), PROMOTHERM, CEFIN, BRENNTAG, ROMCIF ALLAS ROMANIA, EUROPEAN DRINKS, ION MOS.

5) Investment opportunities for business people: water supply; filtering station; European roads; parks; sports halls; stadium; polyclinic; social housing; social canteen; school.

6) Currently running investments of local interest

Name	Value (ROL)	Financing source, %
Sewage network construction	150 bil	SAPARD - 30% Village programme - 70 %
Sports hall construction	100 bil	Progr. Guvern - 35 % Village programme - 65 %

7) Tourist objectives

In the village there are the remains of the Lady Chiajna monastery, as well as monuments to the heroes of the First and Second World War in villages Chiajna and Rosu. A statue of the patron and spiritual ancestor of the commune, Lady Chiajna, has recently been unveiled. There are three churches located in every village of the commune: "St. Nicholas" built in 1831 (Chiajna), "St. George" - 1841 (Dudu), and "Izvorul Tamaduirii" /"Healing Spring" -1783 (Rosu).

Also, the commune has a library which has about 5,000 books, and two sports centres in villages Chiajna (modernization is currently under way) and Rosu.

In the commune there is also a boarding house and a restaurant. The two-daisy boarding house is called *Popas Rândunica* (Rosu) and has 10 beds and meal halls. The restaurant is named *Ciobanasul* (*The Little Shepherd*) and is located near Carrefour

The forest and Lake Rosu may become tourist attractions of great interest to the inhabtants of Bucharest.

To achieve the planned objectives, the following priorities have been established:

support to increase economic competitiveness in the private sector;

modernization and development of area infrastructure;

vedelopment of human resources and improvement of social services;

protection of nature and improvement of environmntal and life quality.

General presentation of commune Chiajna

SWOT ANALYSIS

The SWOT analysis of the area emphasizes the following strengths, weaknesses, opportunities, and threats:

STRENGTHS

1. Commune Chiajna provides access to the Bucharest-Pitesti motorway and the belt road of Bucharest towards Ploiesti and Targoviste.
2. The commune has a geographic location which is favourable to investment (near Bucharest).
3. The political will, professionalism and organisational capacity of the Mayor.

WEAKNESSES

1. Activities in the early stages of attracting direct foreign investment;
2. Insufficient, low-standard tourist and leisure infrastructure;
3. Serious problems related to rural poverty, precarious social services;
4. Environmental problems, particularly regarding waste management;
5. Low quality of health infrastructure;
6. Gap between the training offered by the school and the labor market needs;
7. Educational disparities between the rural and urban areas;
8. Insufficient education infrastructure which is also inadequate to the specific modern standards;
9. Limited development of the industrial sector;
10. Poor entrepreneurial training.

THREATS

1. Increasing unemployment in the privatization of large enterprises and industrial restructuring;
2. Massive migration of young people to urban areas or even abroad due to the lack of jobs.

OPPORTUNITIES

1. Developing the services sector will provide opportunities for creating new jobs;
2. EU allocates substantial funding for environmental protection and human resources;
3. Availability of labour force for retraining and skills development;
4. Increasing institutional performance of public administration by coherent and generalized implementation of integrated systems in the context of creating an intranet network in the county;
5. Initiating direct contacts with regional and international institutions and organizations or other Romanian and foreign partners;
6. Avoiding the increase in the number of unemployed people by adopting the EU guidelines on employment, increased mobility, flexibility and adaptability of labour force, ensuring equal opportunities, development of the entrepreneurial spirit both of the employers and the people in search of a job.

II. VISION AND OBJECTIVES REGARDING THE ECONOMIC AND SOCIAL DEVELOPMENT OF THE VILLAGE

a. Vision of economic and social development

"Balanced and sustainable development of the area, hence the village, by creating and sustaining a competitive, stable, healthy and diversified economic and social environment that will ensure continued growth and enhanced quality of life for the citizens"

b. Strategic objectives

The analysis of the resources and problems faced, the development needs and priorities, the intervention measures based on legal powers provided by the Chiajna Local Council makes necessary the identification of strategic objectives designed to provide the necessary framework for economic and social evolution appropriate for the period 2007-2013.

In this respect the Local Chiajna aims the following objectives:

- Raising the quality of life of the inhabitants;
- Environmental and nature protection, development and rehabilitation of the environmental infrastructure;

• Modernization of the physical infrastructure and public utilities to revive the rural area and create conditions of life compatible with the urban environment;
• Promotion of public-private partnerships and creating opportunities and facilities to potential Romanian and foreign investors;
• Increase the competitiveness of all sectors of activity;
• Valuing the local and regional tourist resources;
• Development of business infrastructure;
• Development of health infrastructure;
• Development of educational and cultural infrastructure.

c. Specific objectives

This strategy was designed to support the achievement of the strategic objectives for economic and social development through specific methods and tools specific for the local public administration, in accordance with the actions foreseen in the 2007-2013 Governing Programme. It includes the following:

• Coordination, organization and development of activities for the identification, selection and procurement of information sources on EU programs or other external/internal grant funding.
• Increased absorption of the grant funds available to the county, increased institutional capacity of the local public administration concerning the operation of pre-funding, cohesion and structural funding.
• Centralization of offers and project studies with funding opportunities of interest to the community.
• Rehabilitation and modernization of educational establishments, including generalization of training in the use of computer and intensive study of foreign languages, as well as religion courses promoting the idea that man is the interface between nature and the Supreme Being.
• Modernization of rural infrastructure, implementation of modern and competitive techniques, providing the framework for sustainable economic and social development of the commune, increasing the quality of roads and the distribution network for drinking water, as well as further development of the existing networks.

CONCLUSIONS

From those presented in the paper we can conclude the best by presenting The Local Council Programme of social and economic development and land rehabilitation of commune Chiajna for 2007-2013.

A. SOCIAL PROTECTION

No.	Objective	Action	Period
1	Social integration of institutionalized children and young people	Provision of residential and recovery services	2007 -2009
2	Creating a support system for elderly people	Establishing partnerships with civil organizations and religious cults that provide social services for people without family or other authorized bodies for the development of community social services	2007 -2009

C. AGRICULTURE AND RURAL DEVELOPMENT

No.	Objective	Action	Period
1	Land property reform	Complete the reform of land ownership by accelerating the implementation of Law no. 18/1991 and Law no. 1/2000, and implement ways of taking direct cadastre data in general and real estate services by: • receiving and checking measurements and lot-division plans drawn up and signed by the local committees; • checking the minutes for the completion and possession of property titles;.	2007-2008
2	Supporting the valorization of agricultural production through market measures	- Develop business plans and management for farms; - Provide technical assistance for the implementation of modern, clean, environmentally friendly technologies, and development of demonstration lots; - Develop information campaigns to rural population on the Common Agricultural Policy and the EU acquis.	2007-2009
3	Village development and modernization	- Technical assistance and logistics, with grant funding, for the land survey of the area; - Technical assistance and logistics, with grant funding, for investments aimed at the modernization and development of rural infrastructure.	2007 2009
4	Expanding networks: gas, water and sewage, electricity	Connection to the gas, water and sewage, electricity network of several households	2007-2010

D. TOURISM

No.	Objective	Action	Period
1	Valuing the tourist resources of the area	Modernization of and emphasis on the tourist attractions Presentation of local events (village days, fairs, exhibitions, etc.)	2007-2013
2.	To pursue	Recovery and sustainable restoration of cultural heritage, and creation / modernization of related infrastructure	2008-2010

E. ENVIRONMENTAL PROTECTION

Initiating the process of adjustment to European standards concerning the quality of environmental factors

No.	Objective	Action	Period
1	Better implementation of Community legislation	- Implementation of specific directives, decisions, rules and regulations applicable in the EU and Romania, according to Chapter 22 of the Integration Agreement; - Organization of data and information records on the environment; - Establish infrastructure to prevent noise pollution on DJ 601A, together with the National Roads Administration.	2007 - 2013
2.	Better waste management	- Organization of integrated waste management; - Organization of selective waste collection, including stray-dog care centres	2007 - 2013
3	Ensure the ongoing quality of drinking water	Monitoring of drinking water quality	2007 - 2013

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STUDIES ON NEW TECHNOLOGIES OF THE "AMVIC" BUILDING SYSTEM

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Key words: *shutterings, fireproofed neopore, concrete, metal fitting, isolation*

Abstract

"AMVIC" *is a building system produced at Bragadiru, Romania, which meets the current building demands, as it is harder, faster, cheaper, and more energetically efficient. It consists in lost shutterings made of fireproofed neopore in which the metal fittings are fixed and concrete is poured according to the structure design. The shutterings are used for building the structural walls and, at the same time, provide the wall isolation. Shuttering joining is fast and easy, resulting from the Lego-type system.The finish is made with lowest expenses, as the walls are straight. Thermal isolation is qualitatively better, compared to the other building systems.*

INTRODUCTION

"AMVIC" is a building system produced at Bragadiru, Romania, which meets the current building demands, as it is harder, faster, cheaper, and more energetically efficient. It consists in lost shutterings made of fireproofed neopore in which the metal fittings are fixed and concrete is poured according to the structure design. The shutterings are used for building the structural walls and, at the same time, provide the wall isolation. Shuttering joining is fast and easy, resulting from the Lego-type system.
It is possible to make passive houses, a concept for the future, by using the low-cost Amvic system. The standards that define a Passive House can be more easily met using the AMVIC PASSIVE SHUTTERINGS. People who live in AMVIC homes enjoy higher comfort than in any other type of house: quiet, uniform temperature, the temperature difference between the centre of the room and the inner side of the exterior wall is only 2 degrees Celsius (compared to about 5-10 degrees C of a classic house), lack of dust, pollen or other pollutants from the outside atmosphere.

MATERIAL AND METHOD

The raw material used to produce AMVIC thermoisolating shutterings is a fireproof material. The use of the AMVIC system is extremely practical, efficient and environmentally friendly. The AMVIC system is ideal for future buildings.
The AMVIC system consists in lost shutterings made of fireproofed neopore in which the metal fittings are fixed and concrete is poured according to the structure design.

RESULTS AND DISCUSSIONS

ADVANTAGES OF THE AMVIC SYSTEM
ENERGETIC EFFICIENCY

The increasing cost of energy is today the most discussed topic worldwide. Modular thermoisolating shutterings modular made of polystyrene for the concrete, the so-called "ICF", combine EPS thermoisolation with the highly competitive thermal mass of the concrete, offering savings of 30-50% in heating costs and air conditioning. Obviously, nothing can pass through reinforced concrete. Polystyrene-based covering does not damage reinforced concrete. *What does this mean for the beneficiary?* Mainly significant savings in the long run and a great comfort.

HARD CONCRETE
Nothing can pass through reinforced concrete. Strong winds do not affect the comfort inside. There occurred infiltrations during extreme outdoor temperatures. Concrete has passed the test of time: it has been produced for over 2000 years. RESISTANT TO EARTHQUAKES, STRONG WINDS, TORNADOES.
In Romania, tornadoes and very strong winds are not serious yet. Protect your building investment, your family, protect yourself with AMVIC. During the 1977 earthquake, the blocks of flats built on concrete diaphragms recorded the best behaviour.

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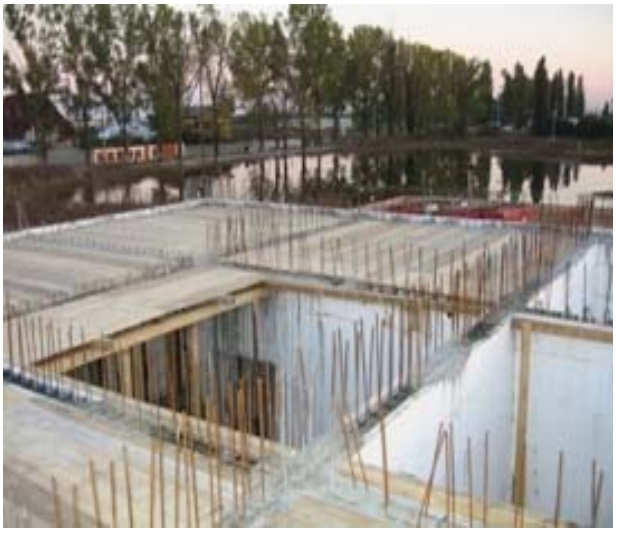

Fig. 1 The cast of walls over foundation
Fig. 2 The reinforce of walls

Fig. 3 The reinforce of floors and walls

NOISE ISOLATION

Thermoisolating polystyrene shutterings for reinforced concrete provide excellent sound attenuation. The AMVIC walls ensure sound insulation of 50dB plus. For the exterior walls of buildings such as churches, commercial structures in areas congested with traffic, AMVIC ICF is the best solution for the building. For tertiary sector buildings as well, ICF AMVIC ensures protection from any form of external noise. Silence is provided by ICF.

FIRE RESISTANCE

The walls built with ICF AMVIC have an additional three-hour fire protection against the fire (in walls where finishes were achieved by injection of concrete). We use only flame retardant agents approved under the legislation and regulations in force. Since the walls are built with reinforced concrete, it is easy to implement systems for roof and floor with reinforced concrete, structures protected from fire. When the "second counts", you and your family will be happy that you use the AMVIC.

EXCELLENT PERFORMANCE IN USING NON-CONVENTIONAL ENERGY SOURCES

With the AMVIC system and use of equipment and facilities that use non-conventional sources of energy, you will have quality time and a great interior comfort, energy efficiency, a lower cost of energy consumed in a shorter time, and high independence, which ignore the limited boundaries of today's conventional energy systems (heat pumps based on the water-water system, floor heating, ACM solar systems based on vacuum).

SOME INFORMATION

- Thickness EPS expanded polystyrene material: 6.35 cm / panel: 12.7 cm. overall
- Type of material: EPS expanded polystyrene, density 24 kg/mc, EPS polystyrene material accomplishes all the regulations in force
- Thermal transmittance of polystyrene shuttering with reinforced concrete: 0.22 W/mpK
- Noise protection, sound insulation: 50 dB minimum
- Lowest temperature to pour the concrete is minus 7 degrees C (so the works can run in winter, too). Once the concrete is poured into shutterings, it resists (does not freeze) up to minus 20C.
- Resistance to fire: up to three hours.

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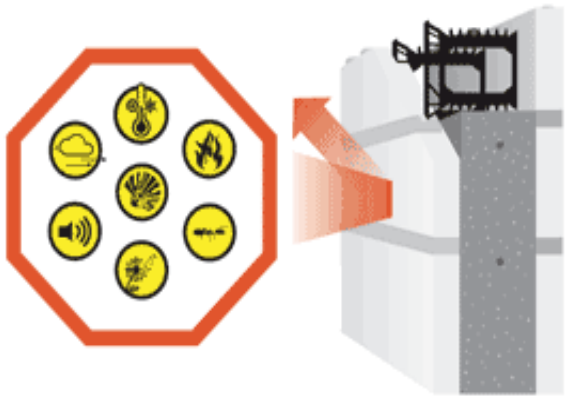


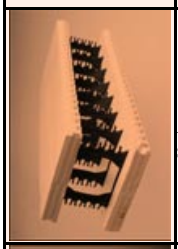
Fig. 4 The termo and phonoisolating system of wall

Fig. 5. The reinforce of floors and walls
Fig. 6. The reinforce of floors and walls

PRICES

Prices are in EURO per piece and do not include VAT.
Prices valid from 31.10.2008

Price list

	Product	Thickness inside shuttering (cm)	Prices of polystyrene shutterings (Neopore) - EUR -	Prices of polystyrene shutterings Passive House (Neopore) - EUR -
	Amvic, straight form	15 cm	20.72	
		20 cm	22.86	32.80
		25 cm	25.01	
	Amvic, 90° block corner, Left-Right	15 cm	20.72	
		20 cm	22.86	32.80
		25 cm	25.01	
	Amvic, 45° block corner, Left-Right	15 cm	20.72	
		20 cm	22.86	

CONCLUSIONS

AMVIC THERMOSYSTEM

ADVANTAGES OF AMVIC THERMOSYSTEM:

- Reduced costs for heating during cold
- Cooler on hot days
- Can be applied to both old and new buildings
- Allows aesthetic renovation of the facades
- Masks eventual defects of the walls

COMPONENTS OF AMVIC THERMOSYSTEM:

• Adhesive for polystyrene
• Fireproof expanded polystyrene (EPS)
• Rosette dowel
• Net reinforcement of glass fiber
• Adhesive to put in fiber glass (palette-knife table)
• Finishing exterior - bait and decorative plaster

FIELDS OF USE:

The Amvic thermosystem may be applied to the outer surface of walls made of brick, BCA, concrete, light concrete, porous concrete, cement plasters, lime plasters – cement, old plaster, wood, OSB and directly on any type of masonry.

ISOLATION = COMFORT

In a bare house with a surface area of 100 sqm, the average energy consumption is 400 kwh/sqm/year. In the case of complete isolation, average energy consumption is reduced to 80 kWh/sqm/year. This shows that energy saving is 80% and therefore the investment is recovered in short time. The traditional expanded polystyrene is used in construction for thermal insulation, inside and outside buildings.

IMPORTANCE OF POLYSTERENE

The boards of expanded polystyrene produced by Amvic Ltd. can be easily fixed and, together with their accessories, they are a complete solution for thermal insulation of buildings. This system will guarantee a substantial saving of energy, thus reducing costs for heating buildings.
The thermoisolating system for polystyrene-plate facades has been increasingly used lately, owing to its advantages:
• Reducing heating costs in cold periods as a result of high thermal efficiency;
• Creating a comfortable space, irrespective of the year - healthy, free of condensation and mildew;
• The possibility of an aesthetic renovation of the old facades.
To better understand why we should use the thermoisolating system, we should say that 5 cm of polystyrene are insufficient for the outer lining of the wall. It is recommended to use an external wall lining of at least 10 cm of polystyrene.

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OCCUPATIONAL CHARACTERISTICS OF PEOPLE RESIDING IN CHIRNOGI, VORONA AND VÂNĂTORI VILLAGES

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Key words: *transition, strategies, migration*

Abstract

As mobility of those searching for a better job and of those at a learning age has increased considerably, lifelong learning has become a necessity; in this respect, cooperation among different institutions responsible with professional qualification of people has become even more important. The aim of this survey is to present occupational characteristics of people residing in those three villages, each of them, as illustrated by field data, being representative for a specific area: Chirnogi for plain area, Vorona for hill area and Vânători for mountain area. As well, one of the main purposes of this study is to suggest different ways to improve professional competencies of farmers dwelling in those areas.

INTRODUCTION

Lifelong learning has become a necessity within a globalized world characterized by incessant social, technological and economical changes. Nowadays, the working population faces demanding requirements of continuing updating its knowledge, skills and competencies. In this regards, Romanian countryside population has encountered a real challenge in its attempt to update its current professional (qualification) standards to European ones.

MATERIAL AND METHOD

European Qualification Framework (EQF) is an eight reference level system that relates different countries' national qualification systems and frameworks together around a common European reference. The EQF recognizes that Europe's education systems are so diverse that a shift to learning outcomes is necessary to make comparison and cooperation between countries and institutions possible. EQF links countries' qualification systems together, acting as a translation device to make qualifications more readable and understandable across different countries and systems in Europe. It has two principal aims: to promote citizens' mobility between countries and to facilitate their lifelong learning.

Qualifications in Romania are classified according to ISCO88 (International Standard Classification of Occupations), which is an EU qualification standard. ISCO sorts Romanian qualifications considering four main classification levels. Also, there are four classification criterias as follows:

1 Level of education (most recent graduate school) which describes ten major groups. Eight of ten major groups are defined considering those four different levels of qualifications within ISCO model, as depicted in the following table:

MAJOR GROUPS	LEVEL OF EDUCATION
1. Senior positions within judiciary, government; leaders	-
2. Specialists (involved in scientific and intellectual projects)	4
3. Technicians	3
4. Clerks	2
5. Commerce workers	2
6. Agriculture and fishing workers	2
7. Workers and Craftsmen	2
8. Equipment Operators	2
9. Unqualified Workers	1
10. The Military	0

2. Competence level and task complexity – involved in defining sub-major groups, minor groups and main groups within major group one.

3. Specialty level – plays a major role in designing sub-major groups, minor groups and main groups within major groups two and eight.

4. Technological process, raw materials, installations and equipment used in production are criterias involved in defining sub-major groups, minor groups and main groups within major groups three, seven and eight.

RESULTS AND DISCUSSIONS

In the next paragraphs, occupational characteristics of the inhabitants for three representative localities: Chirnogi (village specific for plain area), Vorona (village representative for hill area) and Vânători (village specific for mountain area) will be presented as illustrated by field data.

A.Occupational availability

The vast majority of population declaring its availability to become employed is located in Vorona(56,60%), hill area, followed by Vanatori (38,00%), mountain area, and Chirnogi (26,35%), plain area.

B.Potential for requalification

52, 83% of respondents residing in Vorona declared their availability to learn competencies required in other profession, in comparison with 40% of respondents located in Vânători. The remaining 13,66% of respondents are Chirnogi's dwellers.

C.Preferred areas of employment

Concerning preferred areas of employment, population of Chirnogi expresses its interest in agro-alimentary domain; Vorona's inhabitants are most interested in wood craft and textile, while respondents from Vanatori preferred artistry. The high percentage of people who indicated that they are interested in those specific areas of employment can be explained by the fact that these traditional occupations are still playing a major role as employment options among countryside population. Considering the preference of countryside population for traditional occupations, this potential needs to be developed. „The others" domain refers to non-agriculture occupations such as services and constructions.

D.Proximity to the place of employment

Concerning the proximity to the place of employment, a small percentage of population of surveyed villages declared that they are looking for a job within their own village; this fact is an indication of a very slow increase in spatial mobility among countryside population of those three representative localities. The vast majority of Chirnogi population is willing to commute for work within five up to a maximum of ten kilometers daily. 20% of respondents from Vanatori declared that they are willing to travel for work up to a maximum of five kilometers. The field data indicated that the higher potential for spatial mobility is in Vorona where the large majority of population (20,75%) declared its availability to travel for work ten kilometers daily, while 18.75% is willing to commute for work as much as 50 kilometers.

E.Expected compensation level

The lowest expected compensation level was recorded in Chirnogi where 24.49 % of population is requiring a minimum wage of 500 RON. The vast majority of Vanatori population is expecting an income ranging between 500 and 700 RON. In Verona there is a relatively high percentage of inhabitants (7.55%) to whom a minimum wage of 1000 RON represents a fair amount, although the vast majority (39.69%) consider an income ranging between 500 and 700 RON a desirable amount. The field data showed that the expected compensation level in Vorona is higher than in Chirnogi or Vanatori, but overall, expected wage level is relatively low which may indicate low income levels within rural areas.

F.Age range of those willing to become employed

The highest percentage (38.00%) of young population (aging 18 to 29) looking for employment is located in Vanatori; in the same village, 27.00% of population searching for employment is between 50 and 54 years old;The highest percentage of people residing in Chirnogi and in search for a job are in the 40-44 age range, followed (with 23%) by those aging 65-69; In Vorona, only 16% of population willing to become employed is in the 35-39 age range, while 23% is between 40 and 44.The survey data shows a higher potential for development in the case of Vanatori and Vorona villages where population in search for a job is younger, in contrast with inhabitants of Chirnogi where most are seniors. This structure respects all the characteristics of the age pyramid as illustrated in previous studies. On the other hand, given the specific features of each village under analysis it is extremely important that development strategies to take into consideration those different characteristics.

G.Educational endowment of those searching for employment The higher percentage (15.38%) of people who graduated elementary school are located in Chirnogi. 53.13% of population of Chirnogi village, 52.63% of respondents residing in Vanatori and 66.67% of people dwelling in Voronei are secondary school graduates. A high percentage (5.26%) of Vanatori inhabitants are agriculture high school graduates; this fact indicates a preoccupation towards enrolling into professional qualifications specific to rural areas. Vocational school is the most recent graduated educational level for 23.08% of Chirnogi inhabitants, 21.05% of people residing in Vanatori and 20.00% of those dwelling in Vorona. Only 7.69% of Chirnogi inhabitants and 5.26% of people residing in Vanatori are post-secondary graduates.

CONCLUSIONS

1.For each of those three villages presented above it has been indentified an urgent necessity to design, outline and implement long-term development strategies by governmental institutions responsible with competencies and skills development of local farmers.

2.There are some suggestions we can make that would help the process of adjustment of professional and educational system for adults residing in rural areas, as follows:

3.Opening of Human Resources Development Centers within rural areas whose main purpose will be to make the educational system more accessible and to promote a quality education according to national and European standards.

4.Development of an agriculture consulting system in accordance with farmers' requirements.

5.There are some core components of professional development as follows: teachers' subsystem, evaluators' subsystem, and professional development subsystem (which encompasses curriculum, equipment and campus buildings).

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TRANSITION IMPACT ON ROMANIAN RURAL FAMILY

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Key words: *transition, strategies, migration*

Abstract

Changes in family' structure and functions, leadingto deep social transformations, are due to changes occurred at society level. Therefore, in order to understand the organizational variety of rural families a close analysis of society itself is required.Romanian revolution of 1989 has generated an incessant reform process resulting in social, political, cultural, economical changes with huge impact on rural families. In order to reinvent themselves within a society in a continuous transformation, rural families have developed an area of strategies ranging from tradition to innovation. In this respect, we can indentify passive strategies (as traditional agriculture, fatalism) and active strategies (asentrepreneurship, non-agriculture activities, overseas migration). Each and every one of thosestrategies optimizes specific functions of a rural family. On the other hand, disfunctionalities at family level are having a long term, negative impact on its members (physical and mental distress of a child whose parent left overseas to make a living, an increasing number of divorced couples).

INTRODUCTION

Together with the other former socialist countries, Romania entered after 1989 in a thorough process of various transformations, called in a current way 'transition'. The word 'transition' from a sociologic point of view means 'passing from a socialist society to a capitalist society'(Zamfir Catalin, 2004, pag 18), with a focus on the alleged process of change from the former type of social organization to the latter.

The originality of the transition process in Romania regards the implementation and assimilation of the existing institutions in the West through a 'process of change consciously planned', on the basis of a strategic plan. On the other hand, the transformation of a socialist society into a capitalist one is a new process, unexplored in history up to the present day.

The transition generated a process of reform and reorganization from a social, economic, political and cultural point of view which has major implications to the rural family.

MATERIAL AND METHOD

Starting from Merton developments about anomie and Giddens' strategies referring to the adaptation strategies of individuals to the late modernization, I have mapped out a sample of the strategies which the individuals can adopt in order to guide themselves in the social space.

Ritualism represents the return to tradition and in the case of Romania we refer to a returning to the *self-sufficient agriculture*, the subsistence type. Having a parcel in possession offers certainty to the possessor. Having where to live and what to eat represents a temporary solution. The return to agriculture implies minimal risks but also *small chances of development*. The success is guaranteed by the tradition and unwritten laws but the changes in society are ignored.

The return to tradition is a passive strategy through the purposes and the type of orientation which it promotes: ensuring a minimum by ignoring the standards of modernity.

Table no 1 Types of strategies in transition

	Merton – answers to anomie	Giddens – adaptation reactions to risk	Examples of strategies
PASSIVE STRATEGIES	Ritualism	Pragmatic acceptance	*Self-sufficient agriculture*
	Withdrawal	Sustained optimism	*Fatalism*
ACTIVE STRATEGIES	Renewal	Cynical pessimism	*Entrepreneurs hip Non-agrarian activities in the rural environment*
	Rebellion	Radical denial	*External migration*

Sources: (Voicu B., p 111)

Withdrawal represents the ignorance of chance and modernity through the call to a supreme entity of a divine or state nature. In *fatalism* the individuals define themselves as being powerless when faced with their own destiny. Besides, the dependence upon the patronizing state is a passive strategy which the communist system had encouraged.

Renewal refers to two types of approaches:

- Preoccupation with earning social capital which gained merit.
- Changes of the references to the social environment through learning the rules of the game and through using them in one's own advantage.

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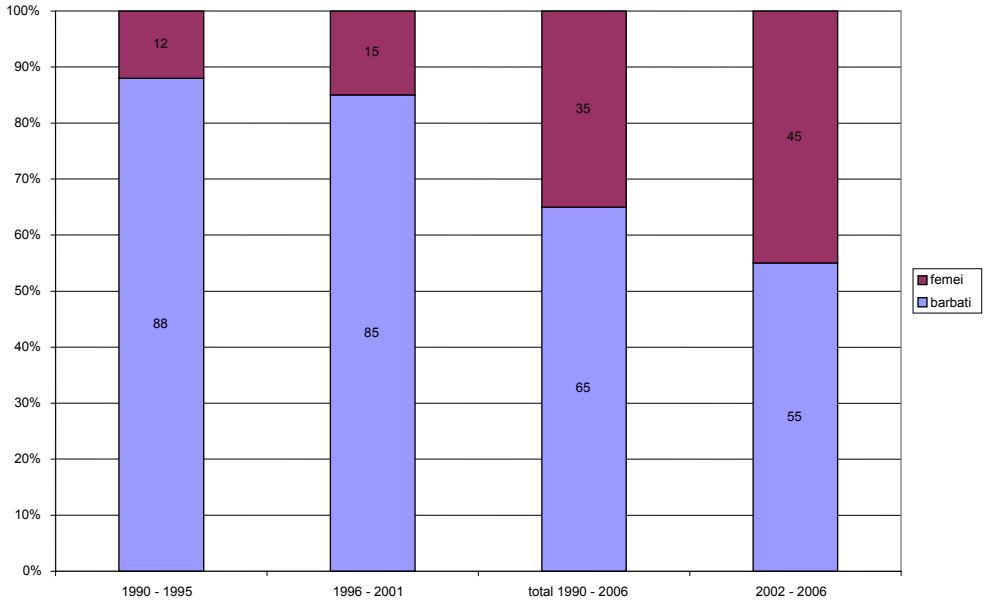

Fig. 1 Working abroad by intervals and gender
Sources: Research LTS

Both of them infer a relatively high risk due to the losses in case of a failure, which can be material losses, of time or prestige. It implies knowledge and critical instinct at the level of the existing social system. It results in a series of strategic actions with an innovative character: *entrepreneurship and non-agrarian activities from the rural environment.*

The rebellion implies the abandonment or the protest towards the system, perceived as incapable of satisfying the aspirations of the individuals. The external circular or definitive migration represents the strategy with the maximum material risk, but most of all with losses at the social level and problems of social integration in case of failure.

RESULTS AND DISCUSSIONS

In the following paragraphs I will make an analysis of the *external migration* strategy.

According to the paper 'Temporary habitation abroad. Romanians economical migration :1990-2006' coordinated by Dumitru Sandu, there are three distinct stages in the recent history of Romanians' temporary migration, marked by the intervals 1990-1995, 1996-2001, and the period after 2001.

The option of working abroad encounters a strong variation throughout the categories of population:

- Young people went to work rather than the adults or the elderly people,
- When speaking about emigration for reasons of work, men represent a higher proportion than women.
- For the age group of men between 18 and 59, most of the departures were realized from the rural environment.
- As far as women are concerned, the residential pattern of emigration is the most dissimilar: the temporary emigration is stronger in the case of the young women with ages between 18 and 29 from the rural environment than in the case of the young women of the same age from the urban environment. The temporary emigration is stronger in the case of the women with ages between 30 and 59, from the urban environment comparing to the women of the same age from the rural environment.

If working abroad is an optimizing strategy of the economical function which leads to the improvement of the standard of living of those who stay at home, what happens with the other roles which the migrant person used to hold in a household?

In these conditions, one might expect that a series of malfunctions might occur at the level of the relationships between the adult members of a couple and the obstruction of the physical and psychical development of the child whose parent is gone abroad.

The roles related to affection, education, control are damaged and must be taken over by someone else who remained at home. Most of the times those persons are relatives: grandparents, aunts of the children who remained at home.

But the absence of the parents can generate multiple problems: a decrease in the scholastic efficiency, acts of violence, depression or even suicide. One does not know the exact number of these children but through the gravity of the social consequences on a short, medium or long term, it tends to become a social problem. For example, only in the county of Iasi, the number of these children is estimated to 11.000 cases.

One can observe that people having working experience abroad affirmed in a higher proportion than the others that the experience from abroad determined some changes regarding the relationships with their families and children.

But which was the purpose of the changes perceived by the migrants?

- The working experience abroad influences in a negative way the communication between the partners. If from a material point of view, the family's situation is improving, from an affective or communicative point of view, the relationships is deteriorating.
- The existence of a child in the household influences also in a negative way the communication between the couple. The child needs the affective support of the other parent as well.

- Women tend to evaluate 'more negative' the communication with the life partner.
- Also, the couples within the nuclear families have a significant higher level of understanding comparing to the polynuclear families (more nuclei or generations that live in the same household).

CONCLUSIONS

1. The family is the social group that has an overwhelming importance in ensuring the harmonious development of its members under a biological, emotional, and psychological relation, guaranteeing a financial protection but also the socialization and adequate education of the children.
2. Working abroad is a strategy of optimizing the economical function but there are a series of malfunctions at the level of the relationships between the adult members of the couple which affect also the physical and psychical development of the child whose parent is gone abroad.
3. Working experience from abroad influences in a negative way the understanding between the partners. If from a material point of view the family's situation is improving, from an affective point of view the relationships of communication are deteriorating.

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TRACEABILITY IN FOOD SUPPLY CHAINS

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Keywords: *food, safety, legislation, tracking, tracing, traceability*

Abstract

The European consumer has become increasingly concerned about the safety of food and the negative effects of bio-industrial production. This concern has been heightened by several sector-wide crises in the last decade (the dioxin crisis, classical swine fever, foot and mouth disease). Governments, both national and international, respond by imposing new legislation and regulations for the safety and quality of food products. Retailers react by imposing new demands on their suppliers. To comply with the new demands, companies are forced to introduce sophisticated information systems that focus on identification and registration, and tracking and tracing capabilities. For organizations in the food and agribusiness the interest in traceability is growing.

INTRODUCTION

The European consumer has become increasingly concerned about the safety of food and the negative effects of bio-industrial production. This concern has been heightened by several sector-wide crises in the last decade (such as the BSE crisis, the dioxin crisis, classical swine fever, and foot and mouth disease in Europe). Governments, both national and international, respond by imposing new legislation and regulations for the safety and quality of food products. Retailers react by imposing new demands on their suppliers. To comply with the new demands, companies are forced to introduce sophisticated information systems that focus on identification and registration, and tracking and tracing capabilities.

MATERIAL AND METHOD

The modern consumer demands products of high and consistent quality, in broad assortments, throughout the year, and at competitive prices. Society also imposes constraints on companies in order to economize on the use of resources, ensure animal-friendly and safe production and restrict pollution. Fortunately, today's consumer has become increasingly concerned about the quality and safety of food, and the negative effects of bio-industrial production. It is estimated that millions of Europeans get sick every year from food contamination. Important causes are salmonella, Campylobacter and E coli. Moreover, consumers will find recall announcements almost weekly in the newspapers. Even though food products are now safer than ever before, from a technical point of view and due to many quality control programs, the safety perception of consumers has decreased significantly.

Since the discovery of BSE in cattle as the probable cause of the deadly human form, known as new variant Creutzfeldt-Jakob disease, there has been a large-scale crisis in the European cattle sector. Between 1990 and 1999 there was a reduction of 6% in sales of cattle meat in the EU (with peaks and falls). The British meat sector suffered the most from the crisis in this period. In 2000 several new discoveries of BSE were made in other European countries, like France and Germany. By mid-February 2001, the consumption of cattle meat had dropped by as much as 80% in several parts of Germany.

Market demand is no longer confined to local or regional supply. The food industry is becoming an interconnected system with a large variety of complex relationships. This is changing the way food is brought to the market. Currently, even fresh produce shipped from halfway around the world can be offered at competitive prices. This has spurred an enormous growth of product assortment in the supermarkets (in many European supermarkets in the 1990's the number of articles more than tripled from 10,000 to more than 30,000).

Together with safety and quality demands of consumers, these developments have changed the production, trade, and distribution of food products beyond recognition. Governments, both national and international, are responding to this by imposing new legislation and regulations to ensure safe and animal-friendly production, restrict pollution, and to economise on the use of resources. Examples are the Codex Alimentarius standards (FAO/WHO), the General Food Law (EU 2002/178) and the EU-BSE regulations [1].

For food businesses this implies placing more emphasis on quality and safety control, on traceability of food products and on environmental issues and, at the same time, shifting from bulk production towards production of specialties with high added value. Furthermore, because of their way they are embedded in the network economy, collaboration with other parties becomes important for all businesses to achieve safe and high quality food products for the consumer. This means that business strategies must now move their focus from traditional economical and technological interests to topical issues such as the safety

and healthiness of food products, animal friendly procedures, the environment, etc. These processes are affecting the entire food chain, from producer through to retailer. To effectively address (paradoxical) demands facing businesses, many problems and opportunities must be approached from a multi-disciplinary and farm-to-fork perspective, and trade-offs must be made between different aspects of production, trade and the distribution of food.

RESULTS AND DISCUSSIONS

Companies around the world are increasingly using quality assurance systems to improve their product and production processes and to protect themselves against liability claims. This section will describe the major quality systems used in companies throughout Europe and the way they pay attention to supply chain aspects and traceability.

Quality assurance systems enable the application and verification of control measures intended to assure the quality and safety of food. They are required at each step in the food production chain to ensure safe food and to show compliance with regulatory and customer requirements. Governments have an important role in providing policy guidance on the most appropriate quality assurance systems and verifying/auditing their implementation as a means of regulatory compliance (EAO, 2002). There is a definite move away from the old end-of-line product inspection approach to a new environment of a quality assurance approach where the supplier assumes responsibility for safety. This means that food safety needs to be managed along the entire supply chain.

In Europe producers, food industries and NGO's (Non-Governmental Organizations) in different countries have taken various initiatives for quality assurance systems. In Sweden research has been carried out into European quality assurance in the food sector (Tuncer, 2001). Through desk research and interviews with experts 103 quality assurance systems were identified throughout Europe. The UK showed the largest number of initiatives, followed by Germany and The Netherlands. Below five groups of initiatives are discussed.

Quality assurance initiatives in different European countries (Based on Tuncer, 2001):

- **Certification systems for sustainable agriculture** (30 **initiatives)** - These systems focus on environment-friendly production and the use of specific quality standards. Examples of such systems are "EKO" in The Netherlands and "CRAE" in Spain. Traceability takes place through documentation. Farmers must keep receipts and product documentation for monitoring and control purposes. A disadvantage of these systems is the heavy administrative load for the farmers.
- **National or sectorial quality assurance systems (26 initiatives)** - These systems aim at control of the primary production phase by defining standards and monitoring performances. Examples are the "Farm Assured British Beef and Lamb" (FABBL) and "National Dairy Farm Assured Scheme" (NDFAS) in the UK, and "Integraal Keten Beheer" (1KB, 'Chain management' in English) in The Netherlands. Contrary to the previous category these standards do not refer to sustainable production methods but aim at healthy and safe food products. They comply with government standards and have an important focus on animal welfare and traceability systems. This explains why traceability tools are fairly advanced in these systems, i.e. the use of ear-labels, 'animal passports' and ICT systems.
- **Quality assurance systems initiated by food industries (8 initiatives)** - These are certificates of branches that are managed by national or international businesses that aim for specific and distinct processes (e.g. SAL Sustainable Agriculture Initiative). A traceability example is "Hipp's traceability system", which allows the producers of baby food to trace the origin of all raw materials in every jar based on a production code.
- **Retailer systems (17 initiatives**) - These systems are controlled by European retailers. The most important systems aim at sustainable production and high quality and are based in countries where the large European retailers have an important market share, e.g. Germany, UK and The Netherlands. Examples in the UK are the collaboration between TESCO and The Royal Society for the Prevention of Cruelty to Animals (RSPCA) in their "Freedom Food Scheme" and "EUREPGAP" (see also above) introduced by Euro-Retailer Group. In The Netherlands there is Albert Heijn's "Earth and Value" programme. Sometimes products are marketed through a branch name. Examples are KF's "Anglamark" in Sweden and Tengelmann's "Naturkind" in Germany.
- **Regional or traditional quality assurance systems (22 initiatives)** - This category includes all initiatives that refer to regional or local production and have implemented their own standards. An example in the Netherlands is "Nautilus".

In the USA quality systems have existed for many years too. Traceability related issues, however, have attracted hardly any attention (Bredahl et at., 2002). The systems aim in particular at the physical health of animals on the farm and not on issues such as animal welfare. Examples are the Beef Quality Assurance (BQA) program of the National Cattlemen's Beef Association (NCBA) aiming for the reduction of residues in veal and the National Pork Producers Council Pork Quality Assurance (PQA) program aiming at 'good management practices'. Although in the last year more attention has been given to issues like animal welfare and the environment, traceability has only recently reached the top management agenda.

In general, systems initiated by retailers cover the largest part of the chain, in contrary to other initiatives that only include a few links. Good Manufacturing Practice (GMP), Hazard Analysis and Critical Control points (HACCP) and ISO certificates are currently important instruments in assuring food safety and quality on a company level. Until now, however, most quality assurance systems have not included traceability covering the whole food chain.

Produce and half-fabricates can be traced with HACCP separately, but without giving a fork-to-farm overview. Risks, so far, are tackled through supplier and chain audits and through monitoring programs.

An exception is found in meat chains in countries where, as a result of recent events, much attention is given to traceability issues.

Many manufacturing systems, including food manufacturing, have sought registration to the ISO 9001 Quality Standards. These require that the product should be able to be traced from the current stage back through all its stages of manufacture through accurate and timely record keeping. The requirement for paper documentation has recently been changed; computer records alone can now be used as evidence of compliance (Food standards agency, 2002) [2].

Within food manufacturing it is also common to see traceability systems used alongside HACCP to provide verifiable documentation, which monitors the critical control points and allows remedial action to be taken if a product falls below quality. Some manufacturers consider their traceability systems (dominantly linked to process control) to be separate from HACCP (linked to quality management). But others consider traceability and HACPP to be inextricably linked as part of a product quality management system. These may not necessarily be opposing views, but represent different viewpoints related to how the systems have been implemented in practice (Food standards agency, 2002).

Traceability forms an important element in the quality system of the supply chain. The European Commission's White Paper on Food Safety states: "A successful food policy demands the traceability of feed and food and their ingredients. Adequate procedures to facilitate such traceability must be introduced. These include the obligation for feed and food businesses to ensure that adequate procedures are in place to withdraw food and feed from the market where a risk to the health of the consumer is posed. Operators should also keep records of suppliers of raw materials and ingredients so that the source of a problem can be identified".

For organizations in the food and agribusiness the interest in traceability is growing. First, a good tracking and tracing system offers possibilities to follow the product and the processes it undergoes. This leads to more transparency, which makes it possible to offer specific information to buyers and consumers. This again can play a major part in (re)gaining the trust of the consumer. Moreover, by sharing information between partners, information and goods flow can be better managed, resulting in lower costs and more flexibility throughout the chain.

Not only the players in the market, but also governments are demanding more transparency in the chain. The new law on product accountability implies that traceability in the chain should be guaranteed. Currently, tracking and tracing is high on the agenda of policy makers.

Labeling requirements and retailers' action for products produced from, or containing, GMO's have, so far, been mostly limited to food products intended for human consumption. However, if the EU were to pass the EC's proposed legislative measures, which extend labeling requirements to animal feed ingredients, the impact on countries exporting to the EU, notably the USA, could be very substantial. Retailers could require poultry and livestock producers to raise animals on non-GM diets. Since the EU greatly relies on animal feed ingredients imported from the USA (particularly soybean and MGF, a by-product of ethanol production), and if the USA is to continue supplying the EU, methods that allow the delivery of non-GM products will have to be developed. A considerable increase in the demand for non-GM products (at the 0,9% contamination threshold) might lead to a substantial disruption of the market. So far, the USA market for animal feed seems to be suited to the delivery of bulk, undifferentiated products, but it could hardly respond to a more significant demand for non-GM products.

CONCLUSIONS

1. The EU General Food Law Regulation contains clear requirements for traceability (see the modern European food safety law).
2. This general traceability requirement is non-prescriptive but encompasses all food and feed business operators including primary producers. Retailers of goods to the final consumer are exempt from the requirements of forward traceability.
3. Although the statements are clear, the GFL is unclear about the required performance of chain traceability. For example, what is the maximum time available for the tracing and what is the required level of detail? The specific requirements for the extent of traceability, in other words how much information is carried, will vary and depend among other things on the nature of the product, on farm practices, customer specifications or legal requirements.
4. Although a large number of legislative, economic and technological bottlenecks still exist that prevent smooth implementation of traceability systems, many stakeholders recognize the benefits of traceability in food chains.

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AGRARIAN POLICIES AND OF DURABLE DEVELOPMENT FOR RULAL ROMANIAN AGRICULTURE

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Key words: *durable, rural territory, opportunities, interfaces*

Abstract

This work is trying to synthetisize the principal aspects with whom agriculture is facing and also Romanian territory, as well as the opportunities for the durable development of rural Romanian agriculture.
Agriculture, as a main factor for the economic activities in rulal territory, has to earn its position and role in all the Romanian economy.The approach of the ruraldurability in a global vision, is given by complex and dynamic interfaces between economy, social-humanity and ecology. Synthetically, durable development means thinking in a global manner and acting locally.

INTRODUCTION

The concept of sustainable development of agriculture and rural area was one of the ones centralized in 1980 and includes numerous economic, social-cultural and environment issues, within the complex traditional context of obtaining agricultural products for ensuring food security.

In most of the developed countries, sustainable economic-social development strategies include rural area in their structure; due to the special significance of rural community life, rural space gets national and international importance, because it has several features which make it unique, specific and authentic compared to other zones.

A global approach of rural sustainability is required by the complex and dynamic interferences between the economic, social-human and ecological factors.

MATERIAL AND METHOD

The issues agriculture and rural area have been facing before and after EU integration can be identified in several stages:

1. Agrarian policies promoted during transition and pre-adhesion to EU and the corrections required

An evaluation of the issues faced by the Romanian agriculture and rural area reveals the failure of agrarian policies during the most part of the transition period, especially in the main objective of relaunching a competitive and sustainable offer. An agarian structure favourable neither to economic efficiency, nor to competitiveness, with low material, human and financial resources, vegetal and animal yields, poor efficiency of local resources and agricultural market functionality, situated Romanian farmers in a defavoured position from their EU and international competitors.

Agrarian policies capable of relaunching agriculture and rural area are based on several opportunities: elaboration of a pragmatic strategy for the development of Romanian agriculture, accepted in its general lines by all parliament and extra-parliament political forces; drawing up agrarian policies in a general vision, taking into account the costs and results, giving up the punctual sollutions so often used in pre-adhesion period; drawing up policies of structural adjustment in the two components: enterprise reform, formation and development competitional markets; policies of non-discriminating financial support of all farmer categories, aimed at objectives well defined through projects, while budgetary resources are allocated on competitive bases, using a set of predetermined and transparent criteria; elaboration and constant promotion of a programmatic policy of rural development.

2.Policies for supporting the competitiveness of the Romanian farmers and agricultural products on the international market

The main competitiveness issues faced by Romanian farmers: low performance of most farmers; poor promotion of actions and measures for supporting competitiveness; frequent change and inconsistency of the measures and actions of policies in the field, resulting in a general and constant lack of financial resources required by the rulment fund of the companies, while budgetary resources - directed mainly to population concrete needs - deepened the investment crisis, triggering a vicious circle of resource inefficient allocation, leading to extended farm decapitalization and bankruptcy.

Farm consolidation will take place naturally on condition agriculture is seen as a profitable business, where farmers seek and find ways of increasing their farm's size, if the business environment is appropriate and they can earn enough money from agricultural activity. At the same time, extension of crops and agricultural outputs with high added value should be a constant care when increased

competitiveness of commercial agricultural sector is expected.

3. Structural policies in competitive markets

Analysis of policies applied revealed an underdeveloped competitive environment and strongly unbalanced, disadvantageous for the farmers during the whole period after 1990. To correct the situation, the following measures are required: concrete actions leading to the formation and development of competitive markets for agricultural products and inputs necessary to the farmers; offer organization through a legislative, institutional and especially financial support of rural cooperation in the field of input supply (services included), processing and commercialization of agricultural products; consolidation of agricultural product stock exchange, of futures markets and of markets of other credit titles, promotion of measures for demonopolizing the agricultural product demand by facilitating the emergence of authentic whole sale dealers and by reducing market access barriers imposed to new private operators; increase in fluidity of financial transactions and flows by developing futures markets and of markets of other credit titles, as well as ensuring higher transparency of agricultural markets by introducing of an informatic system for online monitoring of agricultural product stocks and prices, creation/development of a market control system regarding product quality and origin standards; promotion of a deep structural reform and a new orientation of budgetary expenses, this time towards supporting the formation and development of rural financial markets.

4. Evaluation and promotion of a pragmatic policy for the sustainable development of Romanian rural area

„Rural" is hard to define due to its numerous components, which give it a polivalent, interdisciplinary and integrating nature. A multidimensional, integral vision is useful not only to know its contents and practical significance, but also to understand the contents and multiple directions regarding the unitary process of sustainable development of rural area.

This concept embodies unity seen in the diversity and complexity of rural area, reflected by natural, territorial, economic, social, ecological, technical, technological, legal, educational, political and management coordinates. Concrete expression of the relationship between man and nature, between social activities and the natural environment hosting them.

A topical and complex subject is to ensure a balance between the trends of modernizing and preserving the spiritual values specific to rural communities.

Creation of policies for sustainable rural development, with its quantitative, qualitative and structural attributes, organically integrating the traditional activity fields specific to rural area with diversified management activities, is in the interest of both rural and urban activities, to the general benefit of the society, with man as the actor and final beneficiary of this development.

Immediately after joining EU, rural development had the main following priorities: modernization and improvement of processing and marketing fishery products, creation of new networks in rural area, according to the minimum quality standards required by EU; increased life standard in rural area by improving and developing the sustainable development infrastructure of agriculture and rural area; rural economy development by diversifying management activities as an additional income source for villagers.

Sustainable rural development is based on the complex and sustainable development of agriculture, as agriculture and rural area are specific interdependent sides of rural communities.

As a major factor of rural economy, agriculture must regain its position and role in the overall Romanian economy, as an active participant in the creation of national income.

Due to its functions and its contribution to the diversification of economic and social life, agriculture can play an essential part in the sustainable development and modernization of the Romanian village, so that it can come out of its isolation and ensure the welfare of its inhabitants.

For Romania, sustainable development means the management and conservation of basic natural resources by directing technological and institutional structures to meet the needs of present and future human needs. Such a sustainable development takes into account the preservation of soil, water, vegetal and animal genetic resources, as well as of the environment.

Starting from the analysis of five factors which influence one another during the development process – population, natural resources and environment, agricultural production, industrial production and pollution – the strategy of sustainable development of agriculture and rural area must identify the most suitable key factors for the best needs/resources ratio, the objectives, the necessary means, based on their mutual time and space compatibility.

The economic environment to be conceived and accomplished should be – through its inputs and outputs – in a direct, dynamic compatibility with the natural environment, as well as with present and future interests of the generations coexisting and succeeding in life.

Higher economic competitiveness of rural areas, with environment conservation and emphasize on population, can be obtained by strenghtening the economy and occupation degree through: modernization, development and structuring of production instruments; better human capital and consolidation of the environment necessary for economic activity development; conservation and capitalization of natural resources through a sustainable resource management and natural patrimony capitalization; improvement of population presence in the rural area by attracting it in defavoured areas with new activities and better life quality.

Implementing the sustainable development of agriculture and rural area is essential in Romania and requires an

integrating approach, with the main objective of increasing food production and food security.

The Ministry of Agriculture, along with other ministries, non-government organizations, academic and education institutions in the field, and institutions involved in rural environment drew up the National Plan for Rural Development (NPRD) for 2007-2013. This plan is to be taken into account when allocating (based on projects) the European funds meant for rural development during the first 6 years after integration.

Out of many rural development measures in EU Regulations, Romania had to choose the most important and most necessary for the sustainable development of Romanian rural area, meaning settling down of young people in villages and environment protection.

The main NPRD key factors are:

Increased competitiveness of Romanian agricultural and forest sector and therefore compliance to Common European market requirements;

Land management and environment protection. Compliance with compulsory requirements has its issues caused by the fact that both increased productivity and life quality alter the environment and costs in this field are very high;

Life quality increase by diversifying economic activities. Measures regarding infrastructure, development of agricultural and management services, village development and preservation of traditions are included here.

An important factor in the sustainable development of rural communities is the local initiative, which can be the basis of a team partnership working for the identification and solving community issues, their promotion as projects, in order to find solutions for the constant sustainable development of the community.

Another important factor in rural development is to create conditions for community corporative organization, consisting in voluntary participation of different professional groups in the villages, as an action complementary to state policies regarding the sustainable development of rural area.

CONCLUSIONS

If they are to support rural development policies, government programmes should concentrate on a better access to credits with the purpose of developing management activities and the infrastructure necessary for private sector development. The strategy could include a tax basis suitable for rural communities, the decentralization of decision making, support for the NGOs active in rural area and the creation of a transparent institutional frame, with well shaped responsabilities regarding rural development policies. Such a strategy would help Romania to absorb and efficiently use Community funds during post-integration period.

People who could take part in the development of rural area can be found in all structures: any member of local community, a person designated by the community, the government, the parliament and civil society. All these factors could have an essential part in creating and implementing a mechanism for the sustainable development of rural area.

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THE DEVELOPMENT STRATEGY OF EDUCATIONAL SYSTEM IN SOUTH MUNTENIA AREA

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Key words: *human capital, development strategy, university education, professional integration*

Abstract

The use and improvement of the human capital quality represents one of the essential conditions for the success of the implementation of the development strategy in South - Muntenia Region, that is characterised by the existence of more institutions of high school and university education and of a high percent of the average and high level studies graduates, the high percent of the young population that knows at least one international language. these aspects lead to the need to give remarkable importance to the graduates for their professional integration and increase of the managerial level in the sector of economic activities so that to reach the level of European standards of efficiency and performance, as well the increase of young graduates adaptability to the requirements of their first important job..

INTRODUCTION

The Romanian society is in a process of change when all the elements of economic, social, political, civic nature known a new dynamics in trying to adapt to the present conditions. A democratic system is functional when the economy registers successes and when it is developed a democratic spirit in the social mentality. The development is a multidimensional process involving major changes in the social structures, in the popular attitudes and in the national institutions, following the acceleration of the economic increase, reduction of inequalities and poverty elimination. The development can b achieved by observing the three fundamental values – sustainability, self respect and freedom. The work proposed an analysis of the development strategy of the educational system in Călăraşi county as well the identification of qualification opportunities in the context of local development.

MATERIAL AND METHOD

The development of information at the county level, using the contribution of the local and county actors, together with all available sources of information, is essential in the elaboration of viable economic and social analysis. For the county development, a long term partnership was initiated in may 2002, that continued with the establishment of the Local partnership Groups. Despite the initial phase of organisation of these groups, they contributed significantly to the planning process. For the elaboration of the development strategy it is required the identification and improvement of the existent situation, the elaboration of the analysis of all economic and social sectors of the county.

The collaboration with the local and county actors allowed the development of a partner vision on the economic and social particularities of the county, by identifying the problem tree and elaborating the SWOT analysis. These local analyses were put together and improved on county priorities, bing used as base of starting to define the SWOT analysis and the social, economic and institutional analysis at the county level. The use of such analysis allows th identification, on th one hand, of the existent disparities in the economic and social development of the county, and on the other hand, facilitates the formation of a clear image of collaboration with local actors on the development needs of the county. The identification of the support need of these collaboration represents a continuous process that is related to the development of some partner networks and structures in the future, according to the provisions of GD 1323/2002. for a complete characterisation of the county, the analysis took into consideration the most important features of the social and economic sector, expressed by an assembly of criteria of analysis. The analysis of these sectors allows the identification of the development phases and the resources needed for ensuring a sustainable development. In order to make this complex analysis with a high level of objectivity, each sector was given a set of criteria that can highlight the problems existing within it. The criteria were highlighted in practice by using an assembly of indicators that allow the examination of the phenomena intensity and the processes observed and the identification of the evolution tendencies.

RESULTS AND DISCUSSIONS

Any economic development policy must take into consideration three main objectives: 1. increase of the possibilities of achievement and distribution at a high level of the goods that support the basic needs of life; 2. increase of living level, including supplementary the high incomes, more jobs, a better education, a higher attention given to the cultural and humanist; 3.increase of the levels of economic

and social opportunities that are available for individuals and nations. In the new opinion, the problem of development will integrate besides the economic components and those social and of other nature, such as: property right on the land; social influences and society stratification; organization and motivation of the governmental bureaucracy; the system of public administration; the popular attitudes regarding the work, spare time and self improvement; including the values and attitudes of economic and political elites.

Before the analysis of the current situation of the educational system of the county and its implications in the evolution of the labour market and in the economic development of the county, we have to mention that it is a component part of the national education system. The education of all levels develops in Romanian language in the institutions of state but also private system analysed in the context of the number of education institutions existing in the county, the educational act is supported by a relatively good network, the primary and secondary school covering to a sufficient level the educational demand, compared to the high school education with is educational structure that is not oriented and covers partially the labour market needs.

In the school year 2004 / 2005 the education in Călăraşi county developed in 115 education coordinating units, of which: 6 kinder gardens (160 less compared to the school year 2003-2004), 91 primary and secondary schools (78 less units compared to the school year 2003- 004), 12 high schools (2 less compared to the school year 2000-2001) 3 art and job schools, a post high school and 3 high education units. Also in the post high school, technical of masters and professional education an increase of the number of school units in function was registered. This was due both to the increase of the school population on some educational levels, but also to the reorganisation of the network of education units by transforming some independent units in sections of the school groups. The partially adequate equipment of these units makes difficult to practice a modern and performing training educational process and the vocational orientation not compliant with the labour market demands of some institutions, influence on the one hand the level of training of the pupils and on the other hand the possibility of finding a job. In the analysed period, in the county three high education institutions were established, belonging to the following institutions: Academy of Economic Studies ASE Bucureşti, Spiru Haret University Bucureşti and University of Agronomical Sciences and Veterinary Medicine - Bucureşti.

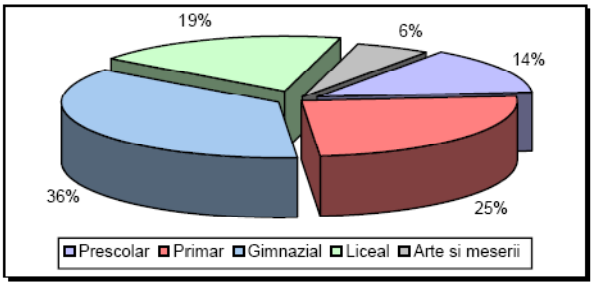
The evolution in time of the number of institutions for each level of education is characterised by the tendency of increase, except for the institutions in the university sector.

Teaching staff in the educational system is formed of teaching staff, auxiliary and administrative staff. The teaching staff is formed of : Educators – in pre school education; School Masters – in the primary education; Institutors – in the pre school and primary education ; Masters trainers – in the secondary, vocational, high school and post high school education ; Teachers – in the primary and secondary, vocational, high school and post high school education; University staff – in the high education.between the years 1998-1999 the number of the teaching staff was **3532,** and at the beginning of the school year 2004-2005, the educative-training process being ensured by a number of **3131** teaching staff (including the masters trainers), registering a decrease of the number of teaching staff (fig.1).

Fig.1 the structure of school population on levels of education in the school year 2004/2005 - % -

The school population According to the decrease tendency of the number of inhabitants, the school population (3 -23 years) reduced with 4779 persons, in the interval 1998 – 2005. the number of children, pupils and students that attended an organised education form at the county level was at the beginning of the school year 2004/2005, of 54828 persons.

The gross rate of inclusion in education of the population of school age was of 62%, having an oscillating evolution during the last five years.. the education system



allows the training of the pupils and students to the education forms: day, night, reduced frequency, distance learning, and the percent of the pupils and students contained in the day education is overwhelming compared to the other forms of education. The school population is in a higher percent in the primary and secondary education, the two levels of mandatory education. (fig.2)

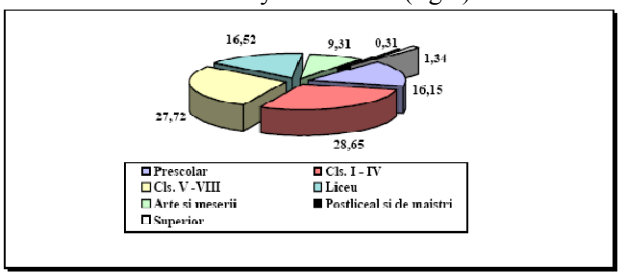
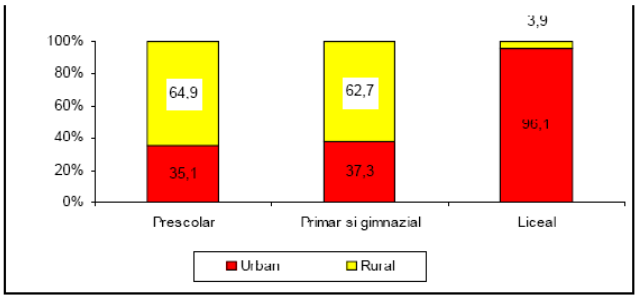


Fig. 2 Structure of teaching staff including masters trainers on levels of education in the school year 2004/2005 - %-

The school population contained in the primary and secondary education (including deficient) in the school year 2004 - 2005, is in a higher percent in the rural sector, compared to the urban sector, 62,7% in rural and 37,3% in urban, the school population contained in the pre school education is in percent of 64,9% in rural sector and 35,1% in urban sector, and in the high school education most learn in the urban sector (96,1%).

Fig. 3 Structure of school population



It is needed the modernisation and adaptation of the education system and vocational training to the new requirements of the labour market. The present situation indicates the general need of reform of the educational and vocational training system in order to comply with the labour market requirements. The dynamic conditions of the market economy impose the existence of a favourable environment for the high quality training and improvement of the young labour force. Also, the labour market requirements suppose the improvement of the education system and the adaptation of the qualification and re-qualification level of the young labour force and the vocational orientation in order to promote and mobilise the young human potential.The modernisation of the vocational and technical education network can be achieved by investments at the level of the school units, oriented to ensure the teaching materials, the acquisition of electronic and soft equipment needed for a good development of practical training activities that will provide in the future young labour force, able to face the exigencies of a functional market economy, found in a continuous change. Another element that contributes essentially to the modernisation of the education system according to the European standards is represented by ensure the access to internet in order to use at maximum the information on the web. The improvement of the vocational training can be generated as a result of the support given to the development of an active partnership between a vocational and technical educational system and the labour market. This objective can be achieved by the adaptation of the school curriculum to the new requirements. The national Plan against Poverty and the promotion of social inclusion, issued by Romania Government, reveals an alarming situation consisting of the amplification of poverty phenomena at national level, implicitly at the level of our county. The existence of a high number of unemployed in the county requires the need to support this category by organising training and professional reconversion courses, finalised by giving diplomas recognised by the potential employer companies, certified at national level. *Promotion of continuous learning* is justified by the need of qualification, permanent re-qualification of the labour force and improvement of the professional competences by updating and adapting them to the requirements imposed by the competition existing on the European market. The permanent modification of the economic, social and political situation imposes a new approach of the process of inclusion on the labour market of different categories of active population in the county. The labour force needs a continuous improvement of the qualification level, requiring the reintegration of the available qualified and re-qualified staff in the sector of the county economy: industry, agriculture, services, tourism. Thus it results the increase of the level of adaptability of the labour force to the present challenges on the labour market.

CONCLUSIONS

The conclusions relevant for this sector resulted from the analysis made are:

1. There is a reduced number of post high school and high education institutions in the region.
2. It can be seen a high level of inclusion of the pupils in the primary and secondary education, the decrease tendency of the level of inclusion of pupils in high school education and the overwhelming distribution of high school institutions in the urban area.
3. There is not a strategic orientation of some educational institutions for covering the needs of the labour market and more adequate specialisation of the young according to the requirements of the labour market.
4. The need of increasing the number of qualified and specialised persons at the level of European standards is required in order to integrate on the labour market and of the number of schools with equipment in accordance to the new existing technologies.
5. The final conclusion regarding the situation of the educational system and its relation with the modernisation, diversification and economic restructuring will be possible only after the analysis of the potential labour force of the county.

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THE IMPACT OF MICRO-FINANCE AND PROFESSIONAL TRAINING ACTIVITIES FOR FARMERS ON SUSTAINABLE RURAL DEVELOPMENT IN ROMANIA

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Key words: *rural development, micro-finance activity, training, farmers*

Abstract

The paper aims to present the impact of loans and professional training activities upon their development, and generally upon the rural development of the activity areas. The micro-finance activities started to be developed in Romania since 1993, with the support of foreign donor institutions (Ex: CHF International, USAID, World Vision, Opportunity International, the Swiss Confederation etc). The present paper provides an analysis of survey results. The survey was applied in the Centre Development Region in 2008, on farmers who benefitted or did not benefit from professional training and/or loans provided by the FAER and LAM foundations. Study results reveal the impact that the services provided had on the farmers in the foundation impact area and the overall impact on the rural development in the Centre Region. Conclusions show the necessity of such services in the context of complex issues that Romanian farmers face, as well as the rural population on an overall.

INTRODUCTION

The micro-finance activities started to be developed in Romania since 1993, with the support of foreign donor institutions. Gradually, organizations such as NGOs (microfinance entities) developed and the initial donor institutions started to withdraw their financial support [1]. The initial goal of the NGOs was to fight against poverty, whereas now the objective is to be profitable, to offer services to a larger clientele, so their means are commercial. On the other hand, significant societal changes, brought forth by the information revolution and technical innovation, as well as population dynamics, the increase of people's life expectancy, the effects of economic globalization on the labour market exerted a fundamental influence on professional formation and training systems in the last decades [1]. Overall study objectives involved the need of a quantitative and qualitative evaluation of the manner that FAER and LAM foundation services (micro-finance and professional training) were perceived and the impact that these services exerted on rural development in the activity area (Center Region of Romania). Of the main aims of the studies, this paper focuses upon the impact assessment for foundations during their 16 years of activities.

MATERIAL AND METHOD

The direct face-to-face inquiry method was employed at respondents' residence or enterprise office in order to collect information. This inquiry method was employed considering the length of the survey (44 questions) and to provide comfort to those under survey. This method exhibits the highest rate of partial non-responses due to the presence of the operator, while also providing the highest rate of spontaneous responses. Another advantage resides in the fact that respondents are fairly easy to convince to express their points of view, either positive or negative, on the problem at hand- because they are approached in the comfort of their own home. The potential disadvantages of this method may be issued by the possible influence that the operators may exert on the respondents. In order to build up the sample, of 270 subjects, the sampling procedure was undertaken according to quotas, so that the sample may structurally correspond to the overall population under research: 114 were selected in the LAM foundation area (Covasna and Harghita County), whereas the other 156 respondents were located in the area covered by the FAER foundation (Mureş, Bistriţa-Năsaud and Suceava). Field data collection was conducted during May-August 2008.

RESULTS AND DISCUSSIONS

Regarding any positive changes that occurred as a consequence of the support provided, service beneficiaries responded (Table 1):

Table 1. Positive changes that occurred in the lives of beneficiaries and their families as a consequence of FAER/LAM services:

	II. Answers								
I. Category of respondents	1	2	3	4	5	6	7	8	9
A %	36,5	4,8	48,3	12,7	14,3	50,8	19,0	17,5	6,3
B %	19,3	5,3	53,2	3,5	5,3	29,8	5,3	14,8	5,3
C %	15,4	7,7	25,6	15,4	30,8	64,1	46,2	30,8	0
E %	34,8	8,7	46,4	20,3	39,1	46,4	18,2	20,3	0
Total	27,4	6,4	48,4	14,1	21,8	46,6	20,8	19,5	1,1

Legend I:
A = farmers who benefited from FAER or LAM loans and training;
B = farmers who benefited from FAER or LAM loans
C = farmers who benefited from FAER or LAM courses;
E = small and medium-sized enterprises that benefited from FAER and LAM services;

Legend: II.
1= the family's standard of living and welfare increased;
2= we managed to buy new objects around the house;
3= we made new investments;
4= we managed to save money;
5= we made new relations, friends, acquaintances;
6= we became better informed
7= we became more self-confident;
8= we became more ambitious;
9= others.

A. Farmers who benefited from loans and training applied for FAER/LAM loans over a period of 14 years: (1993-2007). Approximately half of respondents within this group asserted that they made new investments with the support of FAER/LAM, although the analysis of the open question „what services did you apply for?" shows that 89.2% made investments. The nature of investments made is rather diverse: they bought agricultural machinery and equipment; they built animal facilities, bought animals, agricultural land and specialized means of transportation. It is expected that these income-generating investments made a major contribution to the development of personal households or of businesses and implicitly in the standard of living, a fact that was emphasized by a third of respondents. Also, the development attained through investments made a contribution to the overall development of the area where these investments were made. An important social and economical aspect is the fact that respondents in this category are convinced that they became more informed and more self-confident as a consequence of the services they benefited from.

Respondents asserted that certain malfunctions emerged in their collaboration with FAER/LAM, and their percentage is 31.8% (incompletion with terms of payment, high interests, impossibility of reimbursement, and increase of the loan currency). The causes identified for these effects: currency evolution, the small price of agricultural products, especially milk- which was mentioned by the majority of animal breeders. These causes did not reside in the foundation, but the economic conditions during the loan period, mainly inflation rate increase, unfavorable currency evolutions, market conditions etc.

The majority of respondents assert that they did not seek for support from another institution because FAER/LAM were more available, or the FAER/LAM offer was more convenient, they trusted FAER/LAM, banks denied their support due to the lack of income and the impossibility to guaranteed for the loans, or solely FAER/LAM supports farmers.

B. Farmers who benefited from FAER/LAM loans were granted loans in the 1993-2007 periods. 53.2 % of respondents in this group assert that they made new investments although the analysis of responses to the open question "what services did you apply for?" shows that 84.5% made investments covering very diverse areas: they bough agricultural machinery and equipment, they purchased animals; built farm facilities; bought beehives etc. Perhaps, the 31.3% difference did not make new investments, simply modernized their facilities. The responses of this group show that the services that FAER/LAM provided positively influenced their lives, knowledge, state of mind, standard of living. As such: 29.8% of them became better informed, For 19,3% increased the family's standard of living, welfare, 14.8% became more ambitious. *22.1% respondents in this group consider that there were malfunctions* (financial difficulties, trouble or impossibility of reimbursement, incompliance with terms of payment, the production they obtained, which led to the impossibility or trouble in reimbursing the loan). It is worth mentioning that these malfunctions were independent of the FAER/LAM foundations as observed from respondents' answers. These causes mostly reside in currency evolutions, inflation, unfavorable conditions for their activity, market conditions etc. Some other causes that respondents managed to identify refer to: USD and EURO currency increase, lack of government support/involvement, unfavorable years for agriculture, massive imports, low prices offered by processors.

They did not seek the support of another institution due to the fact that they trusted in FAER/LAM; the interests were higher in other institutions; FAER and LAM were more convenient; the fact that they first borrowed from FAER and they got accustomed; FAER/LAM were more convenient; FAER/LAM staff provided help for them in drafting the project.

C. Farmers who benefited from training 64.1% respondents in this group assert that they became better informed after the training courses and work visits conducted. It is also worth noticing that FAER/LAM training contributed to an increase of the standard of living for 15.4% of beneficiaries, while 25.6% assert that they made investments as a consequence of services they were provided with.

FAER/LAM generally contributed to an improvement in the state of mind, level of knowledge. In this respect: 46.2 % were more self-confident; 30.8% consider that they made new relations, acquaintances and friends and became more ambitious. *They did not seek for the support of another institution* because FAER/LAM were closer, they do not know of any other institution, FAER/LAM informs them periodically and directly about course offers, or they got accustomed to FAER.

D. Representatives of small and medium-sized enterprises that benefited from FAER/LAM services showed the following positive changes: 46.4 % made new investments and became better informed; 39.1% developed their sphere or relations, acquaintances, friends, 34.8% consider that the standard of living increased in their family.

The emergence of malfunctions is invoked by 16.1% of respondents (difficulties and impossibility of reimbursement). The causes that led to these effects were considered to be: the activity was ceased due to market conditions, currency increase, increase of imports, lack of specialized workforce. These cases also show that these causes do not depend on the relationship with FAER or LAM, but on the social and economic context of activity. *This group asserts that they did not seek for the support of another institution* because FAER/LAM was the only support institution, banks denied them the support,

FAER/LAM is more trustworthy, FAER/LAM staff is friendlier.

CONCLUSIONS

As the study was conducted, a series of relevant conclusions can be drawn:

1. Approximately one third of FAER/LAM beneficiaries assess that their standard of living increased as a reult of services they benefitted from. Also, approximately half of service beneficiaries made new investments and became better informed.
2. The positive impact of foundation activities is illustrated by the following aspect: 32.3% of farmers who did not benefit from FAER/LAM services consider that their households evolved less than those of FAER/LAM beneficiaries, while 66.6% of small and medium-sized enterprises that did not benefit from FAER/LAM services assess that their enterprises developed less than those of FAER/LAM beneficiaries.
3. Out of FAER or LAM non-beneficiaries, approximately half of farmers who did not benefit from FAER/LAM services believe they will seek for FAER/LAM support in the future. Higher percentages were obtained in the case of small and medium-sized enterprises that did not benefit from foundation services until the sutdy was conducted 77.8%. Their optionscan be explained by the positive effect of activities conducted by FAER and LAM. These effects are also preceived by those who were not in direct contact with these foundations.
4. Approximately 70% of farmers who benefitted from FAER/LAM loans and professional training noticed a positive change in their activity, while approximately 40% of farmers who benefitted solely from loans are in the same position .
5. FAER/LAM beneficiaries proved an increased intrerest for the involvement in economic activity, as more than a half of household incomes are obtained from selling household products. As for non-beneficiaries, the main sources reside in budget sources (child allowances, pensions, state salaries etc.), which proves foundation impact in encouraging productive activities and thus, the change in mentalities.

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NECESSITIES OF RURAL ECONOMY REORGANIZATION

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Key words: *reorganization, alimentary, security, rural area*

Abstract

Besides the transition to market economy as a specific form -f transformations for post-socialist countries, including the Republic of Moldova; besides the necessity to form a form model which would ensure energetic, alimentary and other kinds of vital securities needed by country's population, it is also necessary to create a country's social/economic structure able to counteract all the existing and recent phenomena creates by the crisis affecting nowadays the world civilization. Without doubt, namely the rural population, all rural area as a whale, plays an especially important role in this scenario of transformation, and consequently of reorganization of rural economies.

INTRODUCTION

Globalization economic activity, which in essence is an international integration and cooperation process, also can be described as delegation of managerial function from the national to regional or even international level. Let us examine an example of how separation and delegation of powers of different kind within the European Union occurs.

Along with deepening concentration of powers (as well as decision-making capacities) within regional or global integration structures, one can see a growing tendency for a bigger role and importance of the local public administration in rhythm of development of the respective localities. However it shapes a new configuration for power separation and decision-making capacities, which all together must ensure settlement of a large range of social-economic issues that occurred in recent years and decades.

The most important of them are: (1) climate changes on earth as a result of 'greenhouse effect'; (2) increasing deficit of available energy resources (in particular for certain countries and regions of the world); (3) widening gap between rich countries and poor countries in terms of per capita income and access for required resources; (4) food and/or energy insecurity in some countries (regions), which may cause economic, political and social destabilization of such countries or regions.

MATERIAL AND METHOD

Research methods consist in systemic, compared analysis and complex approach to the examined issue, subject to established goals and objectives. This articles has employed mathematical and statistical methods, such as: classification, synthesis, static and dynamic compared analysis, induction and deduction methods, representation of investigated events and phenomena.

RESULTS AND DISCUSSIONS

For purpose of successful resolution of these issues and a large range of major problems, human civilization on earth unites efforts, selects most appropriate economic methods for prevention of crisis situations, translates them into a practice of survival and dynamic continuous development.

Considering the fact that agriculture is a basic economic activity in rural area, it is provided that the center of sustainable development concept for humankind will be not only agrarian sector, but the rural area as a whole. Practical achievement of this goal is aimed to ensure a so-called multifunctional development scenario in rural area.

Along with: (1) ensure food security for population; (2) protection of the main production factors in agrarian sector (land, water, fauna, flora, etc.); (3) creation of appropriate living conditions (equal to conditions in urban area) for population in rural area, etc., multifunctional development concept in rural area is based on economic activities in rural area, improvement of life standards of rural population, fulfillment of safe technologies regarding mankind and nature, formation of landscape and creation of a modern design both of localities and the respective rural areas as a whole.

A particularly important direction for multifunctional development of rural area is formation and continuous improvement of capacities for prevention of various risks.

It must be pointed out that an essential contribution regarding (1) identification of crisis factors; (2) preventative evaluation of their destructive potential; (3) assessment of potential consequences both for the environment, and for living conditions of the country's population; (4) elaboration of actions for prevention of crisis factors, etc. which should be (and must be) approached in the first place in poorer countries, which due to their economic – financial situation are vulnerable before any crisis situation.

Therefore, along with transition to the market economy as a specific form of transformation for post-socialist

countries, such as the Republic of Moldova; along with the need to form a management model that will ensure energy, food security and other kinds of vital security needed by the population, it is also necessary to create a social - economic structure of the country that will be able to eliminate all existing phenomena and reoccurring during a crisis, which the people are going through now. The fact that the rural population, the whole rural area play an important role in this scenario in transformation, consecutively – in restructuring of rural economies may not and is not under a shadow of a doubt.

CONCLUSIONS

Of the basis of the above-stated we may draw conclusions and formulate basic principles that can be used for organization of restructuring management in private rural economies. In our view these principles are:

- self-sufficiency of the Republic of Moldova in food, ensure food security of the country;
- maintain positive difference between export and import of food products;
- creation of efficient and fair conditions for economic activity in rural area, prevent polarization of regional development levels or disproportionate growth in income of certain branches against other industries;
- ensure real possibilities for sustainable multifunctional and environmentally safe development of localities and/or rural areas;
- eradication of rural poverty, assurance of equal opportunities for rural population both in terms of income, and living standard and fulfillment of priority living needs;
- preservation of the environment, protection and improvement of the rural environment, environmental balance and the main production and living factors, including agricultural land (first of all – fertile layer), water, air, flora, fauna, etc.;
- increased efficiency and competitiveness of products (services), rural producers must switch to European quality standards, formation of a modern rural infrastructure that will be able to satisfy at the highest level the existing production and social requirements (education, healthcare, culture, sport, etc.)

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DIAGNOSIS AND ASSESSMENT OF THE ECONOMIC POTENTIAL OF VEGETABLE PRODUCTION

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***Key words*:** *Agricultural diagnosis, economic assessment, economic potential, food industry, economic growth.*

Abstract
Vegetable production is a branch of Agroindustrial complex which supplies the population with fresh production and the food industry with raw material.The economic and alimentary importance, as well as the advantage of this branch when compared with others, classify the vegetable growing branch among the main branches of our national economy. Vegetable production became a branch with long standing traditions for our country and it has an important role in socio-economic development in a range of areas.

INTRODUCTION

Vegetables production is a branch industry of the Agro-industrial Complex that provides population with fresh products, and food industry with raw materials.

Food importance, economic significance, advantage of this industry against other industries makes this industry one of the priority branches of the national economy. Vegetables products appears as an industry with long-standing traditions for our country and plays an important role in economic and social development from many aspects.

MATERIALS AND METHODS

Vegetables constitute an important source of food for people, it has a content of hydrocarbons, mineral salts, organic acids, fats, vitamins, aromatic substances, cellulose, etc. Out of 3000 needed calories per day for a person, vegetables provide 65% of the needed amount of vitamins, 40% of mineral salts and 34% of calories. Specialized materials recommend that annual ration of vegetables for one person should be about 140 – 150 kg, of which:

Cabbage about 30 kg, tomatoes about 20 kg, carrots about 20 kg, other root crops (sugar beet, parsley, radish, celery, parsnips, cucumbers) about 18 – 20 kg, onion 9 – 10 kg, pepper, eggplants and other verdure about 50 kg. Caloric value of some vegetables is: carrots, celery – 450 calories/kg; potatoes – 960 calorie/kg; dry beans – 3150 calories/kg, tomatoes, cabbage – 250 calories/kg; spinach 360 calories/kg etc.

RESULTS AND DISCUSSIONS

Production of vegetables constitutes an important source of raw materials for food industry, especially for canning. Since most of vegetables are perishable and hard to deliver, it must be processed at the place of production, which will have a positive effect on economic efficiency. Secondary products from vegetables are an important source of animal feed, in particular bovine and ovine animals. Under present conditions, when export requirements become increasingly higher, vegetable production gain particular importance and facilitates currency inflow in agriculture, economic growth in general in our country.

Vegetable production per capita during 2000 – 2007, varies within 100 kg (2000) and 62 kg (2007). Considering the information shown in table 1 we can say that vegetable production in the Republic of Moldova per capita in year 2007 constituted 41.33% against required amount of consumption. After an analysis of growth rate (table 1) we can say that the Republic of Moldova is capable of producing the required amount of vegetables according to established norms.

Table 1. Dynamics of fresh vegetables production in the Republic of Moldova per capita. Source: Statistical yearbook of Moldova

Indicators	2000	2001	2002	2003	2004	2005	2006	2007
Vegetable production per capita, kg	100	123	109	100	87	108	132	62
- in % against previous year	x	123,00	88,62	91,74	87,00	124,13	122,22	46,96
- in % against rated amount	66,66	82,00	72,67	66,66	58,00	72,00	88,00	41,33

Table 2. Dynamics of areas and vegetable production in the Republic of Moldova Source: Statistical yearbook of Moldova

Years	Area, 1000 ha	Global production, 1000 tons	Average profitability per hectare, quintals
2000	50.2	363.6	72.43
2001	62.2	448.1	72.04
2002	54.3	396.5	73.02
2003	41.6	360.8	86.73
2004	36.4	315.2	86.59
2005	36.7	389.3	106.0
2006	42.4	475.2	112.07
2007	37.7	221.8	58.83

According to calculation shown in table 2 one can see a reduction in dynamics of vegetables land area, global production and average harvest per hectare. In accordance with scientific data, one hectare can produce 25 – 30 tons of vegetables, subject to sort and type. Under production conditions in the Republic of Moldova, results are much lower than scientific norms. The main causes that have lead to decline in vegetable growing in the last eight years are:

1) Insufficiency of technical means, fertilizers, pesticides and fuel, which makes observance of vegetable production technologies more complicated;
2) Destruction of irrigation system;
3) Lack of funds and possibilities for prevention of loss of vegetable products as a result of natural calamities;
4) Lack of subsidies of state and a policy to support private producers;
5) lack of marketing and communication system.
6) Insufficiency of provision of agricultural producers with seeds of vegetables produced in the Republic of Moldova.

According to calculation in table 3 it can be seen that supply (for most cultures) of seeds of own production is insufficient. But such vegetable crops as tomatoes and cucumbers have an excess in supply of seeds at the rate of 110.27 and 216.67 % accordingly. The highest shortage of seeds is for peas, cabbage and eggplants. Considering the cultivated area and seeding norm per hectare, insufficiency of seeds for peas is 734 tons, cabbage 7.5 tons an eggplants 1.3 tons.

Table 3. The degree of provision of agricultural producers with vegetable seeds produced in the Republic of Moldova (year 2006)

Name of crops	Cultivated area, 1000 ha	Seeding norm, kg/ha	Need amount of seeds, tons	Seed production in 2006, tons	Rate of provision, %
Tomatoes	12.3	1.5	18.5	20.4	110.27
Onion seeds	3.6	11.0	39.6	6.6	16.67
Cucumbers	4.8	5.0	2.4	5.2	216.67
Pepper	3.8	1.2	4.6	3.3	71.74
Red beet	2.4	13.0	31.2	10.4	33.33
Garden peas	3.0	250.0	750.0	16.0	2.13
Carrots	3.7	5.5	20.4	4.0	19.61
Vegetable marrow	1.3	5.0	6.5	1.3	20.00
Cabbage	7.0	1.2	8.4	0.9	10.71
Eggplants	1.5	1.0	1.5	0.2	13.33

Source: Ministry of Agriculture and Food Industry of the Republic of Moldova

A decisive role in assessment of the economic potential of vegetable growing is a system of mechanisms for employment and integration of people into this industry. A successful selection is followed by employment of a potential person in a position on the basis of contest. Appointment to a position is an action that correlates both expectations of the newcomer and an organization where he is employed. It is critical that employment process occur in strict observance of the two essential conditions:

a) correlation person – position, in common parlance a proper person in a proper place;

b) Employment shall occur with a perspective of making a career plan.

Employment and integration are the two processes that often occur simultaneously. By integration a new employee is placed in a situation when he has to adapt himself to all elements that describe the organization where he will work. Integration is also a process of assimilation of a person in the professional environment, which implies a reciprocal harmonization between a new employee and a work group where he will work. Integration steps refer to the taken position, work group and finally, the organization as a whole. It is well known that if it is carried out well, personnel employment and integration processes will ensure a quick adaptation to new organizations and stimulation/motivation for attachment and loyalty to the organization, in the first place achieved results. As an argument of the existing problem in vegetable production in Moldova I have submitted a number of synthetic proposals that can reveal attention that organizations as a whole, managers in general and personnel departments in particular must pay to process of selection, employment and integration of personnel, therefore; By conceiving and applying an up-to-date personnel policy where activities at the beginning of organizational chain of the personnel management functions will pay as much attention as possible;

For purpose of positive resolution of problems raised by such activities there must be employed personnel departments with recognized specialists – psychologists, sociologists, other persons well-trained in vegetable production management, in particular human resources in the industry; A careful and adequate application of methods, means and instruments in selection, employment and integration, who have the gift to ensure correctness in performance of these activities.

CONCLUSIONS

The domestic market is not an essential market for Moldovan vegetable production:

1. For these reasons domestic producers must always seek markets for vegetable products.
2. Under conditions of the market economy, vegetable production industry governs general and special conditions of production in Agro-industrial complex of the Republic of Moldova, sales of products during this period put forward quality, price and competitiveness of vegetable products.

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THE HIGHLIGHT OF THE MAIN MICROBIOLOGIC PARAMETERS IN BUFFALO MILK AND THE FINAL PRODUCT

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Key words: *buffalo, milk, somatic cells, total germ number*

Abstract

Research initially envisioned the determination of microbiologic parameters in buffalo milk and the finished product. the average for coliform bacteria was 4.96±0.47, while for the total number of yeasts and moulds, it was 633.47±20.01. Escherichia coli was present in 3 samples out of the 23 buffalo milk samples under analysis and presented the following values: 1.5 E.coli x 10^3/ml, 1.1 E.coli x 10^3/ml, respectively 2.9 E.coli x 10^3/ml. In addition, the total number of germs and number of somatic cells according to two categories: milk from family exploitations and milk from an ecologic farm. Selective isolations were conducted, of different dilutions of the pure culture on Levin agar (dilutions and incubation for 24 h at 37^{o}C).The determination of the number of coliform bacteria was conducted using Mac-Crady tables.

INTRODUCTION

For the last years, Codex Alimentarius and the International Milk Federation grant the utmost importance to buffalo milk and dairy products, including their microbiologic quality [3]. The somatic cell content in buffalo milk is a parameter in the exploitation (the large number of somatic cells reveals buffalos suffering from mammitis leading to economic losses) and hygiene (the mammitis buffalo milk has an abnormal aspect, an altered taste and modified composition) [10]. As such, it is necessary to be acquainted to all categories of microorganisms that can pollute milk, undertaking the appropriate measures to retain and employ useful ones and remove useless or damaging ones. Milk obtained from buffalos bred in hygienic conditions, milked in hygienic to aseptic conditions contains a very small number of microroganisms: 300-500/ml. Milk obtained from buffalos bred in precarious hygiene conditions contains a large number of microrogranisms, even from the initial milking point [2]. Nevertheless, research conducted on the development of the *Listeria monocytogenes* bacterium in starter and junket cultures, showed that these bacteria cannot be considered risky for the quality of ingredients. However, the quality of these ingredients must be considered a critical point [4]. The contamination of milk and dairy products with typhoid and paratyphoid fever agents can occur mainly due to human carriers who handle and process the milk [4]. *Escherichia coli* is the representative species of the *Enterobacteriaceae* genus, which is capable to develop in aerobe and anaerobe conditions [1]. It is thus capable to employ carbon and nitrogen as a source to satisfy their energetic and metabolic needs [7]. As suc, *E. coli* can multiply, may grow in media containing solely glucose, ammonium and mienral salts [9]. *E. coli* can also develop on a variety of media that contain the carbon combination and other substances, but nevertheless prefer glucose media. Glucose is transported along the cytoplasmatic membrane [6]. Specialty literature describes numerous cases of *salmonellosis* produced by integrating milk that was not subjected to thermic treatments, or milk that was not correctly pasteurized. Yeasts and moulds appear very frequently in nature, as their presence indicates inappropriate conditions during the technological process of production and during storage, while their action on certain elements modifies the organoleptic aspects [8]. *Salmonella* is a pathogenic enterobaterium for humans, as well as animals, showing over 2000 serotypes. Toxinfections produced by *Salmonella* germs are more frequent in the warm season, as temperature is a favourable factor for their development and multiplication [5].

MATERIAL AND METHOD

Milk somatic cells were determined according to the SR EN ISO 13366-3-2001 method. Teh total germ number was determined with the help of the Bactoscan FC; Screening test BRT; Methods for the determination of microbiologic parameters: number of coliform bacteria/ SR ISO 5541/1, number of *Escherichia coli*, SR ISO 11866 STAS 6349/4;

RESULTS AND DISCUSSIONS

The maximum threshold admitted for milk considered healthy was established around 400,000 cells/ml. Over this limit, regardless whether the milk presents sensorial or biochemical modifications or not, it automatically falls into the suspicious category and is removed from the capitalization circuit. Regarding the compliance with buffalo milk quality parameters according to quality classes, the most important components showing profound

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Table 1 Results obtained on the microbiologic exam for the raw matter buffalo milk

N		*Coliform bacteria*/ml	Yeasts and moulds/g	NTG aerobi mezofili x 10^5/ml	Salmonella/25 ml	Stafilococ Coagulaza Pozitiv/ml	Bacilus cereus
23	$s \pm s_x$	4.96±0.47	633.47±20.01	4.46±0.11	Absent	Absent	Absent
	s	2.04	87.22	0.48			
	v	41.17	13.17	10.83			

implications are the total number of somatic cells and the total number of germs (fig. 1 and 2).

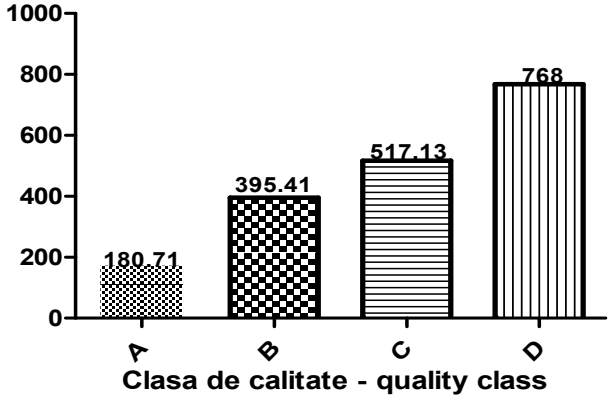

Figure 1. Average values for somatic cells according to the quality class

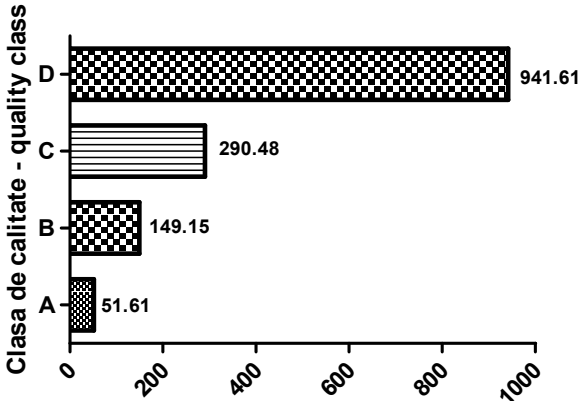

Figure 2 Average values for total germ number according to the quality class

The consequences for the presence of a large number of somatic cells triggers significant economic repercussions on the farm, as: a small price is obtained for the buffalo milk, a reduction of production occurs in bubaline milk, as well as an increase in medication expenses. Figures 1 and 2 are graphic representations of the values for somatic cells and the total number of germs in the case of milk from buffalos bred in private households. For buffalo milk samples from and ecologic farm, the values were lower, as samples fell within the first two quality classes. International and EU norms stipulate that raw milk should have a number of 100,000 germs/ml. If it is higher, difficulties appear in preservation and thus becomes improper for processing, lacking the appropriate expenses for pasteurizing and sterilisation [5]. In table 1, there is a presentation of the average values and the variability of buffalo milk samples under microbiologic analysis.

Table 2 presents the average values and the variability for the main microbiologic parameters in the case of the two cheese categories: buffalo telemea and mouldy cheese. It can be thus observed that *E. coli* and *Salmonella* were absent in the two products under analysis. *Coliform bacteria* presented a higher content in mouldy cheese, namely an average of 8.65±0.16.

Table 2 . Average values and variability for the main microbiologic parameters of the two cheese types

N	Statistic parameters	*Escherichia coli*/g	Coliform bacteria/g	Salmonella /25 ml	Yeasts and moulds/g	Stafilococ coagulazo pozitiv/ml
Telemea cheese						
23	$s \pm s_x$	absent	4.44±0.55	absent	523.30±53.77	7.24±0.82
	s		2.62		257.87	3.93
	v		59.02		49.28	54.22
Mouldy cheese						
19	$s \pm s_x$	absent	8.65±0.16	absent	627.57±16.65	9.83±0.23
	s		0.71		72.58	1.01
	v		8.16		11.57	10.29

CONCLUSIONS

Regarding the total germ number in the case of buffalo milk samples collected from Sălaj county breeders, it can be observed that there were samples that fall between lower quality classes C and D. One of the causes for the presence of a large number of germs and somatic cells resides in the fact that milking is conducted manually and in conditions that do not correspond from a hygienic point of view. In the case of the final product *E. coli* and *Salmonella*, they were absent.

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DETERMINATION OF THE MAIN PHYSICO-CHEMICAL PARAMETERS OF BUFFALO MILK AND THE FINAL PRODUCT

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Key words: *milk, buffalo, fat, protein, lactoze*

Abstract

The study on the chemical composition of buffalo milk is required on scientific, as well as technological grounds, due to its increased share in total raw matter milk. In order to conduct the physico-chemical exam, the Lactoscan device was used and the following parameters were determined, according to season: fat, protein, lactose, total dry substance and density. Starting from the premise that the provision of raw matter quality is one of the main factors that condition the quality of the finished product, the following physico-chemical parameters were determined for two types of cheese traditionally obtained from buffalo milk: water and salt quantity and the fat content related to dry matter. There are certain influences involved in cheese production, physical, as well as chemical and microbiologic. These influences must be taken into account in the quality control of the raw matter and the final product as the production of quality products compared to EU ones is desired.

INTRODUCTION

[2] studies the physico-chemical traits ins several bubaline breeds: for the Murrah breed, fat (%) was 6.57±1.21, protein was 4.27±0.43, lactose was 5.07±0.13, the ph- 6.53; for the Nili-Ravi breed, fat was 6.53±1.28, protein was 4.16±0.20, lactose was 4.56±0.10, and pH 6.39±0.06. [7] for buffalos under study, it was observed that the average protein percentage in milk was 4.0%. [13] for Italian buffalos, an average protein percentage of 4.65% was obtained. The physico-chemical characteristics according to [12] for buffalo milk were the following: acidity (ºT, max.): 21; density: 1.031; fat (%, min.): 6.5; dry non-fatty substance (%, min.): 10; protein titre, (%, min): 4.5; degree of impurities (max.): I, temperature (ºC): 14. The initial contamination and the storage temperature exert an influence on the microbiologic quality of milk, as follows: at a temperature of 4.5ºC for a period of 24 hours may reach 4000-300.000 germs/ml; after 48 hours: 4500-600.000 germs/ml; at 10ºC for 24 hours: 12.000-12.000.00; after 48 hours:120000-15.000.000; at 16ºC: for 24 hours: 1500000-27000000; after 48 hours: 2300000-70000000 [14, 17]. The consequences of the presence of a large number of somatic cells have significant economic repercussions on the farm, as: a small price is obtained fro buffalo milk, a reduction of buffalo milk production occurs, as well as an increase of medical costs. The maximum admitted threshold for milk to be considered healthy was established around the value of 400.000 cells/ml. Over this limit, regardless whether the milk presents sensorial or biochemical modifications or not, it enters the suspicious category and it is removed from the capitalisation circuit. The research conducted on buffalo milk by [6, 11] provides with the following values: the average fat (%) of 7.59± 1.31, protein 4.86 ± 0.44 and lactose 4.74±0.20.

MATERIAL AND METHOD

The biologic material is represented by a buffalo livestock during different lactations, raised in different feeding conditions, according to breeders' possibilities. The objectives of this study being considered, as well as the biologic material under research and the working methodology, they are structures as follows: the first aspect refers to setting the physico-chemical traits of the buffalo milk and certain finished products (two types of cheese: buffalo telemea cheese and mouldy cheese).

RESULTS AND DISCUSSIONS

Figure 1 presents the results obtained for buffalo milk under physico-chemical analysis. The average values for the main parameters are the following: fat 7.88%, protein: 4.4%, lactose 4.65%; total dry substance 18.43%, density 1.04% (values comparable to data in specialty literature).

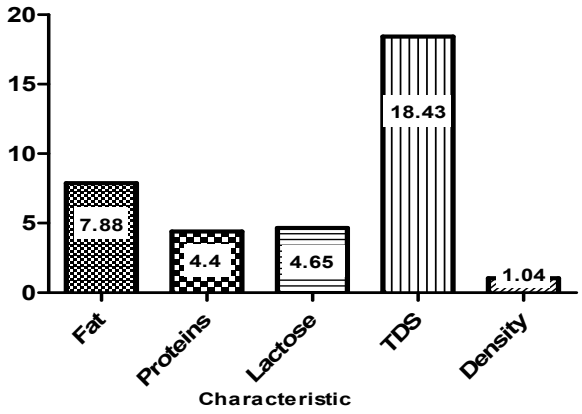

Figure 1 Average values and variability for the main physic-chemical indices for buffalo milk

Data obtained from research conducted resemble data obtained by the following researchers: [5] following researches conducted on Făgăraş buffalos, they obtained a percentage of 7.03% fat. If we compare data resulted from national researches with data obtained by foreign ones on buffalos in different breeding areas, researches conducted by [14] showed that an average was established for the fat percentage of 6.94%, while buffalos bred in SCPCB Şercaia showed a fat percentage of <7%. Following the research conducted by [8] on buffalo milk, fat was 7.74%, total protein was 4.35%, where casein was 3.57%, lactose: 4.57%, mineral salts: 0.79% and total dry substance: 17.45%. Milk quality is influenced by calving season, especially regarding the fat content, as the values obtained during the cold season are superior to those obtained in other seasons: 12.94% higher compared to spring values, 33.2% compared to summer values and 28.8% compared to autumn ones [3]. Milk composition may be altered before and after milking. If modifications occur in the mammary gland, it is certainly a matter of a disease or an antibiotic-based treatment or another type of medication. Nutrition may also alter the normal milk composition, but these modifications are extremely rarely encountered, but at regular time spans, nevertheless; the season may affect milk composition, due to nutrition differences during different yearly periods [4]; [7] for buffalos under study observed that the average percentage of milk proteins was 4.0%. If we compare the data with the ones obtained fro Italian buffalos, [13] obtained an average protein percentage of 4.65%. Following the research conducted on bubalines, [1] obtained the following fat values: in the case of Bulgarian bubalines: 7.50% for the Bulgarian murrah: 7.55%; for the Bulgarian and Caucasian murrah: 8.02%. Numerous researches conducted on bubalines by [16], on Transylvanian bubalines, as well as Murrah breed, the following average fat values were obtained: 7.40% and 8.35% for the Murrah breed. The representative values of the main buffalo milk components according to [10] are the following: specific weight: 1.029- 1.031 dry substance g/100 g milk: 16.7 – 18.5; fat g/100 g milk: 7.1 – 8.4; protein g/100 g milk: 3.9 – 4.3; casein g/100 g milk: 3.2 – 3.5; albumin g/100 g milk: 0.55 - 0.72; lactose g/100 g milk: 4.6 – 4.8; mineral substances g/100 g milk: 0.69 – 0.79.

N	Statistic Parameters	Water %	NaCl %	Fat/SU%
Telemea cheese				
23	$s \pm s_x$	47.62 ±1.08	3.28±0.12	46.17±0.15
	S	3.76	0.42	0.52
	V	7.89	12.69	1.12
Mouldy cheese				
19	$s \pm s_x$	46.18 ±0.29	3.12±0.10	46.62±0.30
	S	0.99	0.35	1.05
	V	2.14	11.12	2.26

Table 1 Values for the physic-chemical parameters

Milking frequency also affects the total milk production, as well as the fat content. As follows, a presentation will be made on the results obtained from determinations conducted on physico-chemical parameters for the two types of cheese traditionally obtained from buffalo milk. Following analyses performed on samples, the results emphasized in table 1 were obtained.

Samples collected for the control of physico-chemical cheese quality complied with the standard regarding colour: white yellowish, with no visible foreign bodies, specific odour of the telemea and mouldy cheese. In the case of buffalo milk telemea cheese, the water average was 46.18%, for NaCl 3.12% and for fat/dry substance 46.62%, showing slight differences compared to the telemea cheese. According to the research conducted by [15], the physico-chemical characteristics in the case of cow milk telemea cheese were de following: moisture: 42.05-54.21%, salt content: 2.08-3.72%, fat/dry substance: 42.15-43.67%.

CONCLUSIONS

Bubalies under study present favourable traits for milk production and were initiated into melioration actions for existing populations, through artificial insemination with seminal material from Murrah bulls. large quantities of buffalo milk are not capitalized suitably, as many breeders prefer to use the milk for their own consumption or for feeding different categories of animals, due to the low price they receive for it, if commercialized. At present, in order to improve the quality and quantity of buffalo milk production in our country, the following aspects are paramount: the melioration of the existing population, providing appropriate technical and material bases, improving the breeding technology, maintenance, feeding and enhancing the economic efficiency of exploitation, respect for hygiene conditions.

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THE NUMBER AND TYPE OF FISH FARMS FROM SOUTH-EAST DEVELOPMENT REGION

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***Key words**: fish farm, South-East Development Region*

Abstract
The paper presents the number and type of fish farms from South-East Development Region. The paper was based on year 2007 statistic dates from National Agency for Fishing and Aquaculture. The dates were grouped by juridical status and production system of production unite, for this was calculated the percent and average number per county. After dates statistic work, was observed that exists 147 fish farms which 44 nursery (29, 93%) and 103 fish farms (70, 07%). Most of them are organized like Commercial societies. The county structure of them evidencing that to nursery fish farm type exists difference concerning them number (between 18, 18 and 35, 18%) and to fish farms them number (in percent) is very close levels (between 82, 36 and 64, 82%). In conclusion, we can say that from total number of fish farms, the most of them are located in Constanţa and Tulcea counties. For both of those two counties, the structure is maintaining from nursery production system as well as fish farm.

INTRODUCTION

The number and type of fish farms represents specific indicators of fish farms size effects about fish production as well as benefits obtained from this activity [2], [3]. South-East Development Region contains the majority of counties from Danube and Black Sea neighborhood and representing 15% from country total surface. In this way, the sea and river navy zones from Dobrogea [1] are considered very important fishing potential zones, this perimeter belongs to 6 counties. The actual limits of South-East Region included 6 counties: Constanţa, Tulcea, Brăila, Galaţi, Buzău and Vrancea.

MATERIAL AND METHOD

From total number of fish farms from our country (ANPA source) were selected only which belongs to Brăila, Buzău, Constanţa, Galaţi, Tulcea, Vrancea, to South-East Development Region, respectively. Those exploitations were grouped by juridical status and production system of production unite, for this was calculated the percent and average number per county.

RESULTS AND DISCUSSIONS

The first analyzed aspect followed to evidencing the fish farms total number (nursery and fish farms) from South-East Development Region. Those were structured by territorial and exploitation type criteria.

Conform to Table 1 dates, we can conclude:

- from 147 fish exploitations total number, the biggest percent belongs to fish farms located in Tulcea and Constanţa counties. The both counties have 85 fish exploitations, 85, 7% from total;
- the commercial societies, like exploitation type structure, are represented by 126 units, with 85,7% from total;
- the rest type of units are represented by low number, between 1 and 4 exploitations.

Table 1. The number of fish exploitations from South-East Development Region (nursery exploitations+ fish farms), in 2007 (ANPA source)

South-East Develop-ment Region	Commer-cial societies	Sharing societies	Family societies	Authoriz ed person	Regional Forrest Office	IC DAP	County Office of Plant Protec-tion	County Agency for Sportive Fishing and Hunting	Total
Buzău	15				3				18
Brăila	14			2					16
Constanţa	30		1						31
Galaţi	9			1		4	1	2	17
Tulcea	53	1							54
Vrancea	5			4	2				11
Total number	126	1	1	7	5	4	1	2	147
Average number/ county	21	0,16	0,5	0,83	0,83	0,66	0,16	0,33	24,5

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Table 2. The number of fish exploitation by RUA system – nursery (ANPA source)

South-East Develop-ment Region	Commer-cial societies	Sharin g societies	Family societies	Authorize d person	Regional Forrest Office	I CD A P	County Office of Plant Protec-tion	County Agency for Sportive Fishing and Hunting	To tal
Buzău	3				1				4
Brăila	3								3
Constanţa	10								10
Galaţi	4					1		1	6
Tulcea	19								19
Vrancea	1				1				2
Total	40				2	1		1	44
Average number/ county	6,66				0,33	0, 16		0.16	7, 33

Table 3. The number of fish farm exploitations by RUA system

South-East Develop-ment Region	Commer-cial societies	Sharing societies	Family societies	Authorized person	Regional Forrest Office	ICD AP	County Office of Plant Protection	County Agency for Sportive Fishing and Hunting	Tot al
Buzău	12				2				14
Brăila	11			2					13
Constanţa	20		1						21
Galaţi	5			1		3	1	1	11
Tulcea	34	1							35
Vrancea	4			4	1				9
Total	86	1	1	7	3	3	1	1	103
Average number/ county	14,33	0,16	0,16	1,16	0,5	0,5	0,16	0,16	17, 16

Table 4. The fish farms number exploitation structure from South-East Development Region

Specification	Total exploitations		Fish exploitations-nursery system		Fish exploitations-farms	
	Number	%	Number	%	Number	%
Buzau	18	12,24	4	9,10	14	13,60
Braila	16	10,88	3	6,82	13	12,62
Constanta	31	21,10	10	22,72	21	20,38
Galati	17	11,56	6	13,64	11	10,68
Tulcea	54	36,74	19	43,18	35	33,98
Vrancea	11	7,48	2	4,54	9	8,74
Total S-E Region	147	100,00	44	100,00	103	100,00

In table 2 is presented the grouping of fish nursing exploitation from South-East Region by juridical status of production unit criteria.

Regarding the dates containing in table 2, we concluded:

- the total number of this kind of exploitation is 44. From this, 39 are located in Tulcea and Constanţa counties and represented 86, 36%;
- concerning the type of fish farm commercial units those are majority for this type of exploitation. Are registered 40 exploitations for this commercial society type. The rest of units for the nursery system are in 1-2 units to Regional Forrest Office, Agency for Sportive Fishing and Hunting, ICDAP.

Concerning the fish exploitations which belong to RUA system – fish farm, it can notice that this system is dominated as number and the levels are named in Table 3. We can conclude:

- Tulcea and Constanţa counties have 54, 36% from total regional number;
- Buzău, Brăila and Galaţi counties have together 38 exploitations (36, 98% from total region number);
- Vrancea county has 9 fish exploitation (8, 37% from total region number);
- type exploitation criteria distribution showing that commercial societies are most of them.

The actual number of this kind of units is 86 and represents 83, 49% from total region number. The 9 of fish farm belongs to authorized person and this number makes that category representative.

The unit territorial structure by exploitation type (total, nursery and farm) is presented in table 4. This situation is necessary to be known at the South- East Development Region level.

Analyzing the dates contained in table 4, we can conclude:

- from the total fish exploitations, 57,81 belongs to Constanta and Tulcea counties. For the rest of counties, the number of those exploitations varied from 10, 88% to 12, 24%;
- the number of nursery exploitations is bigger in Constanta and Tulcea counties, which have both, 39

Table 5. The comparative structure of fish exploitations number from South-East Development Region

Specification	Total exploitations	% from total county		
	Number	%	RUA-nursery system	RUA-farm system
Buzau	18	12,24	22,22	77,78
Braila	16	10,88	18,75	81,25
Constanta	31	21,10	32,23	67,77
Galati	17	11,56	17,64	82,36
Tulcea	54	36,74	35,18	64,82
Vrancea	11	7,48	18,18	81,82
Total S-E Region	147	100,00	29,93	70,07

exploitations, respectively 65,9% from the total number; the rest of counties has numbers between 4,54% and 13,63%;

- farm exploitations are presented in all counties, but the number of them is different. The counties can be divided in 3 categories: priority counties, Constanta and Tulcea (fish exploitations contained represent 54, 36 from total fish exploitations), Buzau, Braila and Galati counties have 36, 88% cumulated percents and Vrancea county which has 8, 73% from total exploitations.

The county comparison between types of exploitation is an analitique indicator and it's presented in table 5. It can observe territorial differences existed.

Analyzing the dates from table 5, regarding the comparative number structure of fish exploitations from South-East Development Region, we can observe that:

- at regional level, most of exploitations are farm type (70,07%) and in county structure the major number is in Constanta and Tulcea counties;
- the percent of nursery exploitations is between percents of two major potential counties (Constanta and Tulcea). Other 4 counties have relative closely percents values (between 17,64% and 22,22%);
- the percents of farm system is at 82,36 for Galati county and 64,82 for Tulcea county. In the same county, the amplitude for this category is lower.

CONCLUSIONS

Analyzing the existent number of fish exploitations from South-East Development Region, we can conclude:

1. From the total number of fish exploitations, majority are located in Constanta and Tulcea counties. The number structure for those counties is maintaining for exploitations with nursery system as well farm system.
2. Analyzing the distribution of fish exploitations by type of production units and juridical status, it can observe that commercial societies are majority. Regarding the authorized persons and family associations it is obviously those have farm system only.
3. The structure of two exploitations type (nursery and farm system) at county level evidenced following:

a) at nursery system exploitations exists differences regarding those number and the percent amplitude is significant(between 18,18% and 35,18%);

b) for each county majority of exploitations are farm system type; the percents of this exploitation category have closely level values (between 82,36% and 64,82%).

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CROSS CULTURE MEETING POINT FOR SLOVAK ENTREPRENEURS IN RURAL TOURISM

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Key words: *entrepreneurs, questionnaire, project Nemoland, agritourism, rural tourism*

Abstract
This article is focused on research if Slovak entrepreneurs could be involved in the project Nemoland which organization Nemo (Amsterdam, The Netherlands) has developed. The aim is to find opportunities, bases and consequences of cooperation with other organization that is involved in Rural Development sector and also is interested to be actively involved in Nemoland project. Nemoland is situated in the Polish country of Stara Kamienica, between the villages Chromiec and Kopaniec in the Sudety area of Polish Lower Silesia (south-west Poland). Project "Nemoland" (means "no man's land") is a cross culture meeting point in the unknown Polish, Czech and German border area, close to the Giant mountains (Karkonosze) and Jizera mountains (Góry Izerskie). The unknown borderland of Central Europe has a fairy-like landscape and is a source of forgotten stories, myths and legends. The aim of project Nemoland is to develop rural tourism and agritourism as tools for sustainable development.

Project Nemoland gives a lot of opportunities in the international sphere. If the project is successful in following years, it could be applied in foreign countries and became one good example of successful concept in Rural Tourism. By this project a huge target group could be reached. By this concept the international network could be developed in different countries. Finally the common benefit could be gained for the Dutch organization Nemo, Poland, Slovakia and future partners organizations as well. However the most valuable would be the benefit for the countryside and the sustainable development.

INTRODUCTION

Environment is the main topic of this century. Interest in and alleged adherence to the goal of sustainable tourism development is ubiquitous. Concurrently and paradoxically, it can be argued that examples of tourism sites and destinations that meet a demonstrable standard of sustainable development are relatively rare, and perhaps non-existent. There are several organizations, companies that are trying to preserve the most valuable areas and protect from pollution and negative influence of human activities. Many people are involved in this problem. There are many ways how reach this goal. NEMO is one of the representatives of this group who is interested in protection of landscape (Composite author, 2004). Nemo is using in Nemoland (Poland) the specific model of sustainable development by rural tourism, using three kinds of activities:

1. Learning, focusing on education;
2. Curing, focusing on health;
3. Working, focusing on participation and community building.

NEMO is offering the activity of walking and rambling to connect these 3 aspects in order to produce an attractive program for tourists. Expected research outcome is to find possibilities for exchange rural development project in Slovakia based on project Nemoland in Poland. By this research it could be shown the way of cooperation. The final information and data has to be useful for entrepreneurs to familiarize them with this concept of 4 aspects (working, learning, cueing and walking) in rural tourism.

The target group contains of organizations in Slovakia and entrepreneurs who are involved in rural tourism, sustainable development and protection of the nature. Also topic is relevant for local inhabitants, students and culture and nature oriented tourists. In the target group are included also small entrepreneurs and farmers, which are dealing with sustainable tourism in the countryside, like agritourism, ecotourism, culture/nature oriented tourism and walking tourism.

The idea to develop a new programme based on the myths and legends of the region, which is suitable for a broader target group (for instance troubled youth), comes from Nemo and Nemoland Poland (Fundacja Nemo). During the programme Nemo is the umbrella organization (Spruijt, 2007). The aim of Nemoland is to develop rural tourism and agritourism as tools for sustainable development by:

1. Empowerment and community building activities, like, events, cultural exchange, new economic activities;
2. Appreciation, upgrading and preservation of the local ecological, cultural and historical heritage, emphasizing the value of local culture, landscape, traditions and crafts;
3. Building understanding and awareness of different cross border cultures;
4. Generating new concepts and trends for promotion and corporate identity of sustainable tourism;
5. Promoting sustainable economic activity, offering alternatives for the Poland mining plans.

Situation in Slovak Republic

Slovakia is situated in centre of Europe. The primary superlative in Slovakia is the fact that it is a Little Big Country. That is because in relatively small area the visitors can find almost everything-natural wealth, historical monuments, entertainment and leisure activities, with the exception the sea. There are high mountains and broad lowlands, wetlands and desert, abundant sources of water in the form of rivers, waterfalls and lakes. Our 1000-year-old cultural heritage can be seen in the medieval towns, romantic castles, magnificent manor houses, archaeological sites, varied folk architecture and living folklore. If we consider all this aspects we can see that Slovakia has favorable conditions for rural tourism.

Slovak Republic as well as Poland or Czech Republic is rather rural country. However, Rural Development and it is orientation for integration rural development is new concept for Slovak Rural communities and for farmers as well. Rural tourism would require much more attention especially in the field of training and capacity building. Rural micro regions play very important role in rural tourism development. Many farmers and people involved in agriculture don't have enough information about the actual topics in rural development projects and possibilities how to work within. In some cases farmer would like to develop agritourism centre but on the other hand he doesn't has available information and experience.

Slovakia, regarding its geographic location in the center of Europe, has extremely favorable conditions for rural tourism, especially for agritourism. Beside the natural richness, such as mountains, caves, water areas, mineral waters, springs, the natural richness, rich fauna and flora, also historical buildings, held in relatively good state, castles, fortresses, mansions, natural architecture and many live traditional crafts can attract the tourist. Regarding all this, Slovakia is able to satisfy the needs of the most demanding our or foreign tourist.

Slovakia is offering a plenty of secluded villages, settlements and homestead with beautiful nature. The main interest of rural tourism is to waked up this areas and involved them to the activities, projects, to gain financial aid to these regions and create a new work opportunities for local people. The aim is not to change rural regions for big tourist's center but to preserve their original character (Otepka – Habán, 2007). In Slovakia, there are many possibilities to develop and promote rural tourism. Especially in western part of country it would be very effective and useful action. In this area are high unemployment and fewer possibilities for work. Working with rural tourism could bring firstly a new job opportunities and secondary maintain beautiful nature and heritage which is over there.

Rural tourism development in the Slovak Republic

Rural areas in EU-15 accounted for about 80 % of European territory (CEC, 1997); this average share even increased with the recent round of accession. 3 4 The EU rural development legislation is increasingly focused on a transition from productive agriculture to integrated rural development. Integrated rural development (IRD) is the concept that lies behind the recent reform of the Common Agricultural Policy (CAP), which brought changes to EU policy-making through the Rural Development Regulation. IRD tries to overcome past failures in uneven and unsustainable developments of rural areas by broadening the agenda beyond agriculture and integrating sectored economic policies and environmental issues in a territorial concept fitted to local circumstances. In the context of IRD, rural tourism is promoted as a source of income-generation in rural areas and a possibility for farmers to diversify their production, in particular in marginal or lagging rural regions with high ecological values.

Slovak Republic as well as Poland or Slovenia is rather rural countries. However, rural development and its orientation on IRD is relatively new concept for Slovak rural communities promoted by EU rural policy. Sectoral operational program for multifunctional agriculture and rural development is thus key document adopted at national level and executed ender the competence of the ministry of Agriculture. Most of the activities in the first program period 2004-2006 was oriented on rural tourism development and financed from Agrarian Guarantee European Fund. The financial assistance is being given in the form to the refund of parts carried by the beneficiary (of the farmer or the household member and the legal person) of classified costs of the project. In 2004-2006 there was also support from the Regional Development European Fund for rural tourism development. The action mentioned above will be continued in next years of programming, i.e. in 2007-2013. Since January 2007 the promotion of the rural tourism will be supported from the new agrarian fund as part of the programme Development of Rural Areas. Thanks to this externally implemented institution and financial support rural tourism is slightly expanding in the Slovak Republic (Chobotova- Kluvankova-Oravska, 2006).

SWOT Analysis of Rural Development in Slovak Republic

SWOT analysis is the one of the implement with in it is possible identified the external levels and internal levels (Babinský – Babinský, 2004). External levels are analyzing the opportunities and threats which it is not feasible to influence. Internal levels are analyzing strengths and weaknesses on which have influence strategy and the elite activities.

MATERIAL AND METHODS

The article is written by descriptive and analyze methods.

The current project of an organization NEMO is mentioned. The actual conditions of rural development in Slovak Republic are described. The present situation about enterpriser involved in rural tourism in Slovakia is mentioned. The example of cooperation between Nemo and Slovak entrepreneurs is interpreted. Finally the recommendation and conclusion is developed.

The required information and data were collected from different sources:

Table 1: SWOT analysis of rural development in Slovakia.

STRENGTHS	WEAKNESSES
▪ Richness and quality of landscape, mountains and cultural and natural heritage has high recreational value ▪ Dense and relatively stable structure population is contributing to the strong social structure in the rural areas, protect the folkloric culture and it could became focal point for future development of business and infrastructure ▪ The most of the environmental property and cultural heritage in rural areas is protected and controlled ▪ The most of the farming production is situated in large entities, they have to be responsible to lead competitive farming network ▪ Huge figure of smaller farms represent strong commercial maker and the process big structural change is starting to be more realistic ▪ Young age structure and high trained stage of agricultural labor, especially in the food production	▪ Stagnate productive farms system, characteristic wear out building, device, facility ▪ Lack of money/interest to invest to increase level of added value in processing of food ▪ Move out people from rural areas decreased human sources and created unfavorable demographic structure ▪ Generality undeveloped professional knowledge's rural population ▪ Low productivity labor ▪ Dependence population in rural areas to the public support ▪ Insufficient using of rural sources within enormous economical potential ▪ Rural areas received investment which are unequal in Slovakia ▪ Deficient of technical, public and social services in rural municipal autonomy ▪ Undeveloped Communication and transportational network between rural region and external market
OPPORTUNITIES	**THREATS**
▪ Maintain cultural character countryside ▪ Diversification economical station rural areas, start up the division which offer finalization process and distribution in local and external market ▪ Interest and involvement of young people in active business ▪ Building the facility in environment, for instance for tourism and free time activities	▪ Social separation countryside ▪ The problems comes from expansion association whose are in distant from region ▪ Inability to create high level of regional physical infrastructure to prepare the way for economical and social development of region

- Documents an organization NEMO
- Available literature
- Electronic sources
- Interviews
- Questionnaires

The main information for thesis was gathered up from Dutch organization NEMO. The documents from previous programs and projects, which an organization Nemo has developed in past were collected and implicated in description chapter.

Another sources of information were reached from books about Poland, Slovakia, about agritourism and rural tourism, from monographs, magazines, newspapers and brochures of tourist organizations.

Electronic sources meaning websites has given actual data's and information whose could not be reached from books or monographs. Those facts are important to better analyze the problems and easier gives suggestion for solution to answer certain problem.

One of the most important parts of sources is an intended interview. Interviews were made with "key" persons. The representatives of organizations gave direct answers and clear information.

Questionnaires were collected by two different ways. During the research the questionnaire were spread to the main agritourism entrepreneurs involved in rural tourism in Slovakia. Totally 70 agritourism entrepreneurs were asked. 20 of them have been contacted by call and 40 of them were sent email. We reached 19 answers.

RESULTS

Nemo has been already cooperated with organizations in the Netherlands and in Poland .The new collaboration in Slovak Republic is big challenge. Organization Nemo wants to develop Nemoland as a cultural crossing point between west, middle and Eastern Europe. It could be a medium between Western Europe and Slovak Republic. Important and interesting in this collaboration is to introduce the Slovak landscape and culture to Western Europe and to meet people from Slovak Republic by organizing activities together (Spruijt, 2007). Research is based on 2 stages:

1. Questionnaires

2. Finding the partner for project Nemoland in Slovakia

Questionnaires were developed to better understand the actual situation of rural entrepreneurships in Slovakia. It gives overview of certain possibilities of entrepreneur. Questionnaires are useful for organization Nemo to check possibilities and level of development rural accommodation. The last part of questions is giving the statement of enterprisers about concept of Nemoland. This could be helpful to have at least first impression from Slovakian entrepreneurs about applicability of concept Nemoland in Slovak Republic.

Second part of research is concentrating to find real and serious partner in Slovak Republic who is interested in project and who is willing to cooperate on it. It is given an example that Slovak entrepreneurs could be involved in project Nemoland. It shows the positive aspects of collaboration between an organization Nemo and Slovakian entrepreneurs.

Criteria for selection partner

The most obvious characteristic of a project is that it has to achieve some particular purpose, and this is normally indicated in the projects name (Brown, 1992). The project Nemoland gives space for several stakeholders. Important part to define the partners is to consider several aspects:

- the main goals of organization Nemo;
- the activities of concept Nemoland;
- the main goals of Slovak partners organizations.

These are the most important aims, which have to meet in proposal for cooperation. In the goals of Nemo are included

rambling, sustainable development and to protect countryside. The main activities which concept Nemoland is offering are walking, curing, learning and working. The main goals of Slovak partner's organizations have to meet in with objectives of two previous aspects.

In the process to find the right partner in slovakia were used two way of communication: calling (personal correspondence) and email (sending requirement information). Ten organizations were addressed to join to the project. From the professional point of you the organizations who's answered negative are not mentioned there. Only two of all of them responded positive way. Finally one serious partner called the slovak association of rural tourism and agricultural tourism was founded.

The slovak association of rural tourism and agritourism

The slovak association of rural tourism and agritourism, originally association of slovak business entities involved in agritourism, was established in 1992 as one of the first professional associations focusing on development of rural areas and agricultural tourism.

The slovak association of rural tourism and agritourism is an organization associating legal entities, natural persons, self-governments and other institutions concentrating on rural areas and their sustainable development.

DISCUSSION

It is discussed that tourism development is usually encouraged for two reasons. These reasons are: employment and income, to results of visitor spending. Tourism spending creates jobs and local inhabitants will become a increased spending power because of the tourism income. This phenomenon is called the multiplier effect. By use of the tourism development negative impacts will occur as well. The new jobs created by tourism development tend to be low paid, seasonal, part-time, limited of career prospects, and tend to have unsociable hours. A sustainable tourism development approach can help limiting these negative impacts (Godfrey – Clarke, 2003).

In the point of you of Rural Tourism is important to start from beginning what the definition means. This definition has to be the same for the state in EU and for the Slovak Republic as well. Afterwards we can speak the same language and better solve the problem relate rural development. One constrain is that is not possible to accomplish the objectives If we are not going to consider also particularity in Slovak rural tourism and the historical evolution which has been reached in agriculture and more works opportunities in rural tourism. Rural development is linked to the concept of sustainable development (of the countryside). It was first widely explained in Agenda 21 and defined by the Brundlandt Commission as a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations (Duijnhouwer – Veldhuis, 1996).

Agritourism is enterprise activity of farmer focus on tourism development. It includes specific possibilities of agro-entrepreneur, direct for satiation of recreational demand of tourists.

The processes of rural development already exist in European Union for years. Even in new Member States (that joined in 2004), like Poland, they started some time ago. But there is still not enough knowledge and resources and sometimes even people's will to change their current situation and improve their way of living. In the community Stara Kamienica there is will and concept. The resources sometimes lack but there are a lot of possibilities to find them (like by support of NEMO Foundation). But in the same time there are many threats that should be liquidated. This thesis report will present the current situation of rural development and agritourism potentials and conditions in community Stara Kamienica and will try to create strategy for the future for main actors involved in these processes (Kowalska, 2006).

CONCLUSION

The main aim was to find out partner in Slovakia to cooperate with organization Nemo on concept Nemoland. The project called "cross culture meeting point "gives a lot of opportunities for several organizations to join it. This concept contained of 3 activities: working, curing and learning by walking around. By analyzing each activity it was found the certain field of organization in Slovakia. To achieve this level, research was made. It included two different stages, which had to be accomplished. First stage was dedicated to the analysis of entrepreneurs of rural tourism in Slovakia. The method of questionnaires was used. This part gave an overview about entrepreneurs in rural tourism in Slovakia. It is useful also for organization Nemo to have some first statement from Slovak entrepreneur about the project. The main research was concentrating to find Slovak partners organization for cooperation on project "Cross culture meeting point". Finally the one partner organization was reached for cooperation with Dutch organization Nemo called The Slovak Association of Rural Tourism and Agritourism.

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STATE OF RURAL DEVELOPMENT AND AGRITOURISM IN CHOSEN REGIONS OF SLOVAKIA AND GREAT BRITAIN - COMPARISON AND EVALUATION

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Abstract
The article is focused on problems connected with rural development in Slovakia and Great Britain. There are chosen specific areas with the highest capacity for development of rural tourism, which can be a possibility of local farm diversification. We compared these regions and suggested opportunities for their development in future. Orava, Liptov, Horehronie and the north of Považie are the analyzed regions in Slovakia. Their characteristic features are virgin nature, traditional architecture, folk customs and traditions. These areas belong to regions with higher unemployment rate and with increased migration to towns. To become sustainable they have to find new sources of income, which will ensure financial stability and will reduce social disparity. Great Britain is one of the most developed countries in the world. Apart from industrial centers there are also marginal areas located. Such areas remind us of Slovak rural regions. Both are orientated on cattle breeding, organic production and rural tourism.

INTRODUCTION

From the last few years of the 20-century, the question of sustainable development became one of the most important problems connected with the Common Agricultural Policy (CAP) in European Union member states. The place, which plays the major role in gradual asserting of sustainable development principles, is the countryside.
Slovak countryside is passing through many changes, which are connected with European Union joining. Professional management and coordination of the development by subsidies are important realms and will play the key role in development of the Slovak rural regions in future. Western European countries regard maintenance of rural regions as an important step for the future. However, their historical situation is different from Slovaks - from the political point of view. Inhabitants of their countrysides have more than one source of income – not only intake form agricultural products, but also from other activities. This gives them higher financial stability. That's why the diversification of farm activities should become one of the main devices, which will help the farmers with their self-sufficiency and of course increase the quality of their lives.
Natural characteristics of Slovak countryside are suitable for development of tourism and these areas have also ideal conditions for development of its forms: "rural tourism" and "agritourism". Function of those forms in the progress of rural development and subsequent sustainability is significant. It could be one of the main sources of income to the marginal regions of our country. Even though, Great Britain is one of the most developed countries in the world, there are many rural regions, where are agriculture and tourism the primary sources of income. There are some beautiful rural areas with preserved nature, but with higher rate of unemployment and worse social situation. These characteristics show us several mutual signs of Slovak and British countryside.
There is lack of experience with solution of this kind of problems in Slovak rural communities nowadays. Management of development just began its activities and there are many primary problems - like uncompleted technical infrastructure, lack of interest from local people, or their weaker knowledge ability. These problems need to be sorted out by gaining experience from the other EU member countries. Rural development is directly connected with CAP. European Economic Community (EEC), in the first years of its existence, created a sectoral supportive fund – European Agricultural Guidance and Guarantee Fund (EAGGF). This fund was created for agriculture funding, where rural development was also involved. EAGGF was a part of structural funds until year 2004. There is EAFRD – European Agricultural Fund for Rural Development, which funds the rural areas nowadays (EAFRD, 2008).
The main objectives of this study are:
- analyze the situation within the rural development in European countries: Slovakia and Great Britain;
- chart current state of agritourism in rural regions of Slovakia and also in English North East region and to it closely connected Scottish region Borders;
- evaluate potential of both regions for development of agritourism in the future;
- suggest new possibilities and directions for the development of tourism in rural areas of Slovakia by using experience of English county Northumberland, which belongs to the North East region, and also by using experience from the neighbouring region Scottish Borders.

MATERIAL AND METHODS

By elaborating this research, following methods were used:
- compiling of literature focused on CAP, multifunctional agriculture, rural tourism and agritourism in Slovakia and in Great Britain;
- present rural development and agritourism state in rural regions of Slovakia and Great Britain;
- SWOT analysis of chosen rural regions of Slovakia and Great Britain;
- Slovak and English rural development plans studying and informational literature from local rural areas assembling;
- consultation of rural development and agritourism possibilities in authorized Slovak and English information centers.

RESULTS

Characteristic of Slovak regions, which are focused on rural tourism and agritourism

Slovakia is one of the countries that have miscellaneous nature and rich history. There are large urban centers, but also outlying regions with lower population density. Visitors can find there many interesting attractions and attractive targets, e. g.: high mountain ranges, mountain lakes and wild rivers, deep forests and peaceful valleys, sights of historical and cultural interests, untouched nature and numerous thermal water springs with healing effects. However, not all Slovak regions can offer possibilities to spend holydays for its visitor in these rural conditions. We can divide Slovak regions into more groups and so point out which are suitable for agritourism. According to Weiss et al. (2005), there are four levels of potential for agritourism: (1) *Basic* – country seats in agricultural country, population density is no more than average, not so much undulating landscape - more flatland, presence of forests in smaller part, rivers and lakes, some possibilities for tourism. (2) *Average* - country has some original features in moderately undulating landscape with predominant agriculture and smaller presence of forests, some rivers and lakes, some possibility for tourism. (3) *Good* - country has partly preserved original character, varied sub mountain maybe mountain landscape, or attractive flatland with smaller population density and with less intensive agricultural production, higher percentage of forests and grasslands, with good opportunities for tourism. (4) *High* – country seats with traditional urban planning and architecture, dispersed settlements, varied mountain landscape with high percentage of forests and grasslands, special and extraordinary attractive countryside and many opportunities for tourism.

Four Slovak regions were classified as regions with *high potential* according to mentioned classification: *Oravský, Liptovský, Horehronský, Severopovažský*. Here is the classification of the rest regions. *Good potential:* Strednopovažský, Podunajský, Turčiansky, Ipeľský, Gemerský, Pohronský, Tatranský, Spišský; *Average potential:* Bratislavský, Záhorský, Nitriansky, Hornonitriansky, Košický, Šarišský, Hornozemplínsky, Dolnozemplínsky; *Basic potential:* Dolnopovažský.

CHARACTERISTICS OF ENGLISH RURAL REGIONS

English rural regions are located in marginal parts of the country, in the borders with Wales and Scotland. These also belong to the highest producers of agricultural products. Lower education level, lower income and higher unemployment rate in compare to the rest of England is typical for these rural regions.

Support from European Union for rural areas went through some changes in last few years and as the period 2007 – 2013 came, there was new planning document created for England, which rules funding and supporting activities nowadays. Present "Rural Development Programme for England (RDPE) 2007 – 2013" comprises sequence of financial sources and is based on following priorities:
- enhance quality of environment and countryside - Environmental Stewardship;
- assure better communication and sustainability of agriculture and forestry – by supporting competitive fight on market focused on knowledge and skills transformed into innovations;
- improving opportunities in rural regions – by investing in practical skills, small businesses and its revitalisation, with pointed support for these regions, which needs it most. It involves both farmers sector and whole rural economy (EAFRD 2007-2013).

According to RDPE 2007 - 2013, the North East region, its county Northumberland and region Scottish Borders, belong to rural regions typical with lower education and negative demographic situation and higher rate of unemployment.

SWOT analysis

When comparing the main characteristics of the rural areas with high potential for agritourism in Slovakia (Orava, Liptov, Horehronie, and North of Považie) and similar regions in England and Scotland (Northumberland and Scottish Borders) is suitable to assess them by using SWOT analysis. This method is used in Great Britain as well. Outcome of this method is a complex region overview.

SWOT analysis of Slovak countryside

Strengths
- diversity of countryside and settlements in it
- rural areas are rich in cultural and historical places of interest
- there is still developed folklore and local traditional knowledge and culture
- there are many small and middle sized settlements with preserved features of national, regional and folks culture
- recreational and tourist potential of Slovak countryside is high – ideal for agritourism development
- educational system is also high – dense network of primary and high schools, forms of other education
- there are many professional groups, interest groups and associations
- traditional professions are being re-established again
- production of local and regional gastronomic specialties is active

Weaknesses
- negative population trend in many countryside settlements

- insufficient amount of money invested into village renewal
- lack of employment opportunities in rural regions
- inhabitants of rural regions are moving to urban centres because of work opportunities
- poor management responsible for the planning "from the bottom to the top"
- local people stay out of the main decisions processes
- local people often show lack of interest (poor public education)
- there are plans of economical and social development missing in many villages
- lack of communication and cooperation between different government (private) sectors, which are responsible for national rural development
- high percentage of inhabitants are retired

Opportunities
- farm diversification can improve overall economic situation of the farmers
- possible rural regions visitors numbers increasing and development of business activities in countryside
- agritourism could be better supported by government, development of more organizations and associations
- bigger support for education
- gradual integration of local people in the administration processes
- new job creation in rural regions

Threats (Risks)
- methods and activities of partners on local level are not coordinated
- development projects are not complex
- mobility of working labor is low
- low interest in public problems
- purchasing power of villagers is relatively weak, so is their capital for investments

SWOT analysis of the countryside in English – Scottish border area
Strengths
- there aren't big urban centres neither in the Scottish nor in the English border areas (all urban settlements are smaller than 35 000 inhabitants)
- there is predomination of small villages and hamlets, agricultural farms, which are great for agritourism development
- villagers from small settlements still observe traditions
- participation in local problems is for inhabitants commonplace
- there are many interest group and local action groups, which are interested in different subjects – environment, traditions, local accent, dancing etc.
- gastronomic specialty are attractive for visitors from overseas
- system of subsidies from EU is working well, LEADER initiative is well implemented

Weaknesses
- insufficient propagation of this regions beyond its borders, there isn't typical holyday destination image
- poor knowledge ability of history, culture and tourism facilities in these areas
- not many attractions suitable for winter holydays or during rainy weather
- majority of businessmen have their businesses open just during summer
- level of education is low
- population structure isn't optimal, predomination of older people
- increasing of young people migration to bigger towns
- lack of farms with possibility of overnight stay or similar facilities, they are open just for day visits

Opportunities
- continual growth of local action groups numbers
- gradual development of out of season holydays
- increasing of educated people in rural development problems and in service providing
- there are many farms, which can open new accommodation – rooms, cottages, bungalows, caravans etc. for visitors
- increasing of new interesting jobs in agro – tourism
- support of new forms of tourism – agritourism and gastro-tourism

Threats (Risks)
- lack of communication between many different local action groups
- low local activities coordination
- continual leaving of working force in the economically strong regions
- price increasing caused overseas tourist losses

Tourism and agritourism direction in monitored regions of Slovakia and England
Tourism in Slovakia is focused on natural beauty and national parks attending and discovering hidden places in these protected areas. It is also focused on summer and winter sports, sightseeing tours of historical and cultural places of interest and museums, healing medicinal thermal springs and aqua - parks. It offers many different opportunities how to spend holyday – for Slovak people and also for foreigners. The countryside (and agriculture as its inseparable part) enriches tourism and it became base for development of new tourism forms nowadays.
Tourism in Great Britain is impacted by island character of this land and its distinctive climate. Apart from similar holyday activities, which are offered by Slovakia, here can holidaymakers practice water sports, fishing and scuba diving. Peninsula Cornwall, which lies in the southern part of the country, is with its beaches one of the most popular destinations. Among others tourist sights is important to mention capital city London, central part of the island – Lake District – with beautiful mountains and lakes or small mountain ranges Pennines and Cheviot Hills in the northern part. The most significant parts of Scotland are capital city Edinburgh with its castle and many historical sights, Aberdeen – the third biggest town and the characteristic untouched nature of Central Highlands and the neighbouring islands. Mountains without vegetation (especially trees) and countless number of lakes called here "Lochs" dominate in Scottish countryside. They offer to its

visitors' opportunity for fishing and sailing. Mountain range Snowdonia dominates in Northern Wales. Cardiff – the industrial city and capital as well – is located in Southwest. The last country that lies on British Islands is Northern Island. It attracts by its capital Belfast, miscellaneous coast, deserted mountains and green pastures.

Rural tourism and agritourism in Slovakia offers its services to the tourists via ranches, guesthouses on farms or shepherd's huts. It is possible to get accommodation in private as well. The difference between Slovak agritourism and tourism in North East region is the length of the visitors stay. Many of Slovak enterprisers in this branch do offer the possibility of overnight stay or holiday for more days. Visitors can stay in one locality for a week and learn about its surroundings, nature, culture, history, habits and traditions of local people.

In England it is typical to visit agritourism farm just for one whole day. There is not possibility of overnight stay. Visitors pay admission for entrance. This price includes guided tour of the farm, walks and contact with farm animals. Visitors can touch them, milk them, taste and buy local products coming out from such farm. There are many different services and facilities on farms – restaurants with local food and specialties offer, possibility to buy own vegetables and fruits or coffeehouses. Many of these farms are focused on children, so we can often find playgrounds here.

DISCUSSION

Between *mutual equal signs* of compared areas – Slovak regions suitable for agritourism development, and English region North East with it county Northumberland and Scottish Borders region – belong:

- low population density;
- lower network of communication;
- dominating agricultural activities;
- poor education of people who set up their businesses in agritourism.

Between characteristics, which are *different*, belong:

- the number of local action groups and organizations;
- quality level of the technical infrastructure;
- tourist information and attractions marking;
- quality of the present accommodation services.

CONCLUSION

We were focused on the question of sustainable development in Slovakia and Great Britain. We clarified present trends of the rural and agriculture politics in these countries and we compared integration of rural development, tourism and agritourism in selected regions. The SWOT analysis was used to monitor the present state of regions, which are suitable for rural tourism development in Slovakia and in chosen regions of England and Scotland. We assessed their potential for development of these forms of tourism. On the basis of obtained information we summarized their common characteristics, among which belongs beautiful untouched nature, hospitable local people, who preserve traditions and rich cultural and historical heritage. We summed up the ways, how are these positives used by British regions and how they take advantage of them when planning rural development activities. At the same time, we described the differences between compared regions and focused on possibility to improve negative facts in the state of rural development in Slovakia by using experience form Great Britain regions.

There are suggested new ways of future development activities for Slovak regions and pointed out agritourism importance for these regions in the future. We pointed out importance of settlements systematic development planning, creation of development documents and plans, and the meaning of subsidies coming from EU. Nowadays, the first appropriate step would be to start a bigger advertising campaign in media. This should be focused on the possibility of rural development in our regions. Another step would include local people knowledge ability stimulation. Because this local people are closely connected to the regions and the opportunity to gain from the EU subsidies or LEADER can help them improve their quality of life in the beautiful Slovak countryside.

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RURAL – URBAN INTERACTIONS. INFLUENCES ON THE RURAL DEVELOPMENT PROCESS IN THE NORTH –EAST REGION OF ROMANIA

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Key words: *interaction, rural, urban, development, planning*

Abstract
This paper aims to present the interactions that occur between urban and rural, realizing a strict separation of these two areas, their populations and their activities here. This thing is being reflected in the division of policies on spatial and sectorial criteria, urban planners usually concentrating on the importance of urban centers as commerce and transportation nods in the regional policy giving little attention to agricultural or rural-led development. It is based on statistical data provided by the Ministry of Agriculture, Forests and Rural Development and by the National Statistics Institute and on direct observation executed in the North – East region of Romania. The data has been processed into the following indicators: aging indicator, average number of rural inhabitants, active occupied population, infant mortality, the average index of poverty and others. This paper represents an overview of how the strategies of urban and rural are intertwined. It ends with some recommendations on how the planners and decision makers can take these issues into consideration.

INTRODUCTION

Rural development includes all actions aimed at improving the quality of life of people living in rural areas, to preserve natural and cultural landscape and ensure sustainable development of rural areas under specific conditions for those territories [1]. After 1989, the importance of research regarding rural development has grown due to the fact that for the modernization of a rural village it is a mandatory condition that of having an approved local development strategy for accessing development funds. In the North-East region of Romania, the importance of rural-urban influences must be researched when a rural development strategy is composed due to the importance of agricultural based revenues in all branches of the national economy [2]. The importance of the North-East region in the national economy is given by is share in the PIB (Gross Domestic Product) and in the number of occupied person.

MATERIAL AND METHOD

In order to characterize the influences that urban centre have over the development of rural communities , the following indicators were used : the average poverty index, aging index, average number of rural inhabitants, average income per inhabitant, investment opportunities, distance to the closest urban centre, average agricultural surface per rural inhabitant and others. The data, collected from Ministry of Agriculture, Forests and Rural Development and from the National Statistics Institute have been statistically processed and interpreted, establishing the type of influences that urban centers exert on small rural communities, positive and negative linkages between these two types of localities. Also, the paper is taking into consideration the research that is currently in progress in this field across the world.

RESULTS AND DISCUSSIONS

The North-East region presented, in 2007, a number of active occupied persons in the national economy of 1,246 million. The average income per employee was of 765 RON/month in the same year. In a month, a household usually spent 409, 1 RON. The rural-urban migration rate in 2006 was positive reaching a value of +788 rural migrants [6].

Rural – urban interactions can be divided into two categories [5]:

1. Linkages across space (such as flows of people, goods, money, information and waste);
2. Sectorial interactions, which include "rural" activities taking place in urban areas (such as urban agriculture) or activities often classified as "urban" (such as manufacturing and some services) taking place in rural areas.

Rural – urban linkages are influenced and often intensified by macro – level changes, including structural adjustment and economic reform, which affect both urban and rural populations. These kinds of linkages also vary according to local, historical, political, socio – cultural and ecological factors [5].

In the North – East region of Romania, the two types of interactions have been influenced by the factors above mentioned being particularized.

The SPATIAL LINKAGES are important taking into consideration the flows of people and goods from rural to urban and back and the importance of multi – spatial households on rural development.

The flow of people from rural-to-urban (Table 1) is often seen as essential and contributing to uncontrolled growth of urban centers and related urban management problems in many cities in the North – East region of Romania [6]. This has resulted in many policies to discourage or control internal migration. Many cities have sought to make themselves relatively inhospitable to new rural low –

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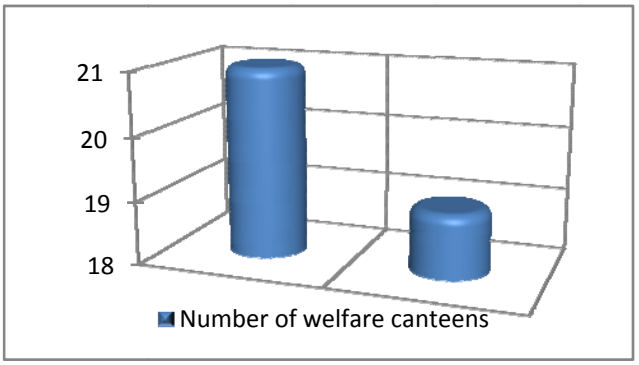
Table 1.Structure of urban and rural internal migration flows, determined by permanent residence changing

Specification	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
	Rates per 1000 inhabitants																
Total	33,9	11,3	12,9	10,6	11,7	12,8	13,0	13,4	12,3	12,3	10,9	12,7	14,7	15,3	17,1	12,6	15,5
From rural to urban	45,1	10,7	9,4	6,9	6,6	5,9	5,9	5,6	4,9	4,7	3,9	5,7	6,2	6,6	6,6	5,1	6,3
From urban to urban	11,7	4,3	5,8	5,0	5,6	6,1	6,5	6,1	5,9	6,0	4,7	6,4	7,2	7,8	8,1	6,5	8,5
From rural to rural	6,1	4,7	6,3	5,7	6,5	7,8	7,0	7,6	6,4	5,9	5,5	5,6	6,8	6,3	7,9	5,6	6,6
From urban to rural	2,5	2,5	3,8	3,4	4,7	5,8	6,7	7,9	7,7	8,3	8,1	7,8	9,5	9,8	12,0	8,3	9,7

Fig.1. Number of welfare canteens in the N-E region



income migrants, for example, by reducing the social assistance given to these social categories, lowering welfare, raising artificially the land price for a reduced access for new migrants to land property (Figure 1). These measures have little impact aside from lowering welfare, especially for the poor.

The flow of goods as a spatial linkage factor between rural and urban areas are an essential element. The "virtuos circle" model or rural-urban development emphasises efficient economic linkages and physical infrastructure connecting farmers and other domestic producers with both local and external markets. This has three stages [5]:

1. Rural households obtain higher incomes from the production of agricultural based good for non-local markets and increase their demand for consumer goods;
2. The increase in consumption leads to the creation of non-farm jobs and employment diversification especially in small villages known as agricultural production areas close to urban centers (such as Miroslava is for Iasi or Copalau is for Botosani);
3. The creation of non-farm jobs absorbs the surplus of rural labour, raises demand for agricultural produce and, as as cycle, boosts agricultural productivity and raises rural incomes;

However, the proximity to urban centers is not neccesary a factor for immediate rural development because of easy access to local markets. The proximity to an urban center can be a negative factor that influences rural-led development because it causes the reduction of consumption of agricultural produce by rural inhabitants.

The positive and negative factors that influence rural development are intertwined[5]. The rural-urban interactions cause some of these factors to be accentuated in some cases. In the North – East region of Romania, the positive and negative interactions between rural-urban areas (Table.2, Table.3) have "given birth" to a series of characteristics that, if put into a pattern and interpreted, can be used to analysed the rural-urban interactions in all the development regions of Romania.

Multi – spatial households, as a spatial linkage, means that household membership is usually defined as "sharing the same pot", under the same roof [3]. However, the strong commitments and obligations between rural-based and urban-based individuals and units show that in many instances these are 'multi-spatial households', in which reciprocal support is given across space. For example, remittances from urban-based members can be an important income source for the rural-based members, who in turn may look after their migrant relatives' children and property. These linkages can be crucial in the livelihood strategies of the poor, but are not usually taken into consideration in policymaking.

SECTORAL INTERACTIONS IN THE NORTH-EAST REGION

The growth of urban agriculture since 1989 has been understood as a response to escalating poverty and rising food prices or shortages, often exacerbated by structural adjustment and economic reform [3]. Recent research shows that its nature may be changing and that at least in low income regions such as the North-East region, a significant proportion of high and middle-income urban farmers engage in commercial production. The increase in non-agricultural rural employment, or deagrarianisation, is an ongoing process in this region. There are several reasons for this. Amongst them, environmental degradation, population growth and land subdivision make it difficult for large numbers of farmers in many regions to rely solely on agriculture. Access to nonagricultural rural employment is mediated by culturally-specific formal and informal networks which may be based on income, political and/or religious affiliation, ethnicity, household type, gender and generation. This can constrain some groups' access to the opportunities provided by deagrarianisation and occupational diversification. Non-agricultural rural employment can be an 'accumulation strategy' for farmers with assets and access to urban networks [4]. For these groups, profits from urban-based activities are often re-invested in agricultural production, resulting in capital and assets accumulation. For other groups, however, engaging in non-agricultural rural employment may be determined by lack or loss of land, capital or labor. Moreover, social marginalization can limit access to non-agricultural activities, and individuals and households with little access

Table 2. Negative rural – urban interactions in the North-East region

International context: limited access to international markets for small-and medium-sized producers; unstable commodities prices. Foreign investment concentrates in large-scale export production; imports compete with locally produced goods. National context: inequitable distribution of and access to land; regionally imbalanced growth strategies including limited provision of infrastructure, credit facilities for small-and medium-sized producers, and basic services (education, health, water and sanitation); lack of support to local government; unregulated institutional structure of markets. Local governance: unaccountable, with inadequate resources and capacity; not integrated with national planning.
Regional rural area • Farming dominated by large export-oriented units • Demand for sophisticated non-farm goods and services mainly by wealthier élite • Limited opportunities for local income diversification and low incomes from small-scale farming triggering migration • Local labor shortages and decline in small-farm production
Local urban centers • Limited role in basic service provision and provision of cheap imported goods • Economic and population stagnation and decline
National and international urban centers • Produce by-passes local centers in favor of larger export centers, value-added invested outside the region • Increased demand for imported goods • Increased influx of migrants from impoverished rural households

Table 3.Positive rural – urban interactions in the North-East region

Positive rural–urban interactions and regional development
International context: access to international markets for small-and medium-sized producers; stable commodities prices. Foreign investment supports local production; imports do not compete with locally produced goods. National context: equitable distribution of and access to land; regionally balanced growth strategies including satisfactory provision of infrastructure, credit facilities for small and medium sized producers, and basic services (education, health, water and sanitation); revenue support to local government; regulated institutional structure of markets. Local governance: accountable, with adequate resources and capacity; identifies local needs and priorities and responds to them; supports forward and backward linkages between agriculture and services and industry located in local urban centers; regulates local natural resource management; integrated with national planning.
Regional rural area • Equitable access to farming assets, including land • Production adapted to demand, increased incomes • Broad-based demand for basic non-farm goods and services increases • Livelihood diversification increases incomes, investment in farming and demand for goods
Local urban centers • Access to urban local markets and processing facilities, retaining value-added • Increased production of non-farm goods and service provision • Increase in non-agricultural employment opportunities
National and international urban centers • Expanded markets for regional production • Provision of a diversity of goods and services

to social networks, such as in many instances woman-headed households or widows living alone, may be forced to find employment in unprofitable occupations as a 'survival strategy'. The least remunerative of these activities do not reduce vulnerability and may rely on excessive extraction from the natural resource base.

For better understanding the influences that urban centers hold over small rural villages in the North-East region of Romania, we have to keep in mind the following [4]:

• Most farming households depend on urban demand (from consumers or industries) for part of their livelihood. Higher rural incomes often come from urban demand for higher-value crops or other foodstuffs that give better returns per hectare and/or per unit labor, and for goods produced in rural areas.

• Many rural households' incomes include remittances from urban-based family members, which may be important for investment in agricultural production as well as for rural consumption.

• Non-farm employment is often an important part of rural livelihoods, and a large part of this is in urban areas as rural dwellers commute or work there seasonally; much of what is termed "rural industrialization" is actually located in small urban centers.

• Most rural producers rely on urban centers for access to markets, agricultural services, credit and farm equipment and supplies.

• Much of the rural population rely on local urban centers for most of their retail purchases, access to private and public sector services (for instance, secondary schools and hospitals – with primary schools and primary health care centers more commonly located in rural areas), post, telephones and access to government services.

CONCLUSIONS

1. The North-East region includes a total population of 3, 67 million persons with a density of 99, 7 inhabitants/km^2. It is primarily an agricultural based region, 787.000 persons, representing half of the total active occupied population working in agriculture.
2. Rural-urban interactions can be divided into two categories: spatial linkages and sectorial interactions.
3. Rural to urban flows of agricultural and other commodities from rural-based producers to urban markets, both for local consumers and for regional, national and international markets can help the development of small rural villages that can be easily accessed by urban dwellers.
4. In most rural areas in close proximity to urban centers, an urban to rural flow of goods and services can be noticed.
5. The flows of people moving between rural and urban settlements, either commuting, for occasional visits to urban-based services and administrative centers, or migrating temporarily or permanently are an often occurrence in the North-East region, this phenomenon being known as internal migration.
6. Between rural and urban areas exists flows of information, including information on market opportunities – from price fluctuations to consumer preferences – and information on employment opportunities for potential migrants.
7. In recent years, a new phenomenon has been observed: financial flows, which include remittances from migrants to relatives and communities in sending areas, and transfers such as pensions to migrants returning to their rural homes, and also investments and credit from urban-based institutions.
8. It should not be assumed that reinforcing the physical infrastructure connecting rural and urban areas is necessarily beneficial (because it reinforces local interactions) or negative (because it extracts resources from the region, bypassing local centers in favor of larger cities). A low intensity of rural-urban linkages can be the result of specific socio-economic conditions in a given rural area, which may also affect different groups in different ways, as well as the result of poor transportation systems.

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SAFE FOOD FOR EUROPEAN CONSUMERS

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***Key words**: food safety, feed, rule, consumer, farm*

***Abstract**:*
Europe's consumers want food that is safe and wholesome, and the concern of the European Union is to make sure that the food we eat is of the same high standard for all its citizens, whether the food is home-grown, or comes from another country, inside or outside the EU. The European Commission's proposal to consolidate and simplify EU food hygiene legislation provides for exemptions for certain premises and operations, such as those situated in regions with special geographical constraints, those supplying local markets or those involved in traditional methods of production

INTRODUCTION

Food safety is a top priority in Europe. The EU's demanding rules have been further toughened since 2000 to ensure that Europeans' food is extremely safe. The new approach is more integrated: feed and food are carefully tracked from the farm to the fork. EU authorities carefully evaluate risk and always seek the best possible scientific advice before banning or permitting any product, ingredient, additive or GMO [2]. This applies to all feed and food, irrespective of whether it comes from inside or outside the EU.

Safety does not mean uniformity and the EU promotes diversity based on quality. European law protects traditional foods and products from specific regions by ensuring consumers can distinguish them from copies. The European Union is increasingly encouraging its farmers to focus on quality — not just in food but also in the rural environment. The EU also respects the consumer's right to informed choice. It encourages public debate, it requires informative labelling and it publishes the scientific advice it receives, so that consumers can have confidence in the food they eat.

MATERIAL AND METHOD

Work to improve food safety is going on all the time, but there has in addition been a major overhaul in the last couple of years. This was a response to headline-hitting food safety scares in the 1990s about such things as 'mad cow' disease or dioxin-contaminated feed [1]. The purpose was not just to make sure that EU food safety laws were as up-to-date as possible, but also that consumers have as much information as possible about potential risks and what is being done to minimise them.

There is no such thing as zero risk, but the EU does its utmost, through a comprehensive food safety strategy, to keep risks to a minimum with the help of modern food and hygiene standards drawn up to reflect the most advanced scientific knowledge. Food safety starts on the farm. The rules apply from farm to fork, whether our food is produced in the EU or is imported from elsewhere in the world.

There are four important elements to the EU's food safety strategy [2]:

- rules on the safety of food and animal feed;
- independent and publicly available scientific advice;
- action to enforce the rules and control the processes;
- recognition of the consumer's right to make choices based on complete information about where food has come from and what it contains.

RESULTS AND DISCUSSIONS

The first rules on food safety date from the very early days of the EU. The food safety crises of the 1990s showed it was time to replace what had become a patchwork of rules with a simpler and more comprehensive approach. The new approach also paid closer attention to the risks from contaminated feed.

The result was a new piece of 'umbrella' legislation known as the General Food Law, to be phased in between 2002 and 2005. Producers and processors must also comply with a large number of rules on specific issues. The point of all these rules is to make sure that food is as safe as is technically possible, to keep consumers informed and to give them as much choice as possible.

Depending on the issue, this can mean that the EU adopts a single set of standards or that the member states agree to recognise each other's standards. Differences in detail may not matter if the end result is the same.

A careful watch is kept over what can go into our food when it is grown or produced, and when it is processed. This starts with animal feed, i.e. what is fed to farm animals which produce (or become) our food.

Food scares of the last decade have highlighted the risks of contamination from certain types of feed, especially those used in intensive farming. As a result, EU policy-making now places decisive emphasis on protecting human and animal health. It is forbidden to sell animal feed materials which could represent any danger to human or

animal health, or to the environment. Labels must show clearly what the farmer is buying.

Similarly, chemical additives are banned unless they have been approved for use in foods. Approval means first undergoing extensive evaluation by the European Food Safety Authority. But even being found safe by the EFSA is not necessarily enough to guarantee a green light. The EU only gives the go-ahead if it is convinced that the additive serves a useful purpose and that using it will not mislead consumers.

Specific rules apply to food additives, such as colours, sweeteners, emulsifiers, stabilisers and thickeners, and gelling agents. Other rules govern the levels of minerals and vitamins in food supplements, concentration limits for minerals in bottled water, and the composition of special foods. These include baby food and food for weight reduction, for special medical purposes and for athletes. These rules not only cover what these foods can contain, but what the label must say about the ingredients.

In order to avoid any risk to public health, the EU is equally strict about the amount of pesticide or residues from veterinary medicines still remaining in food when it is put on sale to the consumer. The use of hormones to promote growth in animals is banned.

In addition, there are standards for materials which come into contact with foodstuffs, particularly plastics, to make sure they cannot contaminate the food. EU rules permit irradiation of herbs and spices to ensure microbiological safety. Some member states allow irradiation of some other foods to extend their shelf-life or reduce health hazards. However, use of the technique is strictly regulated and, in any case, not widespread.

If food is to be safe, the animals it comes from must be healthy. The EU takes very seriously the need to keep animals healthy through good veterinary practice and to prevent outbreaks of contagious animal diseases, such as foot-and-mouth disease and swine fever, or bird flu. If an outbreak does occur, it is carefully monitored and steps are taken to prevent it spreading.

To prevent diseased animals entering the food chain, all animals and animal products must meet strict health requirements before they can be imported into or traded within the Union. EU rules also require farm animals to be identified so that they can be traced. They may, for example, have to be registered, tagged or be accompanied by a passport — depending on the type of animal concerned.

It is a principle underlying EU policy that animals should not be subjected to avoidable pain or suffering. Research shows that farm animals are healthier, and produce better food, if they are well treated and able to behave naturally. Physical stress (e.g. from being kept, transported or slaughtered in poor conditions) can adversely affect not only the health of the animal but also the quality of meat.

Increasing numbers of European consumers are concerned about the welfare of the animals that provide them with their meat, eggs and dairy products. This is reflected in clear rules on the conditions in which hens, pigs and calves may be reared and in which farm animals can be transported and killed. These rules are regularly updated in the light of new scientific data.

Meeting food and feed standards has no point if the food is produced or handled in unhygienic conditions. Low standards of food hygiene are an invitation to the spread, for example, of salmonella and listeria, which cause food poisoning. Salmonella gets far less publicity than BSE, but is in fact more of a threat: found in a whole range of food products, such as raw eggs, poultry, pork and beef, it kills several hundred people each year and infects tens of thousands more.

The EU has specific rules dealing with some of these threats and general hygiene rules for all food and feed, updated as part of the overhaul of food safety rules in the last few years. Food businesses must identify each point in the production process critical to food safety. Once that is done, they must put in place, maintain and constantly review their safety procedures.

Some exemptions are allowed for smaller producers, or those in remote areas serving local markets, as the cost of these measures could be a threat to the survival of their business. Producers who are exempted from the hygiene rules can only sell their produce locally and only if the label indicates that normal rules do not apply.

The European Food Safety Authority (EFSA) is responsible for advising the EU institutions, and in particular the European Commission, on all scientific aspects of food and feed production, processing and marketing [3]. Its work covers a wide field including nutrition, genetically modified organisms (GMOs), animal health, animal welfare and plant health. The EFSA provides EU decision-makers with scientific advice in a more efficient and transparent way than in the past.

Once the EFSA has provided scientific advice, it is then primarily up to the European Commission to decide how to respond. EU governments and the European Parliament have given the Commission the authority to take direct action if the risk is immediate. The Commission may, for example, in these circumstances impose conditions for marketing food or feed. It may restrict or even ban the sale of the food or feed concerned. These and other operational decisions are discussed with the member states in the Standing Committee on the Food Chain and Animal Health.

The careful weighing of risk can be seen in the way the EU approaches biotechnology. Very few GMOs or products derived from GMOs have been authorised in the EU, and every one of those has gone through a careful process of individual assessment by independent scientists, now including those working with the EFSA. These scientists have concluded that these GMOs and GM products do not have any known adverse effects on human health.

Approval is needed before any research into genetically modified feed or food can begin, and before any GMO can be released into the environment or be included in a product for marketing. The rules are the same for feed as for food, and there is a 10-year time limit on authorisations. The strict procedures involved include widespread public consultation.

Food, food ingredients and feed labels must indicate if the product comes from or contains genetically modified material even when the use of the technology cannot be detected in the end product, as with some table oil.

The only exceptions to the 'must label' rule are where there is only a trace of genetically modified material which falls below a very low minimum content threshold. These thresholds acknowledge a reality with which the policy must work: it is virtually impossible for any product to be 100 % free of genetically modified material. Minute traces of GMOs or GM products can get into conventional food and feed during cultivation, harvest, transport or processing.

Since the 1990s, the EU has also been overhauling the third element of its food safety strategy — its system for ensuring compliance with food safety laws. The changes are designed to clarify who does what, and to provide consumers with the same level of protection wherever they live.

There has been a shift in focus away from regular, but random sampling to paying more attention to the sources of greatest risk. Risk may be high because a particular product is traded in large quantities, or because a product or the area it comes from is known to be susceptible to a particular plant or animal disease.

The EU is also taking a broader view of what food safety is. Rather than concentrating just on contamination, the EU authorities are now extending the scope of their checks to look more systematically at whether products comply with consumer information requirements and with the rules on what foodstuffs may and may not contain.

People want, and have a right, to know what they are eating. Food labelling rules recognise that right. The fundamental principle of EU food labelling rules is that consumers should be given all essential information on the composition of the product, the manufacturer, methods of storage and preparation. Producers and manufacturers are free to provide additional information if they wish, but this must be accurate, not mislead the consumer and not claim that any foodstuff can prevent, treat or cure illness [1]. The EU recognises that consumers do not just want safe food, they also want food which is nutritious. Moreover, good nutrition is of growing importance to EU public health policy. Obesity is spreading, therefore a healthy diet is an important element in reversing this trend. The EU has no intention of micro-managing what people eat or dictating their lifestyle, but it does have a role in helping the European public take informed decisions and ensuring that claims are truthful and scientifically based.

CONCLUSIONS

1. Food safety is about minimising risk and the EU takes very seriously its responsibility for managing and controlling risk in a constantly changing global food market. It makes decisions based on sound science that is transparent for everyone, whether scientists, farmers, food producers or consumers.

2. At the same time, the EU believes food safety standards should promote, not limit, choice and quality. The aim is not to stifle innovation or homogenise the vast array of foodstuffs available on the European market, but to lay down the fundamental standards of safety to serve as a basis on which quality and excellence can grow and thrive.

3. Risk can never be totally eliminated. However, by setting high standards, by constantly evaluating risk and by drawing on the best available independent scientific advice, the EU can achieve a state-of-the-art food safety policy.

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RESEARCH ON PROMOTING POTENTIAL RECOVERY AND AGRO HOREZU AS THE EUROPEAN DESTINATION OF EXCELLENCE

Dragos RADUCAN

Federation Management of Tourism

Key words: *agrotourist resources, Horezu, the natural and anthropic tourist resources.*

Abstract:

In the paper, we analyzed the potential of the Agro Horezu - potential Naturally, the anthropic base material (an inventory of the guesthouses in the area), and the infrastructure. We chose the area Horezu because I think it is an area with a potentially interesting and Agro yet no scientific value to treat this issue in depth. At the same time, I proposed to identify the most appropriate methods to promote Agro-supply in the area. The ultimate aim of the paper is to manage to find those ways to transform the scientific Horezu in Agro EUROPEAN DESTINATION OF EXCELLENCE.

INTRODUCTION

After the analyzing of the agro-tourist potential from them Horezu area, I conceived a package of agro-tourist services that fully exploit the human and entropic resources from the area and creates the premises of transformation of the Horezu county in *EXCELLENCY EUROPEAN DESTINATION*- Tradition and culture on the Valcii lands.

MATERIAL AND METHOD

As host, we chose **Dana – Horezu pension.** The pension is homologated with two daises and it has 5 rooms, with a total capacity of 12 seats.

The facilities and services: all rooms are equipped with TV cable, central heating, dinning room (14 seats), fully equipped kitchen, the possibility to make barbeque in the open air, terrace (15 seats), garden, turret, playground for children, parking space.

RESULTS AND DISCUSSIONS

Day 1

Arrival at the pension. Housing. The serving of dinner, when the tourists receive all the information regarding the planning of this trip.

Day 2

After the serving of the breakfast, the tourists who are accompanied by the host are invited to discover the secret of straining of the jugs, in one of the most known center of this kind from the entire country- Horezu.

The tourists are trained in a contest of making objects from loam and the winner will be rewarded with a precious jug that was worked by one of the most known masters from the area that is Mister Victor Vicsoreanu. Then, they will visit "The Gallery of the Romanian ceramics" that is opened within the Culture House from the county of Horezu, an exhibition with a permanent character that reunites the contemporaneous creation of the potters from all the Romanian centers. If the trip will coincide with the first Sunday from the month of June, the tourists can participate to an annual fair of the Romanian ceramics, fair that is called "Cocosul de Hurez".

The dinner will take place at the Horezu Inn that is localized in the entry of the city, the food being served in jugs.

Day 3

Camping on Bistritei Keys, with visiting the Bats Cave (or the Cave of the Saint Grigorie Decapolitul), the Bears Cave, the Arnautilor Cave and the Papusa Monastery.

The Bistritei Keys from Valcea, with a special beauty, and with a length of 600 meters, rise up to the founts, in the Capatanii Mountains, up to the Zmeuretului Peak (1.938 meters). These keys accommodate 450 important floristic exemplars that turn the attention of the botanists. The valley is diminishing; the vertical walls have a height of more than 200 meters, walls that are cut into Jurassic limestone and they are closing so much that they form a natural bridge through which the sun rays are hardly creeping.

At the entry in the keys, on the left part, can be visited the Bats Cave (or the Cave of the Saint Grigorie Decapolitul), where, over the time, it was formed a big guano deposit. Inside of the cave there are two small churches: The Saint Archangels Church that was founded in 1633 by the Teofil Metropolitan, an ex prior from the Bistrita Monastery and Bishop of the Ramnic, and the Ovidenia Church founded around the year 1500 by the prior Macarie the Heromonach from Bistrita.

If the trip will contain the day of 15 august, the tourists will take part at the gypsies' festival which will take place in the commonwealth of Costesti.

Day 4

After the serving of the breakfast, the tourists can participate along with the hosts at some agronomic-homemaking activities in the vegetables garden and in the zoo- technical micro-ranch. After noon, the tourists can take a walk with the ATV on hills and into nearest forest.

Dinner: Horezu cock at griddle with nature potatoes.

Day 5

Visit on monasteries:

From a Wood Monastery- located at approximately 25 km south from the Ramnicu Valcea Monastery and at 12 km north of Babeni, on the Otasaului Valley, in the commonwealth of Francesti. According to one ancient local tradition, in the first decades of the XVIth century the monastery had been founded, by edification in this place of the material from just one oak. It had been raised in honor of the Icon of the Mother of God, icon that is kept today in the stone church of the monastery. Based on this tradition, the monarchal location from here is called *From a Wood.* The stone inscription from the wall, that is above the main entry, which is dated from 1715, shows that the stone church was built by Matei Basarab and the list of the monastery that was written on special paper (the pomelnic), written by Dionisie, and the Ecclesiarch of the Metropolis from Bucharest was written in 1804, after the one from 1715 and at the page 6 it certifies as founder on Matei Basarab. The painting is executed in the Romanian stile, with Byzantine tradition, the first painting being realized by the painter masters Constantinos and Ioan in the year of 1684. The Monastery detains an impressive collection of old objects from church, cult books, among these being a Gospel from the period of Constantin Brancoveanu and a Homily from 1857. In the main church is a making miracles icon of the Virgin Marry, icon bind in with silver.

Horezu Monastery- is considered, along with its small churches, as the most representative complex of architecture, complex that is definitive for the "brancovenesc style". The monastery is located in the north part of the Valcea county, on the national road DN 67 Ramnicu Valcea- Targu Jiu, at the base of the Capatanii Mountains. It is a monastery of sisters and it has the titular saint the "Saint Emperors Constantin and Helen".

Inside the monastery, beside the veritable sculpted iconostasis from wood, there is the imperial seat beautiful sculpted, also from wood, bearing the blazon of the Cantacuzins, the pews and a reach candelabrum, all of them from the time of the founder. The marble grave with a board artistically sculpted, prepared for the founder waywode are waiting the earthen remainders for more than two centuries and a half. Also, here, beside other graves, there is the grave of the commendable prior, the John the Archimandrite who rested here an in many brancovenian foundations.

The mural painting was executed by a team made by the painters: Constantin, John, Andrew, Stan, Neagoe and Ioachim.

Arnota Monastery- located at 37 km from Ramnicu Valcea, near to the Bistrita Monastery. According to a legend, Matei Basarab had founded in this place the monastery, because, before to become a lord he had found in these places a salvation, suppressing in rush-beds, being followed by the Turkeys. In the pro-naos of the actual church there is two graves: the grave of Matei Basarab , deceased in April 9th 1654, bared firstly at Targoviste and brought back at Arnota, after the Seimenilor revolt and the grave of Danciu the mandarin., the father of Matei Basarab, a warrior of the Mihai Viteazul who fall during the fights from Transilvania along with the hero from Turda, bared in 1604 at Alba-Iulia, his remainders being brought at Arnota in 1648.

This beautiful monastery, by its painting and sculpture, can be considered one of the most representative historical monuments and of religious artfrom the country. After 1999, Arnota had become a sisters' monastery.

Bistrita Monastery- a foundation of the lord from Craiovesti, is dated from 1490. From the foundation of Craiovesti, today there is kept the Bolnitei small church (1520-1521). The painting is attributed to the master painters: Dumitru, Chirtop and Dobromir. Since 1497 the great ban Barbu Craiovescu had brought from Constantinopol the relics of Saint Grigorie Decapolitul (780-842).

In 1683 the lord Constantin Brancoveanu gave to the monastery a candelabrum ornate with ostrich egg, worked at Vienna, many cult objects, liturgical books and the big bell that has a weight of 800 kg. Also, in this period was repaired the entire monarchal complex, a place painted in the year of 1820 by the ban Grigore Brancoveanul. On August 15th, 1855, during the reign of Stirbei Voda, was sainted the main church, that was in the honor of the Sleep of the Virgin Marry. The painting of the new church that was built in the neo-gothic style was executed by Gheorghe Tattarescu in 1850, a monumental realist painting, with large registers.

In the monarchal register from Bistrita it was installed the first printing press from the Romanian Country, of the ieromonach Macarie, and also a book binder for the religious books. Here, after the opinion of some researchers in 1508, the Slav Ritual of the Macarie monk, the first book printed on the Romanian territory.

5:00 pm- the participation at the service called Vecernie.

The dinner will be at the monastery, at 7:00 pm and it will contain monastic specialties (here there is not cooking with meat).

Day 6

Visit in the Vaideeni tourist village, where the tourists can familiarize with the shepherd art, an ancient profession of the people from Valcea.

The visiting of the Museum Complex of Maldaresti- organized in a natural picturesque cadre; it reunites the Culele Greuceanu, Duca, and also the Memorial House of I.G. Duca, all of them being great monuments of the Romanian architecture, in which are harmoniously reunited rural elements from the area with elements of some constructions with character of fortifications.

It will be a festive dinner, with camp fire and fiddlers from the Horezu area.

Day 7

For remember as long as possible the great things that they saw in this extraordinary territory of Valcea, the tourists can also admire, before leaving, the trovantilor curiosities (the commonwealth of Costesti) and at the exit of Ramnicu Valcea they can visit the Balcestilor Mansion.

CONCLUSIONS

After the analyzing of the agro-tourist potential from them Horezu area, I conceived a package of agro-tourist services that fully exploit the human and entropic resources from the area and creates the premises of transformation of the Horezu county in *EXCELLENCY EUROPEAN DESTINATION*- Tradition and culture on the Valcii lands.

This package of services has the value of 700 lei per person.

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ASSESMENT OF BIOMASS IN THE UPPER BASIN OF DÂMBOVIŢA

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Keywords: *biomass, ecosystem, function, accumulation, energy*.

Abstract

The research was made on an area of about 30,000 ha and has analyzed the dynamics of biomass accumulation in forest ecosystems, grassland and meadow ecosystems, and agricultural (two subsystems: orchards and private gardens). Methodology surveys used in compiling territory data series and calculation functions by analyzing two-dimensional functions over time. We calculated the amount of biomass in t/ha by using the full function of the type:

$$S \equiv \int_{n1}^{n2} fxdx .$$

It was found that the largest quantity of biomass were obtained in orchards, then in forest ecosystems, after that small agriculture and finally pasture and grassland. In this paper is calculated the total biomass of the area studied and its energy exposure.

INTRODUCTION

The river basin area in which was studied is about 30,112 ha [1].

Plant biomass is the quantity of organic matter of vegetable or plant origin expressed in different units of measurement and is designed for three major purposes: the production of food or raw materials for human food (via animals); the production of energy in different forms, depending on the type of biomass and available technologies; heterotrophic conversion, does mean biological degradation by total or partial oxidation and reintegration into the natural cycle of mineral and organic substances, which leads to reducing default PEN.

MATERIAL AND METHODS

Forms of biomass, on which there were observations and measurements were forest (forest ecosystems) = 10,250 ha; orchard (agro-ecosystem) = 8257 ha, pasture and meadow (mixed ecosystem) = 8788 ha; arable = 1428.

Determinations for the series of data were conducted by large surveys enough to lead to appropriate higher figure of 98% for a confidence of 5%.

To save time and space in the calculation and presentation of data we used "mathematical analysis" - Integrity - functions. It generates each time one of the area notions, mass, volume or amount. We calculated the amount of biomass in to/ha using full function type:

$$S \equiv \int_{x1}^{x2} f(x)dx .$$

The area between the calculation values "x_1" usually (value of time) we can calculate the total biomass of the functions that we have determined on the time and it will avoid the calculation of a separate cumulative functions [2].

RESULTS AND DISCUSSIONS

1. The dynamic formation of biomass during the growing season of the year in the forest ecosystem

Once again, the biomass B is generally a function of two variables: "t" (temporal) and "u" = humidity. Given the area (upper basin of Dambovita), for a year of vegetation, t and u are known, cannot influence the dynamics only if it is compared with different years.

This subject is not the goals of this work and this was not performed. Under these conditions B = f (t), where t = time from the beginning to the end of vegetation. With help of Sturzeni Forest Institute (2005), we have made the main indicators of forest structure presented in Table 1.

Table 1 - Key indicators of forest structure is as follows:

Specifications	SPECIES										
	total	FA	GO	CA	MO	SC	TE	PLT	DR	DT	DM
Composition (%)	100	36	33	10	4	3	2	2	2	5	3
Consistency	0,83	0,83	0,80	0,86	0,88	0,81	0,84	0,88	0,86	0,84	0,81
Mean age (years)	54	57	63	49	29	25	52	44	36	44	37
Index of current growth (m^3/year/ha)	6,5	7,5	4,9	6,4	11,9	5,7	7,8	4,0	8,5	5,8	5,4
Volume per hectare (m^3)	193	221	195	142	210	70	240	168	209	150	158

Starting from these data was composed the weighted average of the annual growth for forest trees analyzed. The forest biomass is greater than the amount of the annual increases. Average coefficient found by us is 1.21 (21%) and is generated by the vegetation located in medium and lower floors of the ecosystem. It was found that biomass production begins in March and stops in November. We made series of data and the calculated function is shown in Fig. 1.

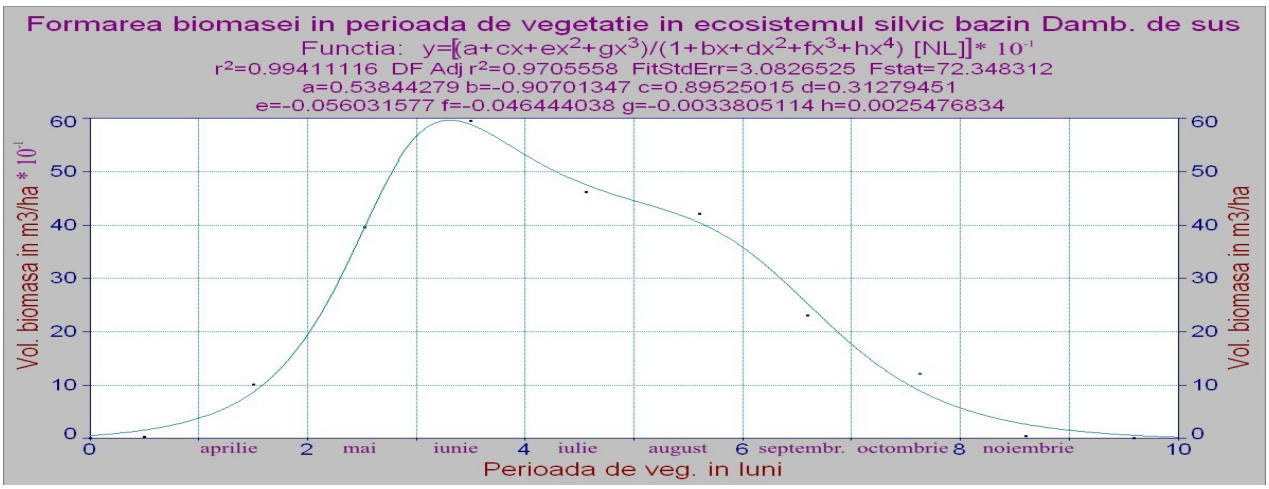

Figure 1 – The formation of biomass during the growing season

Is a function of type HL, very complex, reflecting a growth rate of biomass energy from the early beginning of spring until June, when we have an averaged of 60 m^3x10^{-1} = 6.0 m^3/lună, biomass intake. In the second part of the year, growth rates are lower and the length of time greater so we can say the fact that the growth stops in November. The total amount of biomass is calculated with $\int_{0.5}^{8.6} f(x)\,dx$ = 236 m^3/hax 10^{-1} = 23.6 m3/ha.

In the area the dominant plants are beech and hornbeam rather than other species, the weighted average indicates a density of 0.92 = 920 kg/m^3 in green. So B to/ha = 23.6 x 0.9 = 21.24 tones green wood / to / year other vegetable scraps.

Total forest area = 10,250 ha.

Total biomass in the basin: B to = 10,250 x 21.24 = 217.710 tons per year that equals 1,088,551 tones oil = 17,852,221 GJ/to or 544,275. 10^3/Kw/h = 396232. 10^3 Kcal

Not comment on whether this amount is large or small, but it is extremely important for the area and needs to be preserved and used rationally.

2. Annual formation of biomass in grassland ecosystems and meadow

In 2007 there were conditions for grassland to start early in the growing season so that in March have been the first quantities of biomass in the plots used for sampling, while in November there have been past. The amount of biomass determined by surveys of hay was calculated at 15% humidity, and production of the ecosystem estimate to by carry out on 8288 hectares is the result of a series of data calculated according to the level of production that varied depending on soil quality and floristic composition presented above.

Estimates on the series were:

- 240 ha of grassland with a production of 6100 kg / ha
- 850 ha of grassland with a production of 4800 kg / ha
- 1550 ha of grassland with a production of 3500 kg / ha
- 2350 ha grassland with a production of 2800 kg / ha
- 2400 ha of grassland with a production of 2100 kg / ha
- 650 ha grassland with a production of 1400 kg / ha
- 217 ha grassland with a production of 800 kg / ha

Composition of statistical series and the calculation of function led to a complicated function type Chebishev, rational order of 2 / 3 with a probability of repetition in the same conditions over 96% (see also figure 2). Pastures are growing rapidly in April and May, reaching a maximum in June to over 1150 kg / ha, and then decreases almost symmetrically by November.

Calculation of the full range x_1 = 0.5 (middle of March) and x_2 = 9 (end of November) looks like $\int_{0.5}^{9} f(x)\,dx$ = 2867 kg / ha hay at 15% humidity/ha.

This is the maximum amount of biomass that could be obtained on average / ha for the almost 8300 hectares of ecosystem. Please note that in this figure was included the young grassland obtained through the second scythe. Given the positive characteristics of the area, the amount of biomass is reduced, which means that we dill with managerial problems regarding optimize of climatic and soil factors. The largest quantity of biomass accumulates in May (x_3), June (x_4) and July (x_5) 2058 kg/ha, i.e. 72% of total biomass accumulation. $\int_3^5 f(x)dx$ = 2058 kg/ha, i.e., 72% of total biomass accumulation. Calculation of full series suggest us that specific measures (to stimulate nitrogen fixing and improving the composition of flora) can increase the amount of biomass, especially in the first and last part of the period to expand the magnitude of the event function (more like forest and orchards).

Starting from the ecosystem area, the total biomass that is obtained here in the conditions as those in 2008 is 8788 ha x 2867 kg/ha = 25,274,286 kg = 25,274 to 15% humidity. Under these conditions the total energy is 25,674 tons x 12.2 GJ/to = 308,343 GJ or 25,274 tons x 3.38 kW / h. kg = 85,426.12 x 10^3 KW/h = 85.426.126 KW/h or 25.274 tones x 2906 kcal/kg = 73.462,244 x 10^3 = 73.462,244 kcal

By comparison with the total energy of the forest ecosystem in the meadow is obtained 5.7 times less energy in the basin studied.

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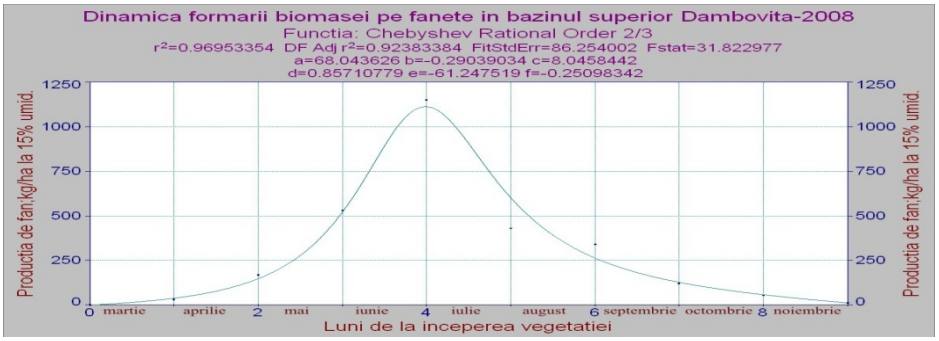

Figure 2 - Dynamics of biomass formation on meadow

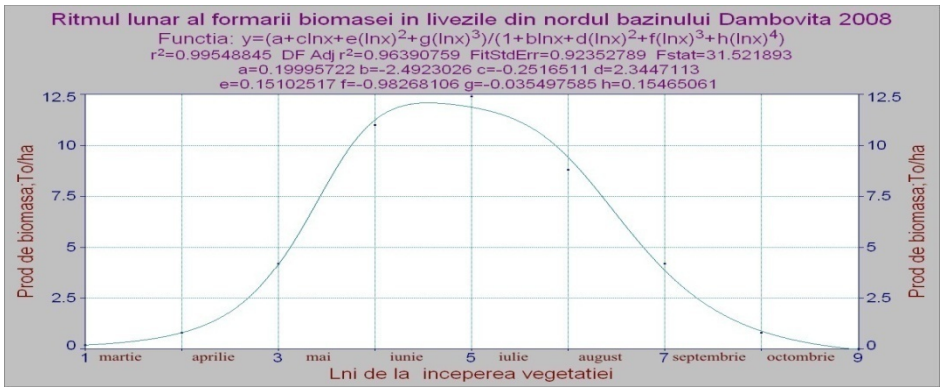

Figure 3 - Monthly rate of biomass formation in orchards

3. Dynamics of biomass formation in ecological subsystems employed in orchards. Orchards in the occupied area occupies about 8257 hectares, being the third largest environmental entity in the area. The orchards are an anthropic subsystem that is well represented in the area, fruit and especially apples having optimal conditions for growing development a very high quality. In this area will meet the following species: apple about 7820 hectares, pears about 140 ha; plum about 125 hectares, others about 172 hectares, (cherry, quince, etc.). 2008 was a good year for development of biomass in orchards. When we talk about biomass in this subsystem we both refer to vegetative growth, particularly represented by under growth, which are largely in the year following residue called "cuts" that can be used as biomass energy, the most important part of biomass is fruit with a relatively low energy, but with nutritional value extremely high, especially quality.

In biomass of the ecosystem have been included and other forms of vegetation found in the orchard from which the largest share dealing weeds.

Based on the weighted average of constituent elements of biomass were calculated series of data and functions shown in Figure 3.

Logarithmic function is an extremely complicated, until logarithm of four orders with large opening and with force of accumulation, which is more appropriate of forest ecosystem and more differentiated to herbaceous.

Accumulation of biomass starts in March, growth in April-May, is stabilizing in May and June to levels over 11 tones fresh biomass per hectare. The function provides a reproducibility of 100% under conditions similar to those of 2008.

The decrease of accumulation from July to October is slower than the increase due to accumulation of organic matter in the fruit. The amount of biomass/to calculate by integrating the function is greater even than in the forest and the same with the energy values. Values shown as follows: $\int_1^9 f(x)dx$ = 42.50 tons/ha where x_1 = March, x_9= October. The greatest accumulation of biomass is carried out at the end of April (x_3) to the end of August (x_7). $\int_3^8 f(x)dx$ = 37.52 tons/ha = 88.2% of total accumulation.

The amount of biomass/ha/year is 2 times higher than in the forest ecosystem. We will not make the comparison with pastures because there grassland biomass was calculated at 15% humidity. Starting from the area of 8257 ha of orchard, calculations on the total biomass of the ecosystem looks like B_{TL} = 8257 x 42.50 = 350,922.5 tons/year. Since this represents about 49% fruit. From the energetically point of view, calculations show the following:

350.922,5 to x 8,2 GJ/to = 2.877.569 GJ/to

350.922,5 x 1,96 = 687.808,1 x 10^3 kcal

= 687.808.100 kcal

= 797,857,396 kW/h

Calculations show that the orchard agro-ecosystem produce 1,61 times more energy than the largest ecosystem - forest ecosystem.

4. Accumulation of biomass in ecosystems, agricultural crops field

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For this area of the hill-mountain, arable crops occupies a small area of only 1428 ha and it represents the sum of all gardens, local farms, mainly used for family consumes, namely:

Potato 240 ha 24 to/ha total biomass
Maize 840 ha 22 to/ha total biomass
Vegetables 160 ha 28 to/ha of biomass
Beet 120 ha 32 to/ha total biomass
Other crops 66 ha 12 to/ha total biomass

The biomass was measured as mass green until harvest or degradation, and the data in Figure 4 represents the weighted average of the entire plant mass that occupied the area in the summer period. Function which expresses the dynamics of biomass formation is a complicated type polynomial Fourier Series 3 x 2, with a repeatability of 99.4% in conditions similar to those of 2008 and with extremely small errors. Function has a magnitude greater than in meadow ecosystems, but lowers than in forests or orchards.

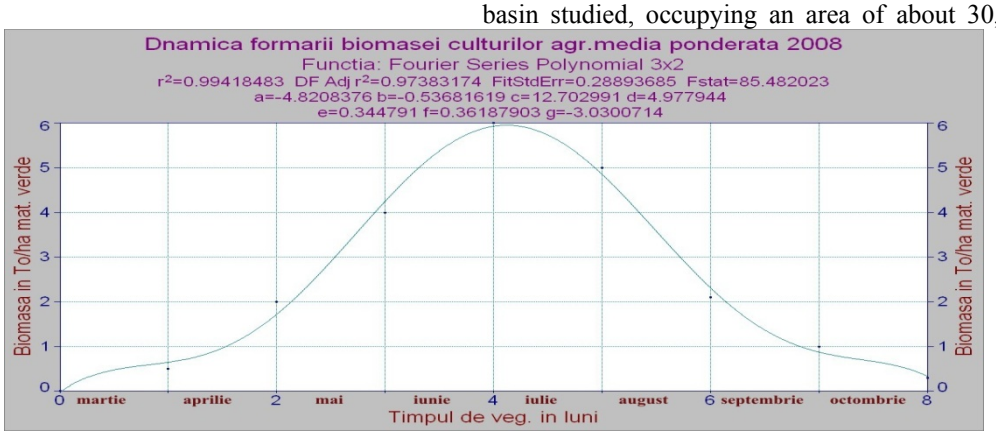

Figure 4 - Dynamics formation of biomass crops

Greater magnitude than the pasture can be explained by the fact that in this case we are dealing with a conveyer of culture with different sowing, growth, and maturation and harvesting, decoding. The average biomass/ha was obtained through calculation of integrated function. Vegetation on the land were cleared in just the last decade of February ($x_{0,1}$) and stopped in the first half of November ($x_{8,5}$). Under these conditions, the biomass was calculated as follows: $\int_{0.1}^{8.5} f(x)dx$ = 20.8 to and $\int_{1}^{8} f(x)dx$ = 20.56 to where 1 = March and 8= October, so that in early spring and late autumn was accumulated only 240 kg biomass. Between the end of April (x_2) and late August (x_6), we have: $\int_{2}^{6} f(x)dx$ = 17,426 to = 84% of total biomass.

Starting from the total area of 1428 ha, that in this system has obtained a total biomass of B_{TA} = (428 x 20.8 meters to) = 29,702 tones. Energy obtainable: it was calculated as the weighted average values. Energy obtainable is as follows: 29,702 to x 16,5 GJ/to = 490.083 GJ =136.134 kW / h =136.134.000 kW / h = 117.244.736 Kcal

By comparison, we find that in this ecosystem, because of high-energy value of maize and potato, and beet and vegetables we obtain the energy value of 1.6 times higher than the trees and meadow.

Nr.crt	Type of ecosystem	Function type	Quantity of biomass to/ha Sx2x fx dx	Biomass total ecosystem tons / year	Total energetically value in ecosystem, in kcal	Total area	Kcal/ha
1	forest ecosystem	NL	21,24	217.710	396.232.000	10.250	38.656,78
2	pasture and meadow ecosystem	chebyshev rational order 2/3	2,867 to la 15%	25.274	73.462.249	8788	8359,38
3	Sub agro ecosystem orchard	log. ord.4	42,50	350.922	687.808.100	8257	83.300
4	Sub agro ecosystem field crops	SeriesFourier polinomial 3 x 2	20,80	29.702	117.244.736	1428	82.104
	TOTAL		**21,7**	**623.606**	**1.274.747.085 kcal**	**28.723**	**44.380**

Table 1 - The total amount of biomass that accumulates in the upper basin of river Dambovita in 2008

CONCLUSIONS

1. With approximately ± 5% in 2008 in the upper river basin studied, occupying an area of about 30,000 ha has accumulated a quantity of 623,606 tones biomass plant, which energy is 1.3 x 109 kcal.

2. The energy produced on average per hectare was 44,380 kcal. Note that the energy levels are lower in meadow and pasture biomass because they were cumulative at different humidity.

3. Subsystems covered by orchards provided the largest amount of energy / ha, followed by agricultural crops and forest meadows in the final.

4. The total energy in the system is equivalent to 31,092 oil, something that is more than 1 ton oil / ha.

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THE APPLICATION OF THE COMMON AGRICULTURAL POLICY- A MATTER OF TRANSLATION AND COMMUNICATION

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Key words: *communication and translation standards, European communication*

Abstract
The translation, interpretation, communication and application of the community acquis in the field of Common Agricultural Policy (CAP) are paramount in the EU accession process of Romania, which is far from being completed. The paper aims at investigating the manner of communicating this intricate common policy at EU and Romanian administrative and popular levels, relying on the framework of European communication and placing an emphasis on the necessity to employ standard communication strategies and standard terms in interpreting, translating, comprehending, transmitting and applying this policy. These steps are strongly linked to CAP communication, as the overall process of policy application and access can be regarded as largely a matter of communication. The optimal communication is thus essential in accessing the benefits and responsibilities of the Common Agricultural Policy.

INTRODUCTION

Apart from the economic and financial dimension of the Common Agricultural Policy in the EU that requires complex and through analysis, this common policy (perhaps more than any other EU policy) targets citizens directly, on a common basis. These citizens are either economists, financiers, law-makers, decision-makers, consultants, translators, consumers, but most importantly, farmers. In order for CAP to reach the farmers, its main targets, and regulate their access and benefits from CAP, communication channels from the EU level to beneficiries need to be reflectively investigated and optimized. This paper aims at taking a closer look at some examples of terminological „misconduct" in legislative texts and foresee their possible effects on perceiving, comprehending, interpreting, popularizing and accessing the Common Agricultural Policy. This approach relies on the consideration that the study of the traslation, transposition and possible application of a public policy from a supra-national level to a national one appears paramount.

One would nevertheless argue that CAP communication in the EU and Member States is much more than a process of legislative translation, interpretation and application. The Common Agricultural Policy reaches EU citizens through a multitude of channels: either mass-communication channels, mass-media, political comunication channels (political campaigns or adverising), social communication channels. However, it would be highly difficult, if not impossible to analyse the whole process of CAP communication, which will be the aim of further extensive research.

MATERIAL AND METHOD

The official variant of several legislative texts- part of the community acquis in agriculture- is the object of the analysis proposed underwent a comparative analysis with the originary English text (EC Regulation 1782/2003796/2004 and EC Regulation 1254/1999, 1782/2003 as main sources in Romanian and English). Certainly, the amount of work involved does not allow for a full reproduction of results. Instead, the results will be selectively presented and discussed, according to relevance criteria. The research on the community text was conducted searching the terms employed within the framework legislative text and field and their further reproduction and application. This analysis aims at clarifying ambiguities in the employment of inappropriate or incorrect terms and supply with an interpretation and translation standard for CAP terms and legislation. A standard analysis has to master all methods for text or context interpretation, considering every possible context (legislative, institutional, economic, specific, semantic) and exhaust all interpretation variants and correct, incorrect or different definitions, in order to finally establish the translation, interpretation and definition standard. Also, the degree of compatibility will undergo analysis for the two languages, whether the meaning corresponds in the two languages, what are the resemblances, differences and their explanation, as well as the ambiguities that may arise in practice.

To begin with, the approach must employ two complementary methods of research, interpretation and analysis of PAC legislative texts and terms. As such, the literary abstract method is employed, according to which, the meaning of concepts and the legislative text is provided by words and not the context. This will be the main method employed in the present paper, due to space restrictions. However, nowadays, this method is limited. First of all, it is limited because the community acquis is written in general terms and assigning a meaning to these terms is thereby difficult, especially in a unitary manner for every Member State.

And second, the interpretation of legislative language and terms as an abstract system should accompanied by a socio-contextual and pragmatic method of interpretation, in order

to provide a pertinent and complete picture of the meaning. This method attempts at establishing the intention of the emitting authority, the significance of the term and legislative text within the field it targets, the possible effects that the legislative text can trigger. For the present research, we will make use of the textual method of interpretation.

RESULTS AND DISCUSSION

a.Premises for discussion

The processess of CAP communication is even more complex, as it is active within a specific communication context, within a complex and intricate system of communication. The communication channels available (or not) to the European citizen, whether a farmer, translator, decision maker, researcher or famer provide a picture of the challenges in European communication, at an institutional-legislative level, in mass-media, political discourse or for the European citizen. These challenges do not reside solely in issues of legislative interpretation and application and in the decision-making process, but also large scale challenges like multilinguism, cultural and lingustic differences and distances, which all reflect in the communication processes of this policy. As such, a message or a legislative text transmittet to Berlin, Bucharest or Prague, in English, can be comprehended, translated and interpreted differently in the national language. Characteristics of the political and legislative system, the development level of the field in question and the economy on an overall, the intervention of interest groups, categories of beneficiaries, social and economic mentalities, all make a specific contribution to the reception of the Common Agricultural Policy, of the mechanisms and concepts therein and regulate the specific access of European citizens to CAP, regardless of ther position.

Another impediment in the EU communication system is the diffculty of the technical language employed at an institutional lavel, at the level of specialized agencies and interest group and the difficulty it generates for the European citizen. The technicality of the European language is the reason why citizens do not appear interested in obtainign information on EU „goings-on". Even for specialists in the field, the corresponding EU technical language is an increasing challange, undergoing a continuous change and evolution. The terminology a specialist or a famer has to use in the field of the Common Agricultural Policy changes with every new reformatory wave, forcing persons who are directly involved to apprehend the necessary terms for CAP communication.

Most of the times, the integration in this CAP communication context requires a specialised set of language, terminology, legal and specialty knowledge in the field to eb able to apply this policy (at an institutional, government and specialized agancies level), to access this policy (for ineterest groups and categories of beneficiaries) and in order to reasearch on its application and communication. For the moment, the context, the language and the application of the Common Agricultural Policy in Romania is an undergoing process.

b. Discussion of results

The complexity and multitude of specific agricultural fields and of the Common Agricultural Policy require for their selective approach. As such, the analysis of several legislative texts was undertaken on a selective basis. Due to space limitations, the results will be presented according to relevance criteria. As such, an example of term employment will be presented as a model for future research. The term selected is **"cross-compliance"** (as it appears in 48 legislative texts studied and additonal bibliography).

For this term, there are **three official variants** such as the Romanian equivalent for conditionality (conditionalitate-RO) (EC Regulation 1782/2003, 796/2004- RO), eco-conditionality (eco-conditionalitate-RO) (EC Regulation 796/2004- RO) or less often, cross-conformity (conformitate incrucisata-RO) (Good Agricultural and Environmental Conditions Code-RO, 2006).

If we move further and approach the specific term of "cross-compliance", it is of rather recent nature. It emerged as a defining element of the 2003 CAP reform, namely EC Regulation 1782/2003. It was not a new concept, but it was applied on a voluntary basis before 2003, and it made reference exclusively to environmental standards. "Cross-compliance" is now compulsory and refers to the statutory management requirements (according to 19 EU Directives and Regulations), the good agricultural practices and environmental conditions (in accordance to Annex IV of the EC Regulation 1782- e.g. soil protection).

There are 18 standards and conditions that have to be met by farmers in order to prove their eligibility for EU funds. All farmers receiving direct payments (even if they are not part of the Single Payment Scheme) are subject to "cross-compliance", starting with 2005. Failure by farmers to respect these conditions can result in deductions from, or complete cancellation of, direct payments

These standards and requirements cover such areas as: "public, animal and plant health, environment and animal welfare" [Official Journal of the EU, 2003], such as the maintenance of all agricultural land in good agricultural and environmental conditions and the prevention of land abandonment. "Cross-compliance" inaugurates a new direction in terms of CAP and Rural Development, regarding food quality and certain standards for environmental health and animal welfare [Zahiu et al., 2005] that were not previously under close scrutiny. The term "cross-compliance" is often used interchangeably with "environmental or eco-conditionality" to describe the linking of a farmer's eligibility for agricultural subsidies to environmental conditions. However, nowadays, the meaning of the concept cannot be limited only to environmental conditions, as it has moved way beyond, covering other areas.

Member States are responsible for the application of "cross-compliance" criteria. This responsibility involves the establishment of a definition of good agricultural and environmental conditions for each of their agricultural

circumstances (at national and regional level), for each characteristics of the areas concerned (such as soil and climatic conditions), farming systems, land use, farming practices and farm structures. States must inform farmers of the definition, provide them with the list of statutory management requirements and set up management, control and sanction systems for "cross-compliance" requirements. This is why, the reception, translation, interpretation and popularization of these conditions is paramount. The process itself resides in the communication of these requirements from EU onto national levels and further to the citizen.

This is the reason why, in the definition, information and application processes, an accurate interpretation and translation of "cross-compliance" and all "cross-compliance" standards in a Member State's native language, in our case Romanian, is a requirement. In the official translation of the EC Regulation 1782/2003, as well as other simultaneous or following regulations such as Regulation 796/2004, the term "condiţionalitate" is employed for "cross-compliance". Another term, "eco-condiţionalitate" is employed in official translations of a 2007 Proposal for the Modification of the EC Regulation 1782/2005 and other EU legislative texts. It is the occurrence of these two terms that is most frequent (for "cross-compliance"). Out of 48 official EU documents scrutinized (also including directives 79/409/EEC, 80/68/EEC, 86/278/EEC, 91/676/EEC, 92/43/EEC, to mention only a few) which employ either "condiţionalitate" (29%) or "eco-condiţionalitate" (36%), there are instances where both are used simultaneously and interchangeably in the same document (35%). Both terms are employed in referential bibliographical work [Dumitru, 2004; Zahiu et al., 2005], alongside their appropriate definitions and explanations.

These two terms considered, there is a literal translation of "cross-compliance", which is "conformitate încrucişată". This term is rarely employed in official translations of EU documents. It appears as such only in a translation of a Parliament proceedings act of 2007, but does not occur in any official translation of EU regulations, directives or acts that have to be undertaken by Member States. However, "conformitate încrucişată" appears in the translation of the Good Agricultural and Environmental Conditions Code [www.icpa.ro], alongside the original English term and its definition, which can eventually shed light on any inaccuracies that the translation might give rise to. The official translation norm of EU regulations, directives and acts has not officially established "conformitate încrucişată" as a translation variant for "cross-compliance". It is a rarely used literal translation, lacks clarity and expansion and should not be popularized as such. Its occurrence in the above-mentioned code is and should be isolated and restricted or, if possible, corrected, to avoid inaccuracy and confusion in the employment of "cross-compliance" in Romanian.

Furthermore, there are cases of the employment of "cross-compliance" in English [Giurcă et al., 2006], even if a translation in Romanian exists. Needless to point out that this employment of an originally English term causes confusion for non-English speakers. Also, it does not establish the proper Romanian concept in the mind of the reader, especially the non-specialist, who is not familiar with the specific English term.

These options being brought to attention, there is a need to decide on a standard of translation for "cross-compliance" that will eliminate any inaccuracies and confusions. We have two viable options to choose from: either "eco-condiţionalitate" or "condiţionalitate". The first is more specific and makes clear reference to the set of environmental requirements therein, but at the same time, it is restrictive as it makes exclusive reference to these environmental and ecologic requirements. Therefore, "condiţionalitate" is a more accurate standard of translation, as it comprises all conceptual dimensions of "cross-compliance" acquired as of 2003, and does not disregard the other components, such as public and animal health.

We can observe similarities and a desired accuracy and compatibility in this respect, even if linguistic differences lead to slight distortions. As shown, however, there are certain instances when Romanian does not provide us with the appropriate term translation, or provides us with no translation at all and thus, certain ambiguities or difficulties in the understanding, interpretation and even application of a certain legislative text might appear. These difficulties in the application of CAP community texts can only be foreseen for the time being, as Romania is still at a start point in the EU. An analysis of this issue is to be undertaken in the future and it will show if/that a poor translation, definition, interpretation of CAP terms and texts can be a factor influencing the access of Romania and Romanian farmers to CAP, to its mechanisms, responsibilities and benefits.

Another more specific example can be provided by mentioning the specialty term of **suckler cow** in English, occurs in Romanian impact studies and position documents. In one of these references (Giurca, 2006), the original English term is kept and no translation at all is provided. Confusion is shed on the matter, for either specialized animal breeder or terminological researcher, as five rather distinct equivalents for this term in Romanian can be encountered. They are the Romanian equivalents for dairy cow (vaca de lapte-RO), lactating cow (vaca lactanta-RO), unweaned cow/calf (vaca/vitel neintarcat/a-RO), nursing cows (vaci care alapteaza-RO).

There are clear differences between these encountered translations in terms of meaning and European legislation makes clear distinction in terms of support mechanisms (e.g. dairy and suckler cows are distinct and make the object of distinct CAP mechanisms). If we search for the meaning more closely, then we find that in fact, the English term *suckler cow- a cow that suckles its young*-(Glossary of the Common Agricultural Policy, 1999). As shown, there are explanatory glossaries in English that settle for a standard definition. However, there are no such specialized glossaries for standard translations and definitions in Romanian.

We should thus emphasize that Romanian language dictionaries or glossaries does not provide with one official standard term and no officially-accepted glossary or dictionary entry of the sort exists (in neither of the two examples mentioned).

Furthermore, the terminological analysis of the meaning, definition and translation of "cross-compliance" and "suckler cow" in English and Romanian makes reference to only two specialized concepts - analyzed within selective sources- and it is thus far from being an exhaustive approach. To exhaust all sources and possible interpretations is perhaps too much of an ideal target. However, its aim is to offer interpretation and definition variants and unitarily construct or choose a standard variant of translation, definition and interpretation that can be used in Romanian. This analysis can be applied to any CAP concept in its specific context and thus, bring a contribution to the understanding and familiarization with CAP concepts, to the CAP information process and therefore, a better integration into CAP. Certainly, this method of interpretation can overcome its shortcomings by using a secondary, pragmatic method, focusing on the context of application and usage of a term and of the legal text it belongs to.

CONCLUSIONS

1. New interpretation models can be constructed as a result of this manner of approach, targeting the specific terms of the Common Agricultural Policy, providing with exhaustive variants that cover all possible fields of interpretation in both languages. These standard models and definitions may eliminate possible inaccuracies in the formulation and interpretation of terms in Romania, in the approach, analysis and interpretation of the community acquis in the field.

2. This analysis will serve Romanian farmers, decision-makers in all fields (in ministries, government structures and agencies, Parliament commissions), as well as microeconomic actors (agriculture and rural development offices, consultancy agencies, NGOs and other non-governmental structures) that have to deal with the community acquis in the field of agriculture within the Romanian legislative package for EU integration, or apply it in the field of Romanian agriculture and rural development, within a larger framework of sustainable development in agriculture.

3. The access to CAP benefits and responsibilities is highly conditioned by the access to the necessary information and only afterwards to CAP funds, subsidies and benefits. If this access is enabled by new sources of research, information or through professional training, then the access to CAP is improved.

4. The research in question, in a more extensive manner, may also target an objective of the CAP Agenda 2000, namely the improvement, simplification and decentralization of the community legislation in the field. The complexity of the CAP may act as a setback for farmers' initiatives in agriculture. The approach, clarification, analysis, popularization of CAP terms may be an aid for a better orientation of agricultural producers towards EU funds, towards the market and competitiveness. Furthermore, this approach aims at a better orientation of law-makers, decision-makers, translators, researchers in their specific approach of the legal terminology in the CAP field.

4. This paper represents only a part of a study that may facilitate communication between institutions, organisms, specialists, citizens, as a tool in the EU strategy and partnership for communication. In effect, the research comes in support of a public policy (the Common Agricultural Policy), by clarifying its terminology in English and Romanian, eliminating inaccuracies and drafting a taxonomic standard.

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DEVELOPMENT OF THE ROMANIAN TOURISTICAL TRADITIONAL VILLAGE

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Key words: *rural development, touristical village, customs, traditions, Romanian hospitality*

Abstract:
Development of a representative site for Romanian village that includes in his structure, as like in an alive photo, the Romanian village from his most flourishing period of his existence, the Romanian hospitality and the architectural peasant picturesque. The study of the touristical market in this field, the analysis of the proportion of touristical services that include elements of housing and recreation of traditional atmosphere, sounding of the preferences of visitors from touristic exhibitions, field analysis of the potential of each district nearby Bucharest. Meanness and even lack of authentic traditional culture elements from actual touristical market, in the context of more frequent requests of the public for spending authentic holidays, including participation to traditional folk Romanian customs led to understanding that this project is very necessary. .The development of the Romanian touristical traditional village "Vatra valaha", truthfully copy of the traditional Romanian village from the South of the Carpathians, will facilitate the access to the traditional Romanian culture for those who choose to spend their holidays in the middle of rural site that includes, all in one, with function of housing and entertainment, the authentic peasant picturesque architecture and the Romanian hospitality.

INTRODUCTION

„In sense larger, she considering the rural tourism includes the recreation in rural decor or in rural environment, with purpose participates or experiment ate an activities, day or punctual from attractions what not is available in urbane zones. These include reserved natural zone rural opened, satellite and zone agricultural. He includes Eco - tourism and aggro - tourism.

Rural tourism convert for what in what more attractive at measure what tourist herself converter May mobiles and her conversion with life at city. The measure in what they square in life from country is different other from a visitor at other. Some visitors won't to be easy spectators. Others have to oneself implicate directly in projects of protection and conservations of environments or in agricultural activities. Exist she provokes of development and provokes of advertising who that must resolve if oneself gave and inform the potential visitors in connection with correspondents products.

Is necessary development of lots of but products/software touristic what includes hosting, in the purpose to improve the suite of attractions and activities offered for both visitor. At special, she exists opportunities in order to her durability of the extension to the activities of the visitors in the protect zones.

These may have a positive impact signification with providers for local community from inside or around of the protect areas." (Rural tourism - Extract from Master Plan 2007-2026)

MATERIAL AND METHOD

Tourists want to escape the world and seeking peace and fresh air. In rural area Visinesti Valea Lunga-quiet clean air is in abundance. But what use if none of accommodation capacities and ways of leisure. Therefore, we must strive to create this village close to tradition and the marking of more than 10 tourist routes, which will allow tours on foot, with bicycles, equestrian routes, etc. This form of tourism offers tourists the opportunity to come to the generous nature of Valea Lunga-Visinesti ensuring their physical and spiritual, as well as access to the kitchen area authentic specify who can reveal secret culinary tourists kept for a long time and transmitted from generation to generation. This is an important point in getting involved in activities promoting and strengthening collaboration between the various actors so as to ensure participation of all parties in this process. Summary analysis reveals significant investment made in this area.

Development of tourism can help to alleviate imbalances arising in the transition to a market economy, primarily as a source of revenue growth of population in rural villages Valea Lunga and Visinesti. This requires support and boost the development of this sector, particularly through Creation of the objectives of tourism, such as is proposed by this project, and then attracting tourists to visit this area by promoting and marketing the rural tourism. Strong points: Old rural communities living in environments free, respecting traditions and way rustic life is a strength for rural tourism, variety folkloric, favourable natural conditions for ecological agriculture, natural resources - a wide variety of relief. Aspects of the geographical situation -approximation of Ploiesti; -approximation of Bucharest; near-airport Otopeni and Baneasa respectively; Wick 2 points: Lack objective rural tourism, service quality of rural tourism requires an improvement in general to face higher standards, poor quality transport, e-infrastructure, services and utilities in the areas visited; lack of information about tourist offer; Opportunities: -degree

coverage with high telecommunications networks; - existence of segments of the European transport corridors IV and IX and existence from the A1 segment (Bucharest-Pitesti) and A2 (Bucharest-Cernavoda), networks of national and European upgraded; -cheap labour and skilled. Perspectives Rural tourism and / or tourism or local tourism, as it is called by some authors, represents the only chance of recovery of natural and cultural composition of all villages in the two cities joint. Rumanian Village Vatra Valaha, Visinesti-Valea Lunga. Man knew of these places to fructify efficient economy territories Carpathian-Danube-Pontic, which was supported in all areas of artistic creation. He came to the symbiosis perfect within the human-nature, in architecture resulted in time, an organic composition integrated environment, the composition forms coherent although fluid, whose visual image is characterized by dynamic and innovative. These qualities, taken from reference travel the natural beauty, are in contrast to other architectural sites, the trenchant limited in form and expression, static, with a strong tectonic highlighted. Volumetric Romanian traditional architecture is characterized by a threefold dialogue with the location: - Lower register, massive and robust appearance of the illusion created by a phenomenon of orogeneză. - Median register with the opening to the landscape surrounding it embedded in the building - Register above the roof, fluid, and make building dynamic plasticity. Alternation of premises closed spaces semi opened, the major composition, and defining characteristic of traditional Romanian architecture, is found in the composition of households and village. Enclosed spaces are the living rooms and some storage, some summer kitchen, stables and cages. Semi opened spaces are “prispele”, “şoproanele”, and shed some”polate”.

Village household resulting from a sequence of spaces and semi opened clustered around the active area courtyard. Planimetry traditional dwelling, analyzed through the creation of architecture in terms of layout functions on levels, presents three distinct phases: 1. Models with ancient dwelling spaces arranged on two levels: lower level (ground level) contains facilities; superior level is composed of chambers of living and kitchen, preceded by porches and kitchen. 2. Model results under the influence of town architecture, living rooms with lowered and lower level, the models, along with storage spaces, and show rooms with active functions - kitchens, workshops household rooms for older of family etc.. Prispele, which in ancient patterns were present only at the top, these models appear in the lower articulated spaces courtyard active. 3 - Patterns formed under the influence of romantic architecture of invoice, with the location of living rooms in the roof - room penthouse. Lower level store along with active rooms and storage spaces. These models have porches on all three levels. Evolution step, a typology of dwelling planimetry traditional, respected and maintained the specific organization of residential buildings from the village, of which mention the most important, namely the use of especially of system to decompose rooms they lived; areas for balanced living rooms (between 14 sqm and 18 sqm), an access to main living room and a secondary access to the premises but ¬ service. ; Completeness building semi opened with spaces (porches and kitchen) that articulates with the active zone premises courtyard extending toward housing function and the nature reserve of the guest rooms (clean room - usually could in winter). The register includes traditional decorative artistic elements shaping them construction (mainstays, supports and balcony, gable, carpentrys etc..) And ornamentation (moulding) and Polychromic applied. Shaping elements produce constructive and taking preseason such totemic myth specific repertoire of our culture village (console heads carved in the shape of horses, the horned, etc.). Decorative vocabulary of symbols not miss the solar disk, the tree of life, fantastic animals, symbols that are intended to protect the spiritual space of housing. Ways of resolving planimetria, volumetric and interior and exterior decorations are the essential components that define the architecture as an expression of a synthetic option social fabric of buildings. Phenomenon with wide social model of architecture requires a time of crystallization and a period of proliferation that far exceeds the duration of existence of those buildings. Permanent dialogue between the ancient patterns and influences of the carrier invoice neoclassical, baroque, romantic, etc. is the traditional architectural horizon[1]

RESULTS AND DISCUSSIONS

Opening today to entire Europe, from adhesion to European Community, Romania is a point to attraction from her monuments includes in Universal Patrimonies to the beauty of Danube Delta, the richness of the relief forms and wild fauna, (and not of last plain) from traditional rural community (in one Europe more and more development) who has one influence on the conservation unique of natural nobility. In the Rumanians rural communities are founds the purity of ear and the clarity of water to the Carpathian Mountains.

She was time to century keepers to the material culture and autochthons spirituals, theirs how keep and integrate the elements of culture, has create, has invented, has adapted permanently to historical conditions and social-economies.

The rural tourism and/or the aggro-tourism in the Valea Lunga-Visinesti area, is two sub sectors to the tourism whit variant potential of development, to represent one occupational alternative for the work force to the area, one modality of diversifications to economic activity from this two community and one true factor of stability to village populations.

What offering the community of Valea Lunga-Visinesti? The development of the rural tourism in rural area Valea Lunga-Visinesti, zone with extraordinary landscape and natural environment and the development of recreational activity how to address the visitors from practice sports activity, riding in air vacant, restful, visionaries of spectacle with traditional character and participated at local festivities from encouragement of active and healthy life

stile, to offer ideal motivation for develop the Public Private partnership for the development of touristic project "Romanian Village: VATRA VALAHA".

Principal location: A range of houses of traditional architecture peasant, consisting of separate houses, ecological tourist structures equipped with bathroom, built in accordance with local architectural representative historical Walachia Region. 20 are faithful reproductions of the 20 forms of housing prototype village collected from 8 counties tipogenerateed active kernel: GJ, PH-National importance, PH, AG and VL - Regional importance, TL, CS - Zonal importance and that MH county former, area tip generator kernel prototype[2]. Each house has an annex in the household who are raised by a species of domestic animals (chickens, ducks, geese, rabbits, etc.) and is a household workshops (carpentry, ironwork, resole, saddler, textile, pottery, glassware, distiller, baked bread, etc.) and tillage, which are produced by traditional farming practices, 100% organic products, valued at the restaurant or the Mansion Inn, Center of Culture and creative handicrafts and folk art -Valea Lunga. Also each apartment has a dog coming from a community center; A village center that distinguish Mansion (administrative building which includes reception hall and large easement for dinner - groups or individuals), the Church "from a wood" (religious service), Tower - rest type Cula, "Fountain with ciutura (well wishes), "Car with paint" (the traditional model of transport).

Secondary location, where the Centre activities called creative Centre Valah People, which distinguish objectives: Han, Cram, Şezătoare (traditions), Hora village (habits), Poiana lui Iocan will act as creative camp, hall meetings (meetings with writers, Folk, tamper) meetings and conferences, book release, auditions for folk music hall shows typical traditional folk, gale films with specific traditional area of accommodation and meal servitude, millpond (fishing); crama village; Land of turca (or oina - national sports), Stana din deal; (eco food), other activities etc. Using Tourist Village as a basis for activities that are permanent (camps and creative workshops, etc.). Involvement in cultural activities of the Theatre and the Philharmonic from Targoviste.

CONCLUSIONS

The development projects and programs that impact quickly:

1. Specific cultural activities (folklore, customs, habits, festivals) 2.Restoration of medieval atmosphere by: - Interiors, costumes, historical and folklore Parade, military games for teenagers, Voivoda Parade Targoviste, etc. - Resumption of tourist and cultural path of true Dracula (Valea Lunga-Visinesti, Provita, Breaza, Sinaia, Cota 1000, Pucioasa, Vulcana Bai, Targoviste return Lunga Valley Holiday Village), organization of fairs-masters (general public) and the festivals (sezatori) youth and teens. 3. Maintaining the specifics and the perpetuation of traditional activities that have disappeared or are endangered. Access in each location is pedestrian. There at the entrance to the village and in downtown, parking service. Tourism Activities held in the Holiday Village: -Accommodation in traditional houses (Valea Lunga) or Han Centre related activities (for groups), Visinesti; -Full Board (Individual houses in his own kitchen at your disposal, or organized: the mansion or Visinesti Han) -Participation in household activities; -Participation in activities handicraft (pottery, etc.); Cooking-traditional (in hearth); -Participation in agricultural activities (seed, planting, digging, harvesting); -Participation in activities in nature: -hiking in the surrounding forests; national sports-exercise (oina and/or turca) and beyond; -Horse; -walks in the carriage to the village centre related activities; fishing (in the millpond); Other recreational activities (as might be micro circuits tourist area and adjacent counties, etc.). -Participation in activities and cultural events organized in general and by the popular culture and creative Valea Lunga. Objective tourism hearth valaha typical Romanian village in Walachia is a unique tourism project in our country, which wants to revive the past, traditions and spirit of hospitality of these lands. The public-private Walachia Vatra SA proposed by this new development incumbent Valea Lunga and Visinesti municipalities and county of Dambovita and by building on the land from Visinesti faithful reproductions of a Romanian village, will create favourable prerequisites for the development of rural tourism Dambovita County and stayed for a long time ago and adjacent counties, the most important aspect, providing a simple and viable alternative to deplete tourism on Prahova Valley.

Social impact, economic and cultural tour of the Villages area: Activation economic zone by creating a considerable and steady sources of income of the two collective common people; Create at least 60 jobs in the first phase; Factor stabilizing the local labour force; It will generate further jobs in sustaining the activities started initially seasonal; Stabilize and occupational mental youth who will hesitate to leave rural areas; Recreation statute of women in traditional rural and resizing the role that women had in the Romanian village life; The diversity of economic activities and the complexity of relational contact with tourists will have beneficial consequences for the economic status of the area, changing quality and rapid social status and cultural level reinvigorate traditional inhabitants of the valley and Visinesti long. Opportunity Requirements: Ensuring long term and very long land use; The obligation by the authorities involved in operational partnership projects to ensure the conditions necessary for the practice of Romanian Village Vatra Walachia: - Ensuring utilities; - Conservation of functional elements and removed the immediate vicinity of the Project objective; - Ensuring infrastructure outside the tourist village. Mandating partner in the project authorities, to keep the area unspoiled by decisions of their executive bodies, and natural elemental specific traditional and P.U.G. (General Urbanization Plan) is to eliminate those elements of modern architecture and construction damages and prejudicial specificity of traditional Village holiday (see Moeciu, Fundata, etc.). The authorities concerned will give all necessary insurance on

future collaboration and involvement in the project. All this and about the village of Vatra valaha holiday, meet the requirements envisaged by the Association of Ecological Greentourism through the establishment and functioning of the Institute of Ecological Quality in Tourism.

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EVOLUTION OF SYRIAN RANGELAND POLICIES

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Key words: *Al-Badiah, nomads, policy, grazing system, marginal areas.*

Abstract

Syrian rangelands (Al-Badiah) were the focal point of local Governments since the 50th of the last century. The goal was to settle the nomads and reorganize their communities. A land reform law was issued in the 60th, where part of the irrigated and rain-fed lands was distributed to the nomads, and a new system of livestock production emerged in Al-Badiah mixed with irrigated and rain-fed crop production. The new law abolished the costmary grazing rights and considered Al-Badiah as a state ownership and a free access to the rangelands was created. The new policies represented by the cooperatives offered subsidized feed and water from wells for animals leading to more pressure on the natural resources. After many years, the Government realized the volume of the problem (loss of vegetation, deterioration of the soil and loss in the wildlife). Therefore, the state prohibited cultivating rain-fed crops and started to establish protected areas in favor to rehabilitate the already damaged resources.

INTRODUCTION

Bedouin pastoral communities in Syria as elsewhere in the region have developed dissimilar means for managing the rainfall inconsistency and seasonal feed resources. They were moving most of the time to access feed and grazing resources in cropping areas and other national rangelands or cross borders. In addition, the grazing system was built on agreements between tribes on how, when and where to access, especially in the feed shortage seasons, to alleviate the negative effects on their communities and to ensure their livelihoods.

The prevailing characteristic of pastoral livestock production system is the reliance on mutual traditional access-options for seasonal grazing. "Agricultural policy reforms favoring agricultural growth over sustainable livelihoods and traditional production strategies prompted the violation of cultivation on rangelands and the sedentarisation of traditional Bedouin communities. This process, which transformed Bedouin livestock production systems and weakened or even destroyed many traditional institutions, caused heightened ecological and livelihood uncertainties" (Ngaido et al, 2001).

The rapidly changing policies and land tenure legislations in rural communities require broader understanding regarding their impact on production and livelihood strategies. Few decades ago, environmental disasters like drought were the main factor that affected Bedouin production system. "They were able to determine the probability of occurrence of such phenomena, which were termed in Arabic as *khamsawi* (drought occurrence every five years) or *ashrawi* (drought occurrence every ten years)" (Ngaido et al, 2001).

Currently, herders face uncertainty and feed shortages yearly and their custom composition and means are weak enough and don't allowing them to respond properly to ensure their livelihoods as in the past

State management of arid rangelands in the region tends to neglect habitual structures and institutions for resource control and access. "Such neglect has caused the failure of successive interventions, based on deductive reasoning from ecology and political science theories, to supply credible grazing management systems that match and supplant customary regulation. Disregard for custom and the inability to substitute it are particularly prevalent in the Syrian Arab Republic". (Rae, J. et al, 2006).

RANGELAND POLICIES

Throughout the last 40 years, the Syrian Government intervened heavily in the rangelands. This included the declaration of state ownership over rangelands, conversion of herding communities into agro-pastoral communities, and restructuring of tribal-based systems into cooperatives. These different policies have had an enormous impact on Bedouin livestock production and livelihood strategies.

LAND REFORM POLICIES AND PASTORAL COMMUNITIES' SETTLEMENT (1958-69)

"State appropriation of rangeland resources and sedentarisation of the nomadic population were major measures of land reform policies in Syria". (Rae, J. et al, 2006). To do so, the state nationalized the steppe in 1952 and eliminated tribal customary law in 1958. More than a decade later, a National Range Development Programme was introduced and framed in law (Decision 140 of 1970 and Decision 13 of 1973). The programme was planned in four steps: redevelop the steppe through restricted grazing; augment local production of feed; create feed provisions to meet crisis caused by drought; and develop sheep fattening.

A cooperative system, based in part on the theory of a traditional grazing system termed hema, was imagined as the vehicle for controlled grazing and supported feed.

Land reform policies, which were geared towards settling Bedouin families and transforming them into agro-pastoralists, resulted in a loss of control over tribal lands. People were not able to resist national government's policies and many tribal leaders adhered to the plough the land and settle policy (Masri 1999).

During this period, the majority of pastures located in the arid zones (200-350 mm rainfall) were converted to crop production. Moreover, the nomadic communities and institutions experienced many changes that affected their pastoral production strategies.

"The transformation of the nomadic lifestyle and the shift from camel to sheep mixing with agriculture into their production system were the most important changes that happened to the pastoral community. This process of change was also accompanied by an extension of cultivation on the best pastures because very little land was confiscated from landowners, and rangelands were used to satisfy land demands of new settlers" (Ngaido et al, 2001).

REGULATING CULTIVATION IN THE RANGELANDS (1970-92)

The continuing drive for land appropriation prompted the government to issue a presidential decree (No.31 of May 14, 1980) limiting land ownership to 140 ha in areas with less than 350 mm and 200 ha for the Hassakeh, Deir-Ezzor and Rakka provinces. However, these different measures did not prevent farmers from continuing to encroach into the rangelands and ploughing large areas of land. For example, in the 1980-1981 cropping season, around 3700 individuals trespassed on around 620,000 ha, these trespasses increased to around 720,000 ha during 1983-1984 season (Masri, 1991).

The use of non-irrigated steppe lands was formalized in 1987 (decree No. 96/T) by issuing licenses to grow cereals on 80% and shrubs on 20% of their lands. This decree introduced the possibility to rent state owned non-irrigated steppe lands, and led to more appropriation of rangelands. The issuing of new cultivation licenses and new extensions on non-irrigated steppe lands was stopped in 1988 (September 17, 1988 notification No.15). The objective behind this legislation was not related to any environmental concerns, but rather with the control of cultivation according to the agricultural plan.

In general, this period marked an extension of cultivation into the rangelands and the individualization of common range resources. The promotion of agricultural production in the rangelands was based on agricultural plans, which committed 30% of the rangelands to cultivation. These policies contributed greatly to the degradation of rangelands. Overstocking and land appropriation reduced natural pastures. The per-capita area of pasture land available to sheep decreased from 7.9 ha per sheep in 1961 to 2.6 ha per sheep in 1993. This decrease in pasture availability was also accompanied by the decrease in the quality of the pastures.

PROTECTING RANGELAND RESOURCES (1992-PRESENT)

The extension of agriculture into more marginal areas and the increasing degradation of rangelands encouraged the government to prohibit crop production under rain-fed conditions. "New policies promoting rangeland conservation and protection were enacted in 1992, and the Prime Minister's decision (No.17) requested governors "To observe strictly the prohibition of the cultivation and growing the non-irrigated steppe lands, which will remain dedicated for natural and planted rangelands and shrubs". In addition, the Prime Minister requested that all governors "take all measures to stop illegal cultivation in the steppe lands and to arrest and take all preventive measures against the trespassers." Finally, on December 3, 1995, the GOS took the decision (No.27) to also terminate irrigated cultivation in steppe lands. All the licensed wells were authorized to continue cultivation until December 3, 1997 while non-licensed wells were forbidden (Jones G. E. 2001).

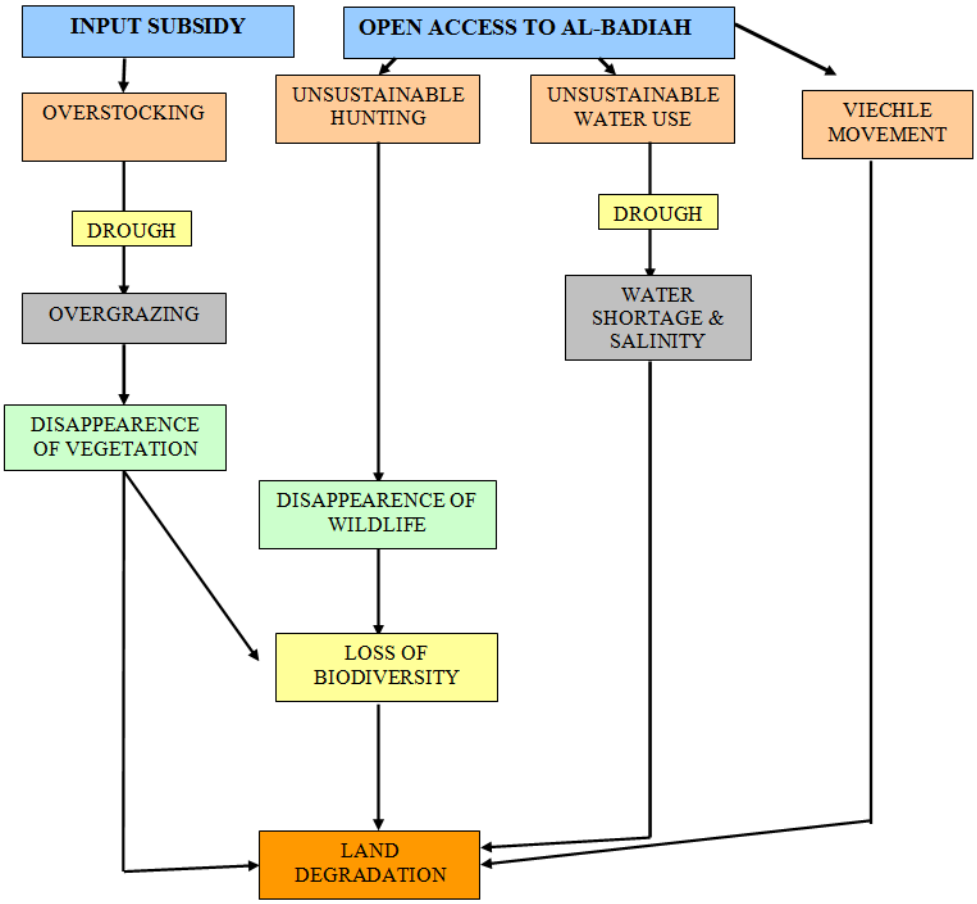
All deterring measures will be taken against transgressors as per the provisions of laws and by-laws in force" (Art. 1). Article 3 stipulates that "The areas whose use is regulated under the provisions of the Law of the Steppe Protection will be transferred gradually to be planted with pasture shrubs within five years as from the 1992/1993 cropping season." To enforce these new measures, the GOS issued a circular (September 20, 1993 No. 2/MD) which doubled the charges on appropriated lands. In the case of Al-Badiah these charges amounted to SP20 on rain-fed area.

However, these low charges did not prevent people from continuing to appropriate and cultivate large areas of land, and on December 6, 1994 (Circular No. 4553/1), the GOS banned cultivation on rain-fed steppe lands *"to* protect the natural vegetation in the Syrian Steppe and stop its degradation because natural vegetation is an essential source for grazing."

Over a period of forty years, Bedouin communities have been asked to change from their transhumant and nomadic production systems to agro Pastoralism and from agro Pastoralism back to transhumant and nomadic production systems. The recent demands, which call for a return to traditional uses of rangelands, do not account for the depth of transformation that these communities have undergone.

The perception of common tribal pastures is lacking in many communities, as each extended family considers appropriated lands as their private grazing site. Even after the ban on cultivation, informal site boundaries continued to dictate access and use of rangeland resources. A major impediment to returning to traditional livestock production systems is the fragmentation of most of the institutions, mechanisms and practices that were the mainstay of transhumant and nomadic production systems in the past.

Fig 1. Land degradation driving forces in Al-Badiah



CONCLUSIONS AND RECOMMENDATIONS

Rangeland policies have transformed Bedouin livestock production systems and Bedouin institutions that, in the past, managed rangeland resources and helped sustain Bedouin livelihood strategies. These changes have altered the capacity of Bedouin communities to manage their resources and limited the capacity of collective action institutions.

Every sheep owner thinks primarily about their own strategy. Small and medium sheep owners used both market and traditional institutional options to reduce feed costs, while, besides the use of their site pastures for grazing, large sheep owners mainly relied on purchased feeds and rented crop residues. These different strategies suggest that networking is an important tactic for gaining additional grazing resources, particularly for poorer sheep owners.

“Over a period of 40 years, successive government policies have transformed the institutional basis of Bedouin range-management systems. Sedentarisation, accompanied by increased reliance on agriculture, has resulted in new institutional arrangements for accessing livestock feed resources, based on a mix of market mechanisms and reciprocal relationships between communities” (Ngaido et al, 2001) .

Such a swing has increased the array of uncertainties that Bedouin people must deal with to include not only ecological uncertainties, such as drought, but also other uncertainties relating to market conditions, social networks and government policy.

social groups - in particular contrasts between richer, larger flock owners and small and medium flock owners - face and respond to such uncertainties in different ways. The attempt to introduce a reversal in policy, encouraging a return to those more nomadic forms of traditional pastoral livelihood, have introduced yet more uncertainty that existing institutional arrangements are ill-equipped to deal with, suggesting the urgent need to rethink institutional and policy approaches in the Syrian rangelands.

Certain groups should be given responsibility to manage given pieces of land for the benefit of their group. This will encourage good grazing management and by necessity good management of the steppe. The areas managed by a group should be small enough to maintain some identity within the group, but large enough to allow realistic management of sheep within the land available. Since natural resources in Al-Badiah are patchy in space and change over time, management areas have to be large enough to enable effective use of these patchy resources.

It may not be best practice for these groups to be based on current cooperatives: some aggregation of the current cooperatives should be possible, perhaps reducing the number of grazing groups to less than 100. Penalties for utilizing land outside a herders' specified 'area' without agreement should be strongly enforced. "Membership of such groups should be as inclusive as possible, but also recognize the real users of any given parcel of land. As such, membership could be restricted to individuals who own sheep and can prove that they are regular users of the parcel of land in question" (Jones G. E. 2001).

While simple provision of property rights should bring about an improvement in the condition of Al-Badiah, it is possible to provide further incentives to the herders and to 'compensate' them for their reduced grazing levels. One way to do this would be to invite each grazing group to agree, with a suitable authority, to a 'Management plan' which would outline the number of sheep to be kept in the area, the agreed times of migration, the distribution of sheep between owners, likely migration routes, etc. Rather than being a strictly defined set of actions, the management plan could rely on an elected grazing committee to ensure adherence to the spirit of the plan. "For example, migration out of the steppe would depend on range quality (as assessed by the grazing committee), not on a predetermined calendar date. The grazing committee should be small enough to be useful, but large enough to represent all groups of herder" (Jones G. E. 2001).

"The plan could also include recommendations concerning the use of shrubs for fuel wood and medicinal purposes, and should designate certain routes as being suitable for use by motor vehicles. It should also be possible to agree which land could be available for rangeland rehabilitation, i.e. planting of seeds" (Jones G. E. 2001).

Should the grazing group adhere to their management plan, then after a suitable time, say two years, a fixed payment could be made to the group as a 'reward' for maintaining the environment. Such payments could be on an area basis, for instance, but they should not be related to the number of sheep or any other production related factor, in order to avoid any incentive to increase sheep numbers. The grazing group could decide how to distribute/utilize this money. Possible uses could include: paying a guard, providing compensation to those herders who reduced their flock, funding range rehabilitation, etc.

The provision of extra water to stock is clearly an important factor in the unsustainable growth of the sheep flock. Further provision of water for stock will only exacerbate the situation and send the signal to the herders that keeping the same amount or more sheep is a desirable aim. Under a policy of management plans, the provision of water resources could be included as part of the plans.

Feed should be supplied at the market price, and the amount of feed allotted to any one herder should be fixed so as to prevent expansion of his flock beyond the current size. Clearly, in some years periods of drought may necessitate that more feed is provided. But the general rule should be that each herder only gets a fixed amount of feed according to his flock size at some given date, even if the flock should increase after that date.

Current restrictions on cropping should be maintained. Cultivation of Al-Badiah caused obvious environmental problems in the past. This should not be allowed to happen in the future.

Long-term environmental monitoring programmes should be established across Al-Badiah and the results made widely available.

An extensive education programme would inform extension officers, and herders, about good rangeland management. This should be an essential prerequisite to either the redesign of property rights and/or the management plan policy.

Continue to undertake rehabilitation of Al-Badiah, but consider the areas where such rehabilitation may be most useful. For example, Bishri Mountain is a known source of mobile sand, and has also been the site of a successful rehabilitation project and rehabilitation should continue here. Similarly, rehabilitation could be undertaken parallel to roads and around towns and villages.

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ANALYSIS OF THE ECONOMIC SIZE OF BEEKEEPING HOLDINGS IN ROMÂNIA

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***Key-words: beekeeping**, economic dimension, average production, Romania*

Abstract
The proposed paper belongs to the objectives of the second implementation phase of the project PN II no. 51-058/2007, entitled "Development and implementation of models of beekeeping holdings that are viable in the European economic context" (APIMODEL). An average size of 21.1 bee families has been obtained after data processing.

INTRODUCTION

The sampling method has been used to analyse the economic size.

For the regional development of beekeeping, important is to know the economic size of the beekeeping holdings in Romania. [2]

MATERIAL AND METHOD

For the policies concerning development policies, the starting point is represented by knowing the development level of these branch. [1]

The used method was the interview. In the field-applied version, the interview guide inluded 49 questions and it has been applied in 21 counties. The total number of filled-in questionnaires was 126.

RESULTS AND DISCUSSIONS

By data processing resulted the following:

In the year 2008, the largest number of bee-families belongs to Mureş County (38,6 thousand bee families), followed by Caraş-Severin County (37,7 thousand), Argeş (35,9 thousand), Arad (34,9 thousand), Vîlcea (33,3 thousand) and Iaşi with 31,8 thousand bee families. (Table 1)

At the opposite side is Ilfov County with 7,8 thousand bee families. Brăila County has 7.7 thousand bee families due to the large arable surface that may offer in the bee season a rich harvest for the bee families; afterwards the honey-producing potential is very much reduced.

Within the territorial profile, the holdings' average size is 21,1 thousand bee families mii familii by county. [3] The number of bee families by county has a relativ equal distribution, being registered 22 counties with more than the average number and 20 counties with less than the average number. This phenomenon proofs that there are no very large discrepancies from a region to another.

Taking into account that the counties do not have the same areas, the number of bee families by area unit has been calculated (Table 2)

Table 1 . Distribution of bee families by county.

Nr. Crt.	Counties	Bee families	Nr. Crt.	Counties	Bee families
0	Total	888.180	21	Harghita	16.642
			22	Hunedoara	19.873
1	Alba	26.802	23	Ialomiţa	12.273
2	Arad	34.915	24	Iaşi	31.774
3	Argeş	35.927	25	Ilfov	7.694
4	Bacău	24.080	26	Maramureş	22.494
5	Bihor	27.832	27	Mehedinţi	20.210
6	Bistriţa-Năsăud	16.118	28	Bucureşti	9.590
7	Botoşani	20.346	29	Mureş	38.638
8	Braşov	15.039	30	Neamţ	18.831
9	Brăila	7.724	31	Olt	17.679
10	Buzău	19.964	32	Prahova	21.526
11	Caraş-Severin	37.666	33	Satu Mare	12.853
12	Călăraşi	17.031	34	Sălaj	29.126
13	Cluj	14.725	35	Sibiu	25.311
14	Constanţa	26.601	36	Suceava	15.890
15	Covasna	11.118	37	Teleorman	25.023
16	Dâmboviţa	23.969	38	Timiş	14.690
17	Dolj	21.485	39	Tulcea	19.963
18	Galaţi	20.742	40	Vâlcea	33.267
19	Giurgiu	8.562	41	Vaslui	25.280
20	Gorj	24.782	42	Vrancea	14.125

This indicator illustrates the overspreading degree of the melliferous potential. The average of this indicator at national level is 4,7 thousand bee families. The average is very high due to Ilfov County; without it, the average will be 3,8 mii thousand bee families /100 ha.

Table 2 . Density of bee families by county (fam./100ha)

Nr. Crt.	County	Bee families	Nr. Crt.	County	Bee families
0	Total	888180	21	Harghita	2,5
			22	Hunedoara	2,8
1	Alba	4,3	23	Ialomiţa	2,8
2	Arad	4,5	24	Iaşi	5,8
3	Argeş	5,3	25	Ilfov	4,9
4	Bacău	3,6	26	Maramureş	3,6
5	Bihor	3,7	27	Mehedinţi	4,1

6	Bistriţa-Năsăud	3,0	28	Bucureşti	40,3
7	Botoşani	4,1	29	Mureş	5,8
8	Braşov	2,8	30	Neamţ	3,2
9	Brăila	1,6	31	Olt	3,2
10	Buzău	3,3	32	Prahova	4,6
11	Caraş-Severin	4,4	33	Satu Mare	2,9
12	Călăraşi	3,3	34	Sălaj	7,5
13	Cluj	2,2	35	Sibiu	4,7
14	Constanţa	3,8	36	Suceava	1,9
15	Covasna	3,0	37	Teleorman	4,3
16	Dâmboviţa	5,9	38	Timiş	1,7
17	Dolj	2,9	39	Tulcea	2,3
18	Galaţi	4,6	40	Vâlcea	5,8
19	Giurgiu	2,4	41	Vaslui	4,8
20	Gorj	4,4	42	Vrancea	2,9

Thus, the highest density of bee families is registered in Ilfov County with 40,3 bee families /100ha, with almost 33 familiies more than the next ranked county. This phenomenon is caused primarily by the large population volume, the existence of some beekeeping exploitations of large size that are using moving beekeeping and the reduced area in comparison to the others territories.

Following Ilfov County, the largest density of bee family is registered in Sălaj County with 7,5 families /100ha, followed by Dâmboviţa County with 5,9 families /100ha, followed by Iaşi , Vâlcea and Mureş Counties with 5,8 families /100ha.

The lowest density with less than 2 bee families /100ha is characteristic for Suceava, Timiş and Brăila Counties.

Table 3 . Honey production (tones)

Nr. crt.	County	Extracted honey	Nr. crt.	County	Extracted honey
	Total	17704	21	Gorj	477
			22	Harghita	300
1	Alba	562	23	Hunedoara	550
2	Arad	552	24	Ialomiţa	254
3	Argeş	745	25	Iaşi	576
4	Bacău	467	26	Ilfov	185
5	Bihor	732	27	Maramureş	501
6	Bistriţa-Năsăud	263	28	Mehedinţi	414
7	Botoşani	285	29	Mureş	1113
8	Braşov	634	30	Neamţ	394
9	Brăila	169	31	Olt	267
10	Bucureşti	63	32	Prahova	283
11	Buzău	457	33	Satu Mare	203
12	Caraş-Severin	1003	34	Sălaj	408
13	Călăraşi	336	35	Sibiu	365
14	Cluj	300	36	Suceava	373
15	Constanţa	450	37	Teleorman	406
16	Covasna	239	38	Timiş	304
17	Dâmboviţa	501	39	Tulcea	456
18	Dolj	438	40	Vâlcea	353
19	Galaţi	437	41	Vaslui	459
20	Giurgiu	179	42	Vrancea	251

The counties from the eastern border, namely Botoşani, Iaşi, Vaslui and Galaţi have a high favorable degree for beekeeping due to the micro-climate conditions in Lunca Prutului. This situation exists also in the pre-mountain zone of Podişul Transilvaniei

In the year 2008, in România were 41.311 beekeeping holdings.

The counties with the largest holdings are Teleorman (1625 beekeeping holdings), Argeş (1577 holdings) and and Vaslui (1576 holdings). The lowest number of holdings is registered in Ilfov County (326 holdings), followed by Covasna County with 335 beekeeping holdings.

The national average of the holding number by county is 993, with the highest value of 1299 holdings. Both the holding number, as well as the distribuiton by county wouldn't worry if the size could be optimum. The average size by holding is 22,6 bee families, taking into consideraiton that the economic level of farm viability is 50 bee families.

The maximal size is registered in Constanţa County with 43,1 bee famillies by holding, in Tulcea County with 32,8 bee families by holding and in Covasna County with 32,8 bee families by holding.

The smallest holdings are registered in Timiş County (10,1 bee families), Suceava County (10,8 families) and Cluj County with 11,7 families by holding. These units are not economic viable, a great part are used for leisure in a productive manner, or to use some reduced melliferous resources that do not allow the setting up of some large bee gardens or preresents a subsequent activity for economic units with another profile of activity (mostly agricultural). In these conditions we don't talk about efficiency, but about the consumption of available and perishable resources.

In Romania it noticed that the farms ors the holdings with the highest capacity of production are situated in the extreme South-East of the country, in the counties located near the Black Sea, in the Center and in North-West. The mountain and sub-mountain zone includes holdings of average size, and the counties with small holdings are relatively randomly located. (Table 3)

Another analysed indicator is represented by the average production. The average production by country, in the year 2008, was 19,9 kg/bee family, higher than the previous years.

CONCLUSIONS

1. In the territorial profile, the average size of the beekeeping holdings is 21,1 thousand families by county.

2. The average size of the beekeeping holding is 22,6 bee families.

3. The honey average production by country in the year 2008 was 19,9 kg/bee family.

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METHODOLOGICAL PROBLEMS CONCERNING THE ANALYSIS OF TECHNICAL-ECONOMIC RESULTS OBTAINED IN BEEKEEPING

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Key words: *method, apiculture, evaluation, factors*

Abstract

The first stage in implementing the project PN II n^0. 51-058/2007, called „The elaboration and implementation of models of viable apiarian exploitations in the european economic context" (APIMODEL) has as a main objective the organization of the research infrastructure and the evaluation of the apiarian potential in Romania. This phase consists in establishing the research methods, quantification of the research materials and equipments which will be used for the development of the project. The paper presents the main methodology elements regarding the quantitative and qualitative evaluation of the apiarian production factors in Romania.

INTRODUCTION

The complex diagnosis of the technical-economical results obtained in the Romanian apiculture involves following the next stages:

A. Establishing the methodology that makes possible the passing from analytical to synthetical information;

B. Defining the indicators aggregation algorithm and comparing the results with the scales method (above average, average, below the values average);

C. Choosing the utilized standard for measuring the performances;

D. Presenting the problems in the development of the apiarian sector. [2]

MATERIAL AND METHOD

The methodology of the technical-economical diagnosis is conceived to highlight and characterize the present situation through the utilization of the methods based on direct observation (non-economic enquiry based on questionnaire and interview).

The data base is constituted of apiarian units considered etalon and statistical data published an national level.

RESULTS AND DISCUSSIONS

A. Establishing the methodology that makes possible the passing from analytical to synthetical information has at the base the operational distinction between indicators that express situations and indicators that express resources.

The utility of such a distinction is present considering the plan of the research direction because it expresses:

- The information that characterize the situation of the apiculture and mainly concern the evaluation of the level of development.
- The information which represents the resources to indicate the development policies and the valorification ways as efficiently as possible of the specific potential of every area.

Depending on the importance that the indicators and criteria hold in the analysis, these can be integrated in the algorithm of calculus with different integration values.

As a result of the mathematical aggregation operations, the apiarian exploitations are distributed on a relative extended scale. The minimum and maximum values of the new series of indexes, as they resulted from calculations, don`t coincide in any case with the minimum and maximum hypothetical values determined for the situation in which a exploitation accumulates the maximum score possible and another the minimum score possible.

The lack of coincidence between the two minimums and the two maximums signifies that in Romania there are no apiarian areas that hold just positive phenomena and others with just negative phenomena. In this purpose a conclusion can be drawn with a methodological value from the manifestation of the development policies: on the other hand, the fact that any apiarian area, as underdeveloped as it is, holds positive aspects in its development, as developed it is.

In phase 1, there are 4 operations:

a. the selection of relevant indicators for constituting the index of aggregated criteria;

b. establishing the share of each indicator, respectively each indicator, in the calculations of the index of aggregated criteria;

c. the evaluation of the intensity of the behavior of indicators depending on the scale established for each indicator;

d. the computerization of the obtained score by each criteria for indicator/criteria;

B. The definition of area with the help of criteria based on the aggregation algorithm and their integration into three categories. For two of these criteria: demographic and social depending on the characteristic indicators for the respective phenomenon exists intermediate aggregations: after the situation and potential (resources) indicators. In this case a global aggregation regarding the mentioned aspects must be achieved.

Through the correlation of the characteristics of the apiarian zones with those of each county it has been

established the structure of the sample group from a spatial point of view, formed from 21 counties (fig. 2). In every county, it was necessary the sampling of bee hives after group sizes of the bee families for the dimension intervals: 0-50 families, 50-100 families and over 100 bee families.

This grouping has been realized according to the cotes procedure care assumes following two steps:

- The construction of a reduced mode of the population looked up by the research;
- establishing subjects cotes for each operator.

The model is defined by the sizes of the bee hives and their share in each group. The second stage is represented by the repartization of subject models per operators. [1]

Once established the characteristics of the population in the sample group we proceeded to realize the enquiry plan which holds the interview technique, the type of interview, the moment, the interview guide and the means through which this is realized.

The interview guide has been thoroughly checked in a pre-enquiry realized on a reduced number of subjects with the purpose of discovering the possible inadvertencies, the completion and modelation of question in report with the way in which this was perceived by the interviewed population and the measured in which in offered the proposed results.

C. Choosing the standard utilized for measuring the performances

When the scale of distribution for the values of aggregated indexes with which performance through criteria is measured, there are two options for answering this question:"what kind of standard will be utilized for measuring the performance?"

- The construction of a scale which has a hypothetical minimum and maximum or
- The construction of a scale which has as a maximum and minimum the actual values obtained from the calculated indexes.

The difference between these two procedures is substantial and has a significant importance from many reference points:

- First of all, the scale helps us appreciate the way in which it is positioned in comparison with the maximum possible for the respective criteria (searching the highest level possible);
- Second of all, the scale helps us appreciate the position of the apiarian area in comparison with a relative good level, searched during the analysis.

It is considered that the second solution is preferable because it is preferable to compare one apiarian area to another, to compare each apiarian area with itself during the analysis and not with an ideal situation that might be differently built.

The processing and interpretation of data presumes the ordination stage and the classification after the criteria they have been collected and their placement in the data base to make possible their interpretation.

It must be mentioned the fact that in the calculation of the average of phenomena it shall not be determined always the simple arithmetical average, but the average of their evolution in comparison with the share of the respective categories.

The determination of these indicators permits a clear evaluation of the development level of the apiculture in the studied area in objective of identification of the unfavorable elements, the possible organizational and administrative lacks and also the ways of amelioration of the rentability and of the socio-economic efficiency of this activity.

Utilizing the methodological scheme presented above, we proceeded to dividing the national territory in six favorability areas.(figure 1)

Figure 1 The structure of the sampling group per counties

D. The presentation of the development problems of the apiarian sector

The results of the aggregated information shows that the apiarian area vary regarding their size and development degree, areas with adequate development base and areas with low development perspectives being identified. The final diagnosis represents a synthesis of the characteristics of apiculture that leads to its zonification by the variation degree of the variables considered as a multicriterial system.

The zonation of apiculture is the starting point for the formulation of principles, policies and strategic principles for apiarian development.

CONCLUSIONS

1. The complex diagnosis of the technical-economical results obtained in the Romanian apiculture implicates following the next stages:
   - Establishing the methodology that makes possible the passing fro analytical to synthetical information;
   - The definition of the aggregation algorithm of indicators and the comparison of results with the scales method (above average, average, below the values average);
   - Choosing the standard utilized for measuring performances;
   - The presentation of problems in the development of the apiarian sector;
2. The field research has at the base the sociological interview technique realized on a representative sampling group on the basis of the main characteristics of the apiarian exploitations: the bee families, the average productions and the average melliferous potential.

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INVESTIGATION CONCERNING DURABILITY ACCOUNT REGARDING THE RURAL TOURISM POTENTIAL OF CALARASI COUNTY

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Key words*: agrotourist resources, Calarasi County, the natural and anthropic tourist resources.*

Abstract*:*

The paper aims to analyze the rural tourism potential of Calarasi county in the recovery of sustainable natural and man made rural tourism resources.
At first glance, Calarasi county doesn't present a high rural tourism potential, the only argument in favor of attracting Romanian and foreign tourists as the Danube.
At the end I tried to work up an specific rural tourism product, precisely: a seven-day rural tourism service package.

INTRODUCTION

At a first view, the Călăraşi county does not seem to be a very attractive one from a tourist's point of view.
Neither landscape, nor infrastructure is helping it.

MATERIAL AND METHOD

However, if a deep analysis of the natural and anthropic resources in the area is carried out and if imagination is put into practice, we can propose attractive programs to potential tourists.

RESULTS AND DISCUSSIONS

NATURAL RESOURCES
LAKES:
THE IEZERU MOSTIŞTEA (sport fishing) (Călăraşi»Boşneagu) Natural lake. River haven on the inferior course of Mostistea river with a 18,6 km2 surface and a 16 mil. m3 volume (derived from the irrigation setting up works). It is used for irrigations and pisciculture. Ichthyologic fauna: carp, cat fish, gold fish, bass, bream, tench, fry, etc.
THE FRASINET LAKE (Călăraşi»Frăsinet) Anthropic lake. Anthropic lake formed on the middle course of the Mostistea river in the area of Frăsinet and Valea Argovei communes. It has a 1.460 ha surface and it is used as a fishy basin (ichtyologic fauna: carp, pike, cat fish, gold fish, bass, etc) and for irrigations.
THE VALEA ROŞIE LAKE (Călăraşi»Mitreni) Natural lake. It has a 14 ha surface, with salt water (6,3 g/l mineralization), sodic, sulphuretted and with sapropelic mud on the bottom of the lake, with therapeutic values.
RIVERS:
THE ARGEŞ (Călăraşi) river situated in the S-SE part of Romania, affluent of the Danube at Olteniţa. It has 350 km and the surface of the hydrographic basin amounts to 12.550 square kilometers. It flows from the central-western part of the main crest of the Făgăraş Mountains by two affluents: the Buda and the Capra.
THE DÂMBOVIŢA (Călăraşi) river in the southern part of Romania (268 km). It flows from the northern versant of the Iezer Mountains, from a 2240 m altitude. First it glides on SV-NE direction until it meets the neighbourhood of the Păpuşa peak where it suddenly changes its direction to S-SE and crosses the southern extremity of the Piatra Craiului Mountains.
THE DANUBE (Călăraşi). The Danube is the second river in Europe in length and debit, after the Volga. It has 2860 km with a surface of the hydrographic basin of 817 thousand square kilometers, out of which 221,7 thousand square kilometers are situated on the Romanian teritory. It flows from the Schwarzwald Mountains (The Black Forest) in Germany by the Breg and Brigach creeks.
NATURAL RESERVATIONS:
THE CAIAFELE FOREST (Călăraşi»Fundeni) Natural reservation (woodsy). Secular oak forest.
THE CIORNULEASA FOREST (Călăraşi»Mitreni) Natural reservation (woodsy and venatorial). The Ciornuleasa woodsy reservation (75,2 ha), established in 1954 protects a field forest with numerous southern elements, made up of oak, grey oak, hornbeam, little hornbeam, lime, white ash, Turkish cherry, elm, etc.
THE FUNDENI FOREST (Călăraşi»Fundeni) Natural reservation (woodsy). Deciduous forest of venatorial interest (hares, pheasants).
THE TĂMĂDĂU FOREST (Călăraşi»Călăreţi). Deciduous forest (oak, black-jack, hornbeam, lime, etc.). It is a natural reservation.
THE VĂRĂŞTI FOREST (Călăraşi»Boşneagu). Natural reservation (woodsy). Secular oak forest.

ANTHROPIC RESOURCES
HISTORICAL MONUMENTS:
THE CHURCH OF THE FORMER NEGOEŞTI MONASTERY (Călăraşi»Negoeşti) Religious architecture and historical monument. The church was founded between 1648-1649 by the ruler Matei Basarab and his wife Elina. It

was re-built in 1777 (windows, the surrounding wall and dwellings were renovated). It was rehabilitated in 1850.
THE CHURCH OF THE FORMER PLĂTĂREŞTI MONASTERY (Călăraşi»Fundeni). Religious architecture and historical monument. The monastery was founded in 1642 by Matei Basarab, his wife and others. It comprises the Saint Mercurie Church built between 1642-1646. It is a remarkable monument by the clear composition of the architectural elements.
THE CHURCH OF THE FORMER COBIA (CORNĂŢEL) MONASTERY Călăraşi. Religious architecture and historical monument. The church is patronized by Saint Nestor and it was built in 1571-1572 by Badea Boloşin Stolnicul. It was rebuilt in 1680 by Pârvu Cantacuzino and after 1723-1724 when the arcades had fallen. It was rehabilitated in 1938.
THE SAINT ANDREI CHURCH (in FUNDENI) (Călăraşi»Fundeni). Religious architecture and historical monument. The church was built in 1732 by Radu Dudescu, former high clerk and his son, Constantin. It was renovated in 1890.
THE SAINT NICOLAE CHURCH (in POPEŞTI) (Călăraşi»Vasilaţi). Religious architecture and historical monument. It was built in 1660 by Radu Popescu and others, probably also Antonie Vodă from Popeşti. It was rehabilitated in the XVIII century and 1864.
MUSEUMS: THE VILLAGE MUSEUM (in CĂLĂREŢI) (Călăraşi»Călăreţi) Village museum. Profile: history, etnography. It exhibits documents, objects that show the un-interrupted continuity in these regions.
MEMORIAL HOUSES: THE ALEXANDRU SAHIA MEMORIAL HOUSE (Călăraşi»Mânăstirea). Memorial house. It was open in 1957 in the writer's native house. Profile: memorial, history of literature. History of literature: the writer's library, magazines and newspapers where the writer has collaborated. Memorial: pictures, documents that used to belong to the writer.
ETHNOGRAPHY AND FOLKLORE:
THE TRADITIONAL FOLKLORE FEST (in CĂLĂRAŞI) (Călăraşi»Călăraşi) Traditional folklore fest. The Bărăgan flower international contest-festival is annually organized in September.
THE VILLAGE MUSEUM (in CĂLĂREŢI) (Călăraşi»Călăreţi) Village museum. Profile: history, ethnography. There are exhibited documents, objects that show the un-interrupted continuity in these regions.
ARCHITECTURE AND POPULAR TECHNICS: THE ETHNOGRAPHIC CENTRE (in LEHLIU-GARĂ) (Călăraşi»Lehliu-Gară). Popular art. Popular art: wicker netting, ceramics centre.
OTHER ANTHROPIC RESOURCES:THE DOR MĂRUNT STUD (Călăraşi»Dor Mărunt) Breed horses stud.

CONCLUSIONS

SURVEY: BUILDING A RURAL TOURIST PRODUCT SPECIFIC FOR THE CĂLĂRAŞI COUNTY

Short presentation of the accomodation place:
The CASA ALBĂ Pension – Borcea locality
Category: 3 margarets; No. of rooms: 10; Capacity: 20 places
Facilities: Heating: own central heating, Hot water permanently, Kitchen, Grill, TV set, Telephone, GSM network, Conference room, Yard, Orchard/Garden.
The Borcea channel – existing fish (of piscatorial interest): carp (huge), cteno, bream (in industrial quantities, a lot of it weighing around 1-2 kg and seldomly 4-6 kg); big gold fish (1-2 kg), big roach. Other fish (prey): bass, pike perch, pike, cat fish.
Building and presentation of the tourist product „Rural tourism and fishing in Călăraşi":

Day 1
- Arrival at the CASA ALBĂ pension
-Check-in
- In the afternoon, the fishing tools will be checked and the potential of the Borcea channel is tested by a short fishing play. The best fishing places will be picked-up and they will be baited with corn.
- In the evening: traditional dinner based on fresh fish caught in the lake.

Day 2
-Fishing on the Borcea channel
- the reproduction carp will be caught, photographed and set free. Only 1-2 carps and the gold fish will be kept for dinner which is going to be made up of fish soup and souse carp. Everything will be well basted with dry white wine.

Day 3
- Trip to the Dor Mărunt breed stud. Riding lessons.
- Lunch will take place at a local pension. In the evening: venatorial dinner at the pension (deer and boar cooked on a special recipe known only by the host).

Day 4
- Boarding in Olteniţa on a passenger ship and cruise on the Danube – 7 hours
- Lunch on board the ship. In the evening: dinner – polenta with cheese and fresh cream; chicken cooked in the pan.

Day 5
- Fishing on the Dărvari Lake. Location: the Tămădău commune/the Dârvari village.
Fishing can be done all year, with the exception of contests. Existing fish in the lake: carp weighing 10-20 kg, cteno, gold fish, pike perch, bass, cat fish, cornel. Picnic on the lake's bank.
- In the evening: fish caught in the lake will be cooked.

Day 6
-Visit to the Ethnography Centre (Lehliu-Gară). Popular art: willow netting, ceramics centre. Baskets and other objects hand-made by the folk masters can be bought.
- Visit to the Ciornuleasa Forest Natural Reservation (Mitreni)
- Midday: visit to a rural farm and lunch there
- In the evening: camp fire and grilled buck

Day 7
-In the morning: fishing on the Săruleşti lake so that the tourist would not leave empty-handed.

Estimated cost for the services package amounts to 540 RON/person.

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EXTENSION EFFICIENCY IN TELEORMAN COUNTY RURAL AREA

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Key words: *extension, efficiency, rural area, Teleorman county*

Abstract:
Assessing and monitoring the extension activity is of utmost importance for the following reasons: they enable assessing the progress registered in an activity process, correcting the occasional errors which might appear in in an activity process; they increase extension efficiency, enable to achieve better plans for the future, and also to compare the results obtained by different extenders. The information on the extension assessment can be gathered through direct discussions with the agricultural producers and the extenders, by requiring to fill in some questionnaires. Assessing the extension activity aims at the results of the extender's activities and the favorable impact which these activities have had on thr rural area.

INTRODUCTION

The main idea of this approach is that, in the long lasting development of the agriculture in Teleorman county, agricultural extensions enable knowledge tranfer for agricultural production improvement, association of the small-size farmers, promotion of the long-lasting production technologies toward the environment and farmers' revevue increase. This means that, if we can understand the reasons of a high quality service, then we can act properly to lead it efficiently.

MATERIAL AND METHOD

So as to achieve a most accurate analysis of the counseling activity of the counselors at the Local Agricultural Advisory Centers of Teleorman, they were addressed a questionnaire, the answers being processed with the SPSS program, a program used for the whole quantitative analysis of the field data. The processing of the data based on the SPSS program was done through the variable frequency and correlation method. The respondents were 17, that is the agricultural counselors of the Local Agricultural Advisory Centers. The purpose of the questionnaire was to obtain information concerning the following: counselors data (profession, working place, age, responsibilities), the activity of the counselors, the effect of counseling on the agricultural producers, difficulties in counseling activity, improvement proposals for the counseling activity.

RESULTS AND DISCUSSIONS

As a result of the research, the fact is noticed that the improvement of the counselors within the Agricultural Advisory County Office in Teleorman, was done through classes offered to them and which brought on a theoretical basis in the developed agricultural counseling activity. Thus, the classes of the Program MAKIS "Modernization of the Agricultural Knowledge and Information System" were taken by all the agricultural counselors in the Local Agricultural Advisory Centers Teleorman (100%), the classes meant for the initiation in making projects for the agricultural producers non-refundable funds followed by 58,8%, and those for the preparation of trainers in agricultural counseling given in collaboration with the Romanian - Austrian foundation "Semanatorul", were taken by 41,2% of the CLCA Teleorman specialists.

There were smaller percentages for the frequency in classes concerning milk ratio methodology (23,5%), the National Plan for the Rural Development (17,6%), life annuity, agricultural counseling and agricultural expert management with 11,8% for each.

Other classes taken by counselors in a percentage of 5,9%, they were each destined to ecological agriculture, agricultural counseling expert and methodology meant for the support given to producers on agricultural area. It is to be noticed that only 7 counselors of 17 have taken the classes concerning counseling ability formation, indicating deficiency in this area as it is known that a specialist needs to have not only a deep professional knowledge in order to be a good counselor but also the ability to be persuasive in transmitting them to those who need them.

As a result of the analysis made to the indicator the number of villages for one counselor, it is noticed that most counselors (47,1%) have 4 villages, but there are also counselors with 5, 6 or even 7 villages. The medium level of this indicator is of 4,47 villages for one counselor, which means very big load, the counselors managing to cover only a small part of the existing problems. The counseling activity reaches its goals through the direct contact established between the counselor and the beneficiary, the former trying to offer information and solutions to the issues raised by the latter. This is not possible when a counselor has an average of 4,47 villages to advise. The solution is the increase in number of the specialists to offer counseling to agricultural producers more easily.

By analyzing the indicator number of agricultural exploitations (including rural inhabited households) for one counselor, it is noticed that there are counselors who have between 900 – 3.000 exploitations within the advised

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villages (41,18%), between 3.001 – 6.000 exploitations for 32,29% of the counselors, but there are also counselors who have between 6.001 – 10.000 agricultural producers (23,53%) that is those who have within the counseling center 5 – 6 – 7 villages. According to a MADR study, the ratio between the number of ANCA counselors and beneficiaries is of 1:3636 (in case the inhabited farms are considered) or 1:1363 (considering only the farms registered in the Farms Registry). For an efficient activity to support the viable and economically efficient family farms, it is considered that a counselor should advise 80 farms. If multi-disciplinarian teams operate then a 6 counselors team could assist approximately 500 family farms. At present, at world level, the ratio between counselors and assisted farms is: in Europe 1:325, in North America 1:431, in Latin America 1:2940, in Middle East 1:3499. It thus results that the number of agricultural counselors in Teleorman county is insufficient for them to have an efficient activity for all the agricultural producers, given the fact that 3.000 exploitations are meant for one counselor.

Analyzing the indicator agricultural exploitations according to size, in the villages assisted by the agricultural counselors there are mostly small agricultural exploitations (0 – 10 ha) up to 80% in some villages. Middle exploitations (10 – 50 ha) go up to 40%, the big agricultural exploitations having over 50 ha are only up to 10%.

The indicator *domain of issues approached* by the agricultural producers during the counseling actions reached the following fields: vegetables culture, breading, plant protection, input acquiring, project making and others. Out of the total issues raised, the problems solved by the agricultural counselors were of more than 80% in 2007 an over 70% in 2008, except for the project making field where 24 Sapard projects were applied and won (22%), and in 2008, 17 FEADR projects were applied (17,8%). Most issues were raised concerning plant culture and breading as well as plant protection representing 38%, 33% and 13% of the total issues in 2007 and 46%, 23% and 14% of the issues in 2008.

As a counseling method, following the processing of the CLCA Teleorman counselors answers, it is noticed that they use the three counseling methods. The individual counseling was given in 2007 for 3600 agricultural producers, and in 2008 to 1990 persons. *Meetings with producers groups* were 75 in 2007 and 54 in 2008. Within the group meetings, visits were organized to the demonstrative plots (20 in 2007 and 10 in 2008), as well as seminars, debates (80 in 2007 and 35 in 2008). *Mass counseling campaigns* were 5 in 2007 and 2 in 2008). From the presented data it appears that the counseling activity takes place first of all through eye to eye meetings between the counselor and the producer, after which there is the group counseling within meetings organized on previously established topics.

The counseling service can use different approaches to help the agricultural producers reach their goals by: *periodical guidance to make them aware of the problems they are against, multiple choice solutions, information on the possible consequences to each alternative, support in the decision-making for reaching the established goal, support in learning from self experience and experiments, stimulation in sharing information with other farmers.*

For the issue concerning the making of **proposals for the improvement of the counseling efficiency**, 88,2% of the respondents considered that the solution could be the existence of 1 counselor for each village in Teleorman, 76,5% answered that a raise in the counselors income would entail a raise in the interest of getting a higher efficiency of their activity, and 64,7% answered that the specialized logistic development would increase the efficiency of the counseling in the county.

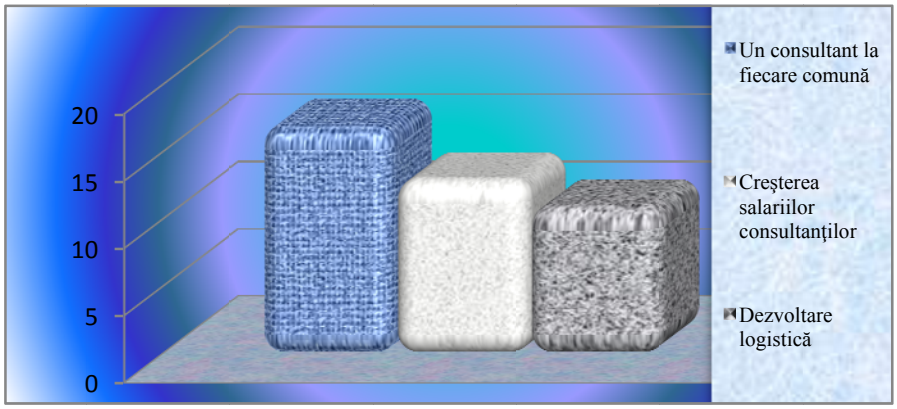

Fig. no.1
Proposals for the improvement of the counseling efficiency

CONCLUSIONS

The results obtained through the completion of the questionnaire given to the Local Counseling Centers specialists highlighted the following:

1. The average number of villages for one counselor is of 4,47, a very large load that doesn't allow the counselor to offer the necessary advice to all the agricultural producers who need information. A real need for the increase of counselors number is felt;
2. The number of existing exploitations for one counselor is very high, with variations between 900-10000, which makes the counseling activity impossible to be efficient and sufficient;

3. 50% of the raised issues concerned the plant culture, over 30% breading, as well as input acquiring and making development projects;
4. Of the counseling methods used the most present was the individual counseling, followed by the group counseling;
5. Of the action ways for the development of the agricultural exploitations, the most efficient were considered to be the producers association and the implementation of the projects with European funds and the development of the counseling activities;
6. The lack of financial resources has come against the implementation of the counselors recommendations;
7. The difficulties existing in the counseling activity refers to the impossibility to meet the needed counseling, a very large number of agricultural producers being assigned to one counselor, week retribution and no discount for the traveling expenses that affect the interest, the biroracy that requires numerous reports and statements, lack of spaces and logistic, no counselor status.
8. The proposals for the improvement of the counseling efficiency aim to the solving of the above mentioned issues.

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THE COMPARATIVE ECONOMIC ANALYSIS OF PRODUCTION ACTIVITIES IN THE AGRICULTURAL SECTOR OF THE REPUBLIC OF MOLDOVA

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Key words: *budget, production costs, sales income, cost, profitability.*

Abstract
The article describes the economic analysis of production activities performed in the agricultural vegetal sector of the Republic of Moldova. To this end, one has focused from the very beginning on the necessity to elaborate and calculate the economically argued budgets of agricultural plant growing. Thus, in our investigations, we considered the principle of economic argumentation of incomes and costs in the agricultural units calculating the gross profit coming from the cultivation of 45 agricultural plants in the vegetal sector of the country. There has been elaborated for each culture three variants of budgets centered on the application of the recommended technology, harmonized technology for big and medium agricultural units and the harmonized technology in the peasant (farmer) households.

INTRODUCTION

The rapid transition to the market economy has generated essential changes in the agriculture of the Republic of Moldova. The privatization in this sector had determined to a great extent the emergence of new land owners who had to carry out their activity based on economic principles, but at the same time lacking sufficient knowledge and practical grounding needed for that. Thus, the restructuring and development of agriculture based on private property and market economy requirements, impose radical transformations in the system of exploitation, labor process organization, observance of cultivation technologies and property management in agriculture, that has to ensure the formation of the necessary type of specialist and elaboration of respective solutions. The changes taking place in the economy must have an influence as well in the improvement of the informational, methodological and advisory support relating to the activities of agricultural producers and entrepreneurs, in order to increase the economic efficiency of production and obtained incomes.

MATERIAL AND METHOD

With a view of a clear picture of the possibilities of practicing of production activities in the vegetal sector of the republic, one has focused from the very beginning on the necessity to elaborate and calculate the economically argued budgets of agricultural plant growing. Thus, in our investigations, we considered the principle of economic argumentation of incomes and costs in the agricultural units calculating the gross profit (marginal contribution) coming from the cultivation of 45 agricultural plants in the vegetal sector of the country. The budgets of economic argumentation of the plant growing sector activities were elaborated for three variants of activity:

I variant – economic argumentation of incomes and costs for agricultural cultures applying the recommended technology of cultivation.
II variant – argumentation of incomes and costs for agricultural cultures in the big and medium agricultural enterprises.
III variant – argumentation of incomes and costs for agricultural cultures in the peasant (farmer) households.
For those three variants of planning of the income and costs budgets for plant growing and economic reasoning of agricultural activities, the primary information (applied norms, performed operations, prices and costs etc.) has been selected on the basis of the questionnaires filled in by agricultural producers of different organizational and juridical forms and various production sizes from the three development zones of the country (north, centre and south). The information was systematized and processed and then integrated into the income and cost budgets of the vegetal sector's agricultural plants.

RESULTS AND DISCUSSIONS

In the Republic of Moldova agriculture continues, traditionally, to be the main sector of the national economy with a 15,1% quota in GDP, 60% of exports and 34% of the active population of the country employed in this sector. Nevertheless, the current dynamics of the agricultural development is characterized by a pronounced instability, inadequate quality, low productivity, low incomes and lack of some well-defined priorities in the promotion policies of the agrifood sector.
Despite the major role of agriculture in the country's economy, the highest poverty levels are registered mainly in this sector. The basic cause of income decreasing in agriculture lies in the relative price evolution and the low sector's productivity growth. The current production structure reflects the preponderant subsistence feature of domestic agriculture.

The low actual efficiency of the agricultural sector derives from the poor link with the sale markets and the reduced competitiveness level of domestic agricultural products. The real incomes of agricultural producers reduced because of the constant agricultural production prices (or even decreased) and increased input prices. Depressed prices for agricultural products could be explained by the quality/standard deficiencies on the one hand as well as the difficulty to penetrate with the production on new advantageous markets. This state of things is determined by a number of inefficiencies of interconnected markets forming together a vicious circle hardly to face. The agricultural production means markets as well as the agricultural products markets are poorly developed maintaining their prices at a low level, while input prices are growing much faster. Given that most of the agricultural inputs are imported, Moldavian farmers are facing world prices when buying production means, not being able to receive the same prices when marketing their agricultural production.

At present, the success of agriculture and farmers of one small and open country, like Moldova, is determined to a great extent by the adjustment to the international quality standards and systems. The modernization of the autochthonous quality management, agrifood product harmlessness and plant and animal health systems is absolutely necessary for keeping the access to the profitable market segments in the Newly Independent States, as well as for obtaining and increasing the access on new markets through diversification, mainly on the large European Union market.

The modern market infrastructure ensures an efficient instrument of agricultural products value adding and acts as an essential component in the development process of the product value chains. In Moldova there is a keen necessity of increased storage capacities, particularly refrigerating storehouses and warehouses with controlled atmosphere, appropriate purveyance spots, instantaneous cooling equipments and packaging houses dealing with post-harvesting treatment, graduation, sorting and packaging of horticultural products. The private sector has to act as the motive power for such kind of investments and the state must support it to the maximum through coherent policies and ensuring of necessary public goods.

Agrifood processing industry constitutes another essential mechanism of agricultural product value adding. Most agricultural processing enterprises, mainly those small and medium, are facing difficult constraints in many fields, including the technological, financial, logistical and marketing one. If a sufficient number of enterprises manage to overcome these constraints and to develop rapidly, then this trend could become the dynamic element of the agricultural sector.

The main idea is simple: the rural poverty reduction will be a sustainable process only if it is oriented towards the market that means the developing of a competitive agricultural sector, especially on the export markets. When local supply satisfies the global demand and domestic agrifood products are able to compete on international markets, then the Moldavian agriculture will become a profitable business on condition that the value chain is strongly based on long term partnerships. Increased agricultural incomes will promote the development of non-agricultural activities in rural areas, since the population will create a demand for various products and services and will be able to pay for them. Thus, inevitably, the flow of the labor force from agriculture to other sectors of the national economy will take place. The great possibilities of non-agricultural employment in rural areas and the increase of the agricultural activities profitability will stimulate the most productive producers to remain in agriculture, thus enhancing the efficiency of the sector and ensuring its growth. The development namely of non-agricultural fields on the basis of a competitive and profitable agricultural sector represents a way of development and sustainable growth of the country.

Every economical activity must harmonize and observe the following rule: the born costs (effort) must be recovered through the obtained incomes (effect). So, the economic activities have to be managed in the most efficient and friendly to environment way, by developing a sustainable agriculture and recording of positive results from the operational activity.

The market economy conditions make the agricultural producers to redirect their activity by practicing the activities that frame and observe the following important aspects: quality and productivity, implementation of modern and intensive technologies, development of value chains by products, combining high value agriculture with the subsistence one, development of marketing infrastructure, association by interests in professional organizations and cooperation for promotion and penetration on new advantageous markets etc. Moldavian agriculture will revitalize and develop only in the case when agricultural producers will comply with and practice a sustainable agriculture for all sectors.

The globalization of the world economy and the technical and scientific progress offer new possibilities to increase agricultural output at the level of various branches. For Moldova, the accomplishment of this task could be achieved through the orientation with priority to the production and export of high value agrifood products, given the proximity and demand of some most profitable modern markets, mainly those from Europe. However, the transformation of the agrifood sector into a modern, efficient and competitive one requires important investments and the implementation of intensive and advanced technologies.

In the Republic of Moldova local producers grow a wide variety of agricultural cultures. At present, the entrepreneurs are oriented to the development of high-value agriculture (HVA), that is represented to a great extent by horticultural products (fruits, vegetables, table grapes and their value added derivates). At the same time, agricultural enterprises practice widely the production and processing of the cereal (wheat, barley etc.) and technical group of cultures (sugar beet, oil-bearing plants etc.). Technical plants are cultivated on 1/5 of the area under crops that

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Table 1. Totalizing the results with regard to the economic substantiation of agricultural plant growing

Nr.	Specification of agricultural crops	Economic argumentations for agricultural plant growing								
		Recommended technology			Agricultural enterprises			Peasant (farmer) households		
		Sales incomes, lei	Sales costs, lei	Gross profit, lei	Sales incomes, lei	Sales costs, lei	Gross profit, lei	Sales incomes, lei	Sales costs, lei	Gross profit, lei
1	Winter wheat	15 360,00	9 886,75	5 473,25	10 547,20	7 033,78	3 513,42	6 869,33	5 903,34	965,99
2	Winter barley	11 800,00	8 534,30	3 265,70	8 000,40	5 815,66	2 184,74	5 548,67	5 137,43	411,24
3	Oats	8 360,00	6 841,39	1 518,61	6 416,30	5 333,70	1 082,60	4 576,08	4 491,59	84,49
4	Rye	9 632,00	7 080,87	2 551,13	6 988,80	5 181,80	1 807,00	5 340,67	4 985,89	354,78
5	Buckwheat	18 000,00	8 039,89	9 960,11	12 870,00	5 949,24	6 920,76	9 262,50	4 845,55	4 416,95
6	Peas bean	11 445,00	7 709,55	3 735,45	8 763,60	6 012,82	2 750,78	5 668,00	4 647,26	1 020,74
7	String beans	18 175,00	8 486,06	9 688,94	13 376,80	7 238,63	6 138,17	8 602,83	6 064,38	2 538,46
8	Horse beans	26 310,00	14 435,42	11 874,58	26 310,00	11 365,82	7 401,98	11 474,08	9 045,29	2 428,79
9	Maize grains	12 000,00	7 452,67	4 547,33	9 225,00	6 318,57	2 906,43	6 638,10	5 071,58	1 566,52
10	Sorghum	11 200,00	6 304,90	4 895,10	8 464,00	5 576,80	2 887,20	5 693,33	5 120,93	572,40
11	Sunflower	14 400,00	11 236,66	3 163,34	11 412,00	9 236,04	2 175,96	5 730,00	5 135,44	594,56
12	Soy bean	13 387,50	10 052,04	3 335,46	9 524,25	7 337,78	2 186,47	4 972,50	4 379,72	592,78
13	Sugar beet	33 000,00	19 604,98	13 395,02	22 343,20	14 156,26	8 186,94	12 712,33	9 208,38	3 503,96
14	Tobacco	67 200,00	43 455,44	23 744,56	55 230,00	37 395,55	17 834,45	34 300,00	28 533,19	5 766,81
15	Rape seed	18 000,00	9 679,23	8 320,77	11 440,00	7 113,65	4 326,35	6 466,67	5 004,85	1 461,82
16	Green peas	22 400,00	14 922,77	7 477,23	16 864,00	11 797,32	5 066,68	10 320,00	8 960,51	1 359,49
17	Early potato	121 000,00	75 150,57	45 849,43	94 820,00	62 656,61	32 163,39	51 608,33	41 591,60	10 016,73
18	Late potato	128 000,00	92 418,90	35 581,10	95 616,00	76 041,16	19 574,84	51 733,33	47 353,67	4 379,66
19	Tomato (grown up through seeds)	161 000,00	58 534,37	102 465,63	111 688,00	43 499,77	68 188,23	60 221,67	32 560,36	27 661,30
20	Tomato (grown up through transplants)	161 000,00	73 022,38	87 977,62	111 688,00	57 687,48	54 000,52	60 221,67	45 708,55	14 513,11
21	Cucumber (grown up through seeds)	137 500,00	49 812,77	87 687,23	104 250,00	40 501,41	63 748,59	50 208,33	29 733,75	20 474,58
22	Mild pepper (grown up through transplants)	155 000,00	69 288,56	85 711,44	117 490,00	61 284,32	56 205,68	68 716,67	55 521,39	13 195,28
23	Aubergine (grown up through transplants)	120 000,00	63 352,38	56 647,62	90 720,00	55 358,66	35 361,34	56 800,00	47 339,97	9 460,03
24	Onion (grown up through seeds)	140 000,00	74 791,53	65 208,47	72 600,00	53 796,65	18 803,35	41 333,33	39 483,79	1 849,54
25	Garlic	144 000,00	70 094,26	73 905,74	97 680,00	58 426,03	39 253,97	61 800,00	47 406,36	14 393,64
26	Carrot (grown up through seeds)	108 250,00	40 713,20	67 536,80	81 187,50	33 725,20	47 462,30	40 413,33	25 579,57	14 833,77
27	Red beet (grown up through seeds)	97 000,00	45 948,97	51 051,03	69 258,00	38 654,35	30 603,65	38 961,67	32 379,90	6 581,77
28	Early cabbage (grown up through transplants)	140 000,00	47 732,52	92 267,48	99 200,00	44 927,85	54 272,15	54 333,33	40 400,76	13 932,57
29	Headed cabbage (grown up through seeds)	96 000,00	39 586,59	56 413,41	61 920,00	30 892,11	31 027,89	35 900,00	27 521,18	8 378,82
30	Cauliflower (grown up through transplants)	150 000,00	54 853,45	95 146,55	116 000,00	49 517,66	66 482,34	61 666,67	44 762,05	16 904,62
31	Melon (grown up through seeds)	60 000,00	33 287,67	26 712,33	47 400,00	29 909,63	17 490,37	26 833,33	18 677,63	8 155,70
32	Water melon (grown up through seeds)	75 000,00	34 384,25	40 615,75	54 300,00	29 491,56	24 808,44	34 750,00	27 455,35	7 294,65
33	Vegetable marrow (grown up through seeds)	60 000,00	35 633,92	24 366,08	44 760,00	30 715,00	14 045,00	23 800,00	20 795,59	3 004,41
34	Apples (intensive technology)	137 500,00	76 237,39	61 262,61	85 800,00	49 779,18	36 020,82	46 291,67	32 755,90	13 535,77
35	Apples (common technology)	68 750,00	47 103,53	21 646,47	50 215,00	34 955,24	15 259,76	28 600,00	24 915,38	3 684,62
36	Plums	76 000,00	53 196,12	22 803,88	53 770,00	38 006,39	15 763,61	33 883,33	28 760,64	5 122,70
37	Peaches	104 250,00	41 678,44	62 571,56	74 643,00	30 824,72	43 818,28	39 035,83	21 172,32	17 863,51
38	Cherry	108 750,00	47 984,06	60 765,94	74 965,00	33 672,82	41 292,18	40 177,08	21 351,40	18 825,68
39	Sour cherry	75 000,00	41 018,00	33 982,00	53 250,00	29 446,74	23 803,26	28 854,17	19 055,92	9 798,25
40	Nut	45 000,00	13 454,15	31 545,85	30 400,00	9 756,32	20 643,68	17 166,67	6 509,37	10 657,29
41	Gooseberry	89 500,00	51 343,32	38 156,68	62 023,50	35 765,96	26 257,54	37 366,25	22 705,17	14 661,08
42	Raspberry	97 600,00	53 059,86	44 540,14	66 368,00	37 330,15	29 037,85	41 073,33	23 380,60	17 692,73
43	Strawberry	145 000,00	59 886,02	85 113,98	94 395,00	39 673,18	54 721,82	57 818,75	26 155,29	31 663,46
44	Technical grapes	30 000,00	25 010,92	4 989,08	24 270,00	20 444,19	3 825,81	15 450,00	14 794,73	655,28
45	Table grapes	72 000,00	39 304,51	32 695,49	53 160,00	31 028,31	22 131,69	30 700,00	20 953,63	9 746,37

brings approximately 1/3 out of all incomes from the plant growing sector.

In this article the accent has been put on the systematization and generalization of the information in a table in order to be able to compare the economic advantages and disadvantages of growing those 45 agricultural cultures practiced in the Republic of Moldova through the prism of incomes and expenses and, not in the last turn, of the gross profit obtained from the operational activity.

Based on the presented data, we can conclude that for the three variants of agricultural plant growing the producer applies different levels of intensity, that is explained by the financial means consumed per area unit and, at the same time, the economic results coming out from the operational

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Table 2. Comparative analysis of economically argued budgets for agricultural crops growing

Nr.	Specification of agricultural crops	Deviations ("+" or "-") of the recommended technology by comparison with:					
		Agricultural enterprises			Peasant (farmer) households		
		Sales incomes, lei	Sales costs, lei	Gross profit, lei	Sales incomes, lei	Sales costs, lei	Gross profit, lei
1	Winter wheat	4 812,80	2 852,97	1 959,83	8 490,67	3 983,41	4 507,26
2	Winter barley	3 799,60	2 718,64	1 080,96	6 251,33	3 396,87	2 854,47
3	Oats	1 943,70	1 507,69	436,01	3 783,92	2 349,80	1 434,12
4	Rye	2 643,20	1 899,07	744,13	4 291,33	2 094,98	2 196,35
5	Buckwheat	5 130,00	2 090,65	3 039,35	8 737,50	3 194,34	5 543,16
6	Peas bean	2 681,40	1 696,73	984,67	5 777,00	3 062,29	2 714,71
7	String beans	4 798,20	1 247,43	3 550,77	9 572,17	2 421,68	7 150,48
8	Horse beans	0,00	3 069,60	4 472,60	14 835,92	5 390,12	9 445,79
9	Maize grains	2 775,00	1 134,10	1 640,90	5 361,90	2 381,08	2 980,82
10	Sorghum	2 736,00	728,11	2 007,89	5 506,67	1 183,98	4 322,69
11	Sunflower	2 988,00	2 000,62	987,38	8 670,00	6 101,22	2 568,78
12	Soy bean	3 863,25	2 714,25	1 149,00	8 415,00	5 672,32	2 742,68
13	Sugar beet	10 656,80	5 448,72	5 208,08	20 287,67	10 396,60	9 891,06
14	Tobacco	11 970,00	6 059,89	5 910,11	32 900,00	14 922,25	17 977,75
15	Rape seed	6 560,00	2 565,58	3 994,42	11 533,33	4 674,38	6 858,95
16	Green peas	5 536,00	3 125,45	2 410,55	12 080,00	5 962,26	6 117,74
17	Early potato	26 180,00	12 493,96	13 686,04	69 391,67	33 558,98	35 832,69
18	Late potato	32 384,00	16 377,75	16 006,25	76 266,67	45 065,23	31 201,44
19	Tomato (grown up through seeds)	49 312,00	15 034,60	34 277,40	100 778,33	25 974,01	74 804,32
20	Tomato (grown up through transplants)	49 312,00	15 334,90	33 977,10	100 778,33	27 313,83	73 464,50
21	Cucumber (grown up through seeds)	33 250,00	9 311,36	23 938,64	87 291,67	20 079,01	67 212,65
22	Mild pepper (grown up through transplants)	37 510,00	8 004,24	29 505,76	86 283,33	13 767,17	72 516,16
23	Aubergine (grown up through transplants)	29 280,00	7 993,72	21 286,28	63 200,00	16 012,41	47 187,59
24	Onion (grown up through seeds)	67 400,00	20 994,89	46 405,11	98 666,67	35 307,74	63 358,93
25	Garlic	46 320,00	11 668,23	34 651,77	82 200,00	22 687,90	59 512,10
26	Carrot (grown up through seeds)	27 062,50	6 988,00	20 074,50	67 836,67	15 133,64	52 703,03
27	Red beet (grown up through seeds)	27 742,00	7 294,62	20 447,38	58 038,33	13 569,07	44 469,26
28	Early cabbage (grown up through transplants)	40 800,00	2 804,67	37 995,33	85 666,67	7 331,76	78 334,91
29	Headed cabbage (grown up through seeds)	34 080,00	8 694,48	25 385,52	60 100,00	12 065,41	48 034,59
30	Cauliflower (grown up through transplants)	34 000,00	5 335,78	28 664,22	88 333,33	10 091,40	78 241,94
31	Melon (grown up through seeds)	12 600,00	3 378,04	9 221,96	33 166,67	14 610,04	18 556,63
32	Water melon (grown up through seeds)	20 700,00	4 892,69	15 807,31	40 250,00	6 928,90	33 321,10
33	Vegetable marrow (grown up through seeds)	15 240,00	4 918,92	10 321,08	36 200,00	14 838,34	21 361,66
34	Apples (intensive technology)	51 700,00	26 458,21	25 241,79	91 208,33	43 481,50	47 726,83
35	Apples (common technology)	18 535,00	12 148,29	6 386,71	40 150,00	22 188,15	17 961,85
36	Plums	22 230,00	15 189,73	7 040,27	42 116,67	24 435,49	17 681,18
37	Peaches	29 607,00	10 853,72	18 753,28	65 214,17	20 506,12	44 708,05
38	Cherry	33 785,00	14 311,24	19 473,76	68 572,92	26 632,66	41 940,26
39	Sour cherry	21 750,00	11 571,26	10 178,74	46 145,83	21 962,08	24 183,75
40	Nut	14 600,00	3 697,83	10 902,17	27 833,33	6 944,78	20 888,55
41	Gooseberry	27 476,50	15 577,36	11 899,14	52 133,75	28 638,15	23 495,60
42	Raspberry	31 232,00	15 729,71	15 502,29	56 526,67	29 679,26	26 847,40
43	Strawberry	50 605,00	20 212,85	30 392,15	87 181,25	33 730,73	53 450,52
44	Technical grapes	5 730,00	4 566,73	1 163,27	14 550,00	10 216,19	4 333,81
45	Table grapes	18 840,00	8 276,21	10 563,79	41 300,00	18 350,88	22 949,12

activity differ considerably by the amount of sales incomes and the obtained gross profit.
Furthermore, one has suggested performing the comparative analysis of the three variants applying the growing technologies for 45 agricultural crops. The goal of this analysis lies in elucidating more explicitly and emphasizing the deviations (positive economic effects), as well as making conscious the entrepreneurs with regard to the assessment and detailed analysis of the value chain at the stage of production of agricultural products and the reorientation of activities in point of technology and intensity.

The comparative analysis of the data from the three variants of economically argued budgets for the vegetal sector activities demonstrates a true law: together with the argued increase of production consumptions (intensity level) the economic efficiency and the results from the operational activity grow as well. At the same time, high value agricultural crops make possible to achieve an increased profitability and a more rational use of production factors.

CONCLUSIONS

1. Under the market conditions, agricultural producers are facing a range of drawbacks in the entrepreneurial activity. The most pronounced constraints of the country's agricultural sector development are the human resources, market infrastructure, innovation and competitiveness, as well as the business and investment climate.
2. Based on the data presented in this article, we state that the entrepreneurs practicing an intensive agriculture and growing high value agricultural crops record increased economic results and take root and comply easier to the requirements and the functioning mechanism of the market economy. These producers are oriented to the implementation of commercial agriculture (oriented to the growing necessities of the market and final consumers).
3. A main condition of farmers' compliance to the requirements of the market economy presumes the implementation of the following activities:

- ✓ development of the sustainable and friendly to environment agriculture;
- ✓ introduction of intense and modern plant growing technologies;
- ✓ combining the high value agriculture with the subsistence one;
- ✓ increasing quality production and rising agricultural crop productivity per unit area;
- ✓ development of products value chains through investments in the marketing infrastructure;
- ✓ association by interests of agricultural producers into professional organizations and cooperation to promote and penetrate new advantageous markets.

4. Under the market conditions, agricultural entrepreneurs must observe the following rule - applying agricultural practices friendly to the environment as a compulsory component of the sustainable agriculture in order to ensure not only high outputs, but also to optimize the system as a whole one, to maintain the productivity in the long run. It is important for the national food security maintenance to be combined with the avoidance of water and soil pollution, wasting of the natural resources base. Sustainable agriculture combines harmoniously the three components: economic, social and ecological one.
5. The activity in the frame of the sustainable agriculture has to rely, firstly, on the utilization of natural processes, biological resources and renewable ones of the household and, only secondly – on the procured resources.

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AGRIBUSINESS CLUSTER – BETWEEN THEORY AND PRACTICE

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Abstract

It is a scientific paradox the fact that although in the economic practice the cluster's functionality can be demonstrated by successful cluster initiatives, the economic theory didn't succeed to create a clear framework of cluster concept. Many publications (e.g. Michael Porter) discuss in detail academic and well defined approaches of the development, establishment and management of cluster processes but the scientific literature is confusing and confused with that of other economic topics. But in practice the existence of this type of organization can not be challenged, which is why this paper aims to present the theoretical opportunities of cluster building processes on the one hand and practical risks and advantages of their management on the other hand. The purpose was to summarize the items that directly or indirectly influence a cluster successful outcome starting from the overview of theoretical background of the concept, policymaker's responsibilities, viable models in clustering processes, competencies of actors involved in a cluster, in other words to point out what are the ways to have a successful cluster initiative.

INTRODUCTION

Some writers defined clusters as non-random geographical agglomerations of firms with similar or closely complementary capabilities [1], other as geographically proximate groups of interconnected companies and associated institutions in a particular field, linked by commonalities and complementarities [2]. Even though they are studied under many different labels the terminological diversity cannot hide the fact that the cluster phenomenon as such has attracted increasing attention during the last fifteen years.

This paper aims to present practical issues of what should be attempted, first and foremost by policymakers, but also by the other groups, with regard to cluster processes. It also includes some consideration of what distinguishes certain concrete cases in the real world from the generalised conceptual models and points out the main ideas from cluster theory, the viable models from cluster practice and the useful recommendations for cluster management. The base of ours analyze are the projects financed by European Commission and OECD, in which are participating also Romanian organizations.

MATERIAL AND METHOD

This paper investigates the theoretical backgrounds of the cluster concept and proposes a framework aiming at drawing the contour of clustering process. The theoretical framework of this paper depends on three major approaches from the last century: the Marshall's theory [3], the Michael Porter's theory [2] and the GREMI approach [4]. The paper also reviews the practical experiences in building cluster process starting from three major studies: "The Cluster Initiative Green book" [5], "The cluster policy white book" [6] and "Guidelines for the Development and Management of Cluster Initiatives" [7].

It's also a synthesis of the theoretical and fieldwork research that has been made inside of the project "Research regarding the clusters' development in the Romanian agribusiness"[8]. Our major conclusion from this research was that the harmonization between theory and practice has not a unique method for the initiation and co-ordination of cluster initiatives and networks, but we consent the importance of this new tool in foster economical growth in different sectors and especially in agribusiness field.

RESULTS AND DISCUSSIONS

The main authors of cluster theory

Marshall's initial reflections on the cluster issue were published in 1890. His specific interest in such cluster phenomena is about the (uneven) distribution of economic activity over space, and more specifically about the tendency for related firms to collocate at certain places over prolonged periods of time [2]. Firms are linked directly by business (supply and purchase) relations and indirectly through the market for labor and for private or public services. Local economies or "spillovers" are initially perhaps unanticipated outcomes of a successful match between firms' location requirements and the supply of location factors.

Bat few contributions to the cluster literature have gelled the interests of a generation of scholars as Michael E. Porter's work on competitive strategy. He is in fact the most famous "parent" of cluster theory trough his definition of modern cluster concept: "geographically proximate groups of interconnected companies and associated institutions in a particular field, linked by commonalities and complementarities". The main ideas in his papers were that: developing clusters attract skilled people through offering greater opportunities, nations succeed not in isolated industries but in clusters of industries connected

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through vertical and horizontal relationships, a nation's economy contains a mix of clusters whose makeup and sources of competitive advantage (or disadvantage) reflect the state of the economy's development.

The GREMI group [4] approach is concerned with technology, organization and, most significantly, with territory [9] and is much broader in its scope than Marshall's or Porter's cluster theories. GREMI cluster ("innovative cluster") contains a set of relationships that develops spontaneously within a given geographical area, stimulates the development of know-how and the formation, development and vitality of innovation networks, facilitates mutual acquaintance, collaboration, dissemination and exchange of information, offers options for reciprocal openness and for disseminating know-how without any risk of unilateral appropriation, because the players share the same work ethic and a common will to cooperate.

The main ideas from cluster theory

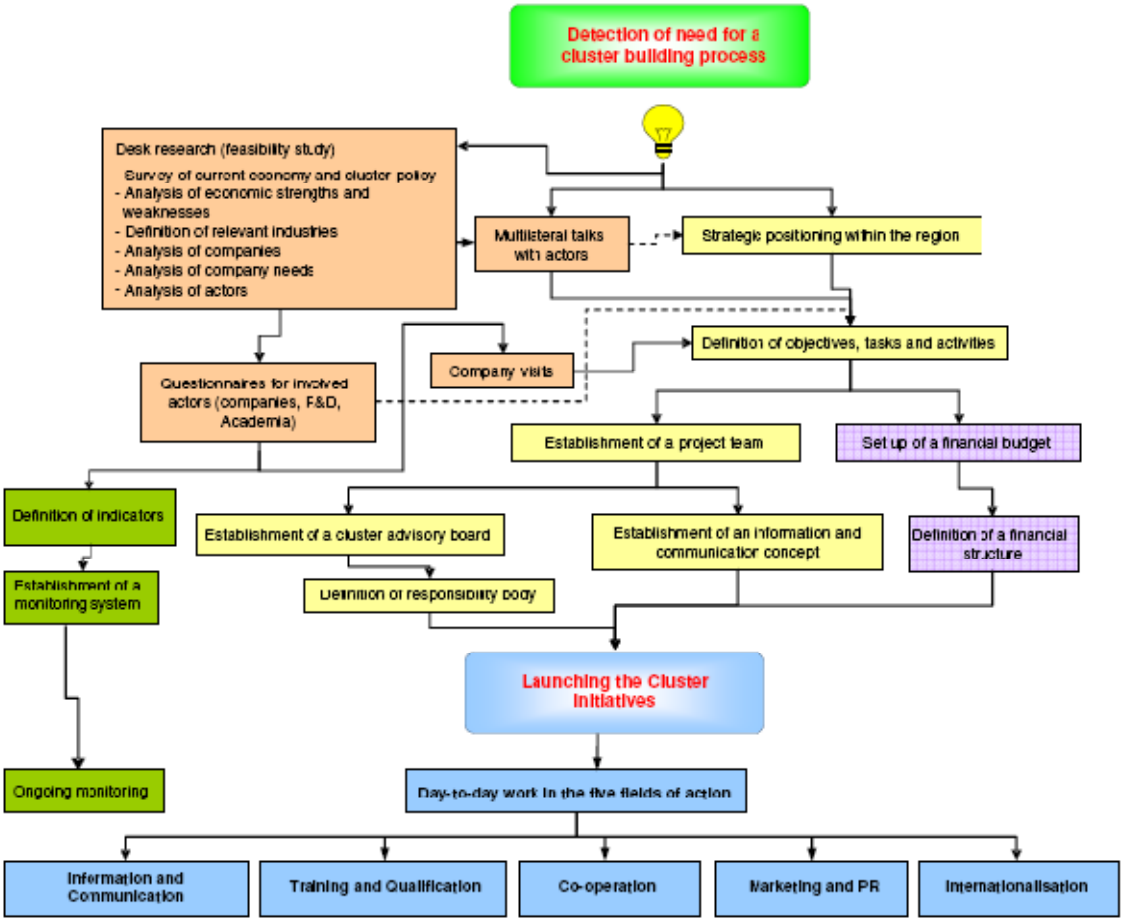
Martin and Sunley [10], Porter [2], Rosenfield [11], Roelandt and den Hertog [12], Swann [13] and Feser [14] have all offered definitions of clusters or contributed to their precise definition but from their, and other work, one can discern three main elements:

1. A cluster must consist of groups of associated and interconnected firms that are linked vertically and/or horizontally through their commonalities and complementariness in products, services, inputs, technologies or outputs activities.
2. Clusters are physical proximate groups of interlinked companies which can encourage the formation of, and enhances value creating benefits via their interaction.
3. Co-location itself does not imply clustering when these associated clustering benefits like innovation, productivity, growth or other superior competitiveness cannot be shown or described.

Michael E. Porter defines clusters in the Competitive Advantage of Nations as being: groups of interconnected firms, suppliers, related industries and specialized institutions in particular fields that

are present in particular locations. Innovation, improvement and change is seen to be central to creating competitive advantage. Moreover competitive advantage is seen as encompassing the entire value system comprising the value chains of the firm, suppliers, channels and buyers. The very strongest of competitive advantage often emerges from within a geographically localized cluster. Strong clusters tended to attract more firms and those regions with a strong innovative record have an advantage in achieving more innovation: they become 'self fulfilling', that is path dependent. Baptisa and Swann [15] argue that not only does a region that has an accumulation and concentration of knowledge attract increased human capital but that as information exchange matures, and becomes more informal and intangible that the spread of knowledge becomes limited outside of that area. Of course clusters are dynamic in their character and so it is not surprising that innovative activity and output are positively correlated with new firm entry and productivity growth in the cluster.

Fig. 1 Development of cluster initiatives (CLOE Guide)



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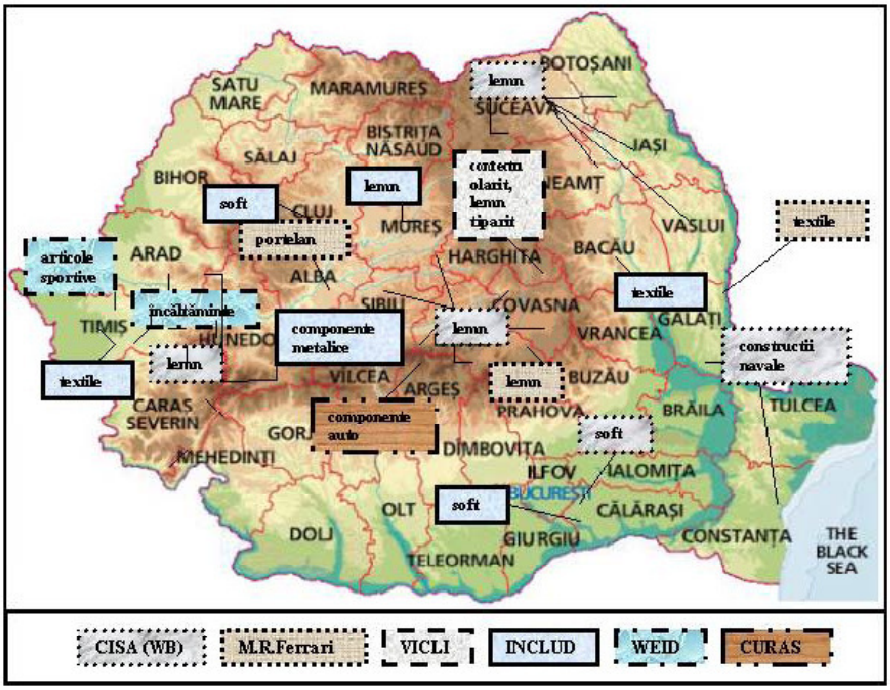

Fig. 2 Identified clusters in Romania [Reference: "To cluster, or not to cluster? The potential for competitive economic growth through cluster development in Romania", Pislaru D., Aristide O., 2004;]

The viable models in cluster theory

At present we consider clusters, innovation and competitive advantage from essentially a Porterian perspective. "The competitive diamond is the driving force behind cluster development, and simultaneously the cluster is the spatial manifestation of the competitive diamond" [10].

Like I already mentioned the practical experience is more important in this domain. An international project regarding cluster initiatives [7] centralized the main aspects for the development and management of cluster which are to be considered in order to achieve an effective initiative.

But how to launch a cluster should be decided according to the cluster-specific situation. It is generally sensible that the cluster activities are started soon after the launch event. This event should be organized very carefully to avoid that participating companies loose their interest in the initiative. In order to limit the risk of a launch failure, a self-confident and innovation-friendly group should be formed in the starting phase with the aim of creating stability within the cluster. This core group will also help the companies define their attitude towards the cluster. Approximately six to nine months after launching the cluster initiative, first concrete indivisible projects should be identified to demonstrate the resulting benefits.

The Romanian cluster opportunities

The Romanian research in this field is at the beginning, but in different studies and research projects, several *potential clusters* have been identified.

The so called VICLI Report [16] focused on Harghita County, where four *potential clusters* emerged in wood processing, pottery, printing and apparel industry. In other studies [17] some *other clusters* emerged: software (Bucharest, Timisoara, Cluj, Iasi), wood processing industry (Harghita), porcelain (Alba), textiles and apparel (Focsani), furniture (Bucharest). Last but not least, within the INCLUD Interreg project, *potential clusters* have been identified in textiles (North-East Region, especially Bacau County and West Region, especially Timis County), software (Timis, Cluj and Bucharest), wood processing, steel frame construction and metal products (Central Region2). Noteworthy, the specificity of the Timis County is also given by the high level of Italian investments in the area, which have brought along the principles of "*industrial districts*", the Italian cluster model.

All the previous studies conclude that in the existing areas identified as clusters in Romania, government assistance can contribute to making them more efficient. In the field of inter-company cooperation, for example, the government can provide the necessary institutional infrastructure in order to stimulate communication and cooperation. At a both horizontal and vertical level, bringing together companies, suppliers and clients at round-tables, seminars and creating working-groups can prove to generate the desired outcomes in terms of cooperation.

The Romanian agribusiness clustering opportunities

The overview of actual researches concludes us that in Romania in the agribusiness sector doesn't exist functional clusters. The necessity to support cluster initiatives in this sector is more important if we take in consideration that: networks can be a viable form to access European funds, exists a lack of cooperation in agriculture, the food chains are not functional.

An agribusiness cluster has to: act in an agricultural area, include firms from all the part of food chains, have an active role in local rural economy, make a linkages between agriculture, food and related industry. The following figure reflects this role and the main components of an agribusiness cluster.

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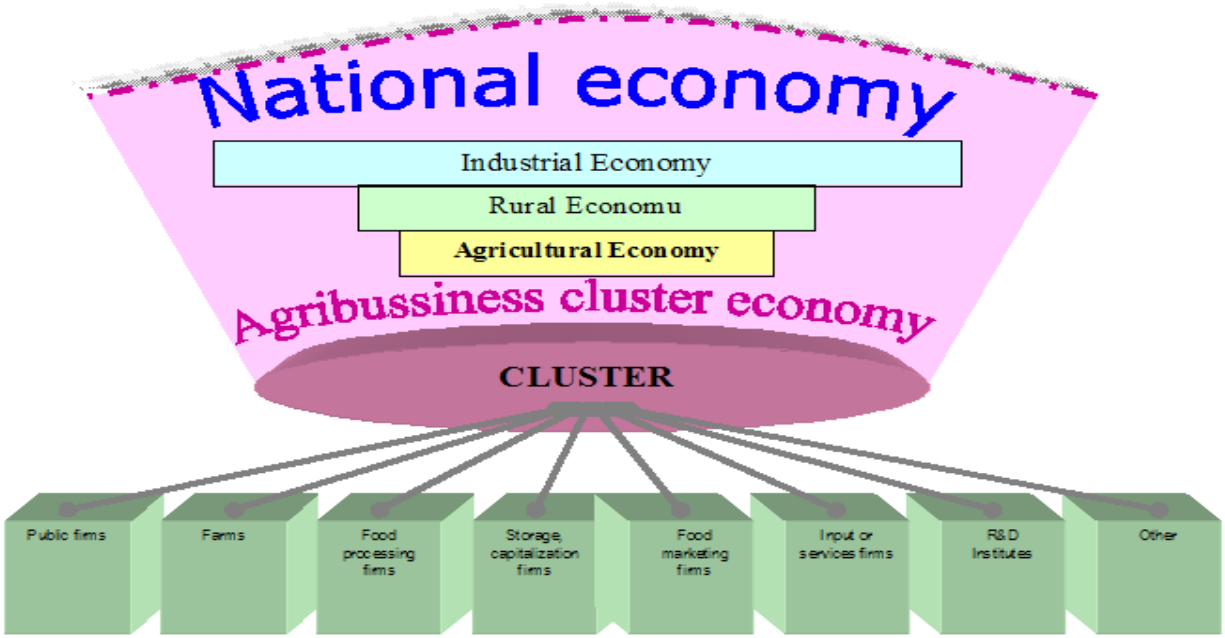

Fig. 2 Function and component of a potential cluster in agribusiness [8]

CONCLUSIONS

The agribusiness cluster connects farmers, local entrepreneurs (involved in supplier and channel value chains), bankers (financial services) and business development services in the target region. Efficient linkages within the agribusiness cluster and integration of the agribusiness cluster in commodity value chains increases incomes of farmers and local entrepreneurs, allows for multiplier effects and economic growth, and fuels re-investment in new production technologies. The cluster assures:

1. At village level: learning plot activities with target groups to explore technological options and to act as "entry points" for learning communities; establishment of "learning & information centers" to capture and explain the experiences of learning groups; promotion of farmer-to-farmer training and training of trainers.
2. Strengthening of input supply chains: improvement in transportation, storage, and distribution; business training for suppliers; involvement of dealers in learning and information centers; formation of input associations, etc.
3. Strengthening of value chains: processing, storage, transportation and marketing of targeted products; encouraging buyer-seller contracts, codes of conduct and industry standard business practices; hygiene, packaging and labeling practices; strengthening commercial producer associations; etc.
4. Facilitation of access to credit for farmers and other entrepreneurs involved in the agribusiness cluster through stimulation of savings, guarantee or inventory credit schemes; interlinked contracts with buyers, etc.
5. Strengthening of business development services: capacity building in technical issues (e.g. analysis of commodity value chains, inventory credit systems, market analysis, business planning, etc); managerial issues (facilitation and leadership skills, networking, lobbying, etc.)

Research can facilitate agribusiness cluster formation through capacity building (including building capacity to build capacity) of the principal stakeholders involved. The approach is grounded in both individual and collective learning theories, and ideas, and may involves a large variety of stakeholders. In these processes, outside 'experts' can be 'facilitators', with a role in providing ideas, alternatives and in training; when experiences have been shared, discussed and the need for new ideas or expertise is commonly felt. Key issues for the facilitators are to promote efficient ways to capitalize learning through drawings, reports, photographs and videos, to maintain flexibility in training modules and to keep the focus on the processes instead of static technical prescriptions. Farmer-based organizations can be supported to implement regular training sessions for their members, and local entrepreneurs (e.g. input dealers) can leverage efforts through their network of clients.

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AGRI-ENVIRONMENT POLICIES AND THEIR INCIDENCE ON AGRICULTURAL PRACTICES

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Key words: *agri-environment policies, good agricultural practices, resources management, regional disparities.*

Abstract
The paper aims to investigate the modality and extent in which the production methods used by the Romanian farmers are conform to the main requirements of the new agro-environmental policies, materialized into the good agricultural and environmental practices. The field survey conducted on the agricultural holdings from the regions Center and North-East used as working tools the questionnaire, on the basis of which data and information on the agricultural year 2007 were collected. The main indicators used were the following: soil protection offered by the cropping structure, crop rotation use, type and share of integrated pest control methods, share of soil conservation systems, use of chemical fertilizers and their effect upon the wheat yields, etc. Most farms applied conventional production methods, as at that moment these were not compulsory. The dry weather in the region N-E had a decisive influence upon the wheat yields, and the effect of fertilizers was not the expected one, these becoming a significant pollution source. On the contrary, in the region Center, the favourable weather conditions, together with a good soil and fertilizer management resulted in very good yields for the wheat crop, even on the areas less suitable for this crop.

INTRODUCTION

The shifts in consumers' requirements, together with the implementation of the new agri-environment policies regarding the interference of the agricultural practices with environment preservation, food-safety and rural development considerably enlarged the request of information on this domain. Development of a sustainable agriculture foresee chasing major requirements of new agricultural practices [3], [5], [6], based on advanced knowledge in the technological field, mostly those ecologically viable. The requirements with regard to the incorporation of environment factors in measuring the farms economic performances is deeply connected to the approach of sustainable development principles on long term. Facing this challenge, the agricultural producers' answer can be influenced by marketing mechanisms in which quality certification plays a crucial role. The research study is based on the investigation of the manner in which farmers respect the agri-environment requirements by applying good agricultural practices [1], [2]. The study has as starting point the survey conducted on a sample of holdings selected at regional level [4].

MATERIAL AND METHOD

As a result of the Luxemburg agreement of June 2003, as well as of the Agenda 2000, the new Common Agricultural Policy began to be implemented in the EU area on January 1, 2005. This agricultural policy reform was also applicable to Romania as this country joined the European Union on January 1, 2007.

One of the basic concepts of this policy is represented by the conformation of activities to a series of standards with regard to environment protection, feed and food safety, animal welfare and health. Besides these regulations, the new payment scheme of subsidies in agriculture implies the respect by farmers of certain minimum requirements regarding the maintenance of land in good agriculture and environment conditions.

In order to implement the new Common Agricultural Policy, the Member States must develop a series of instruments adapted to the local conditions for the guidance and controls of farm activities in order to get conform to the environment conservation requirements. Part of these instruments is represented by *the codes of good practice oriented to specific activities.* Thus, a farmer who wishes to get subsidies under the direct payment scheme has to respect a first set of minimal rules, which are included in the "Good Agriculture and Environment Conditions" (GAEC).

In the areas that have been declared vulnerable to nitrate pollution, the farmers are obliged to respect the fertilizer utilization rules (organic and/or mineral) in agreement with "the code of good agricultural practice from the areas that are vulnerable to nitrate pollution".

The provisions "Code of Good Agricultural Practice" are not compulsory for farmers; they rather represent certain guidelines for integrated farm management, thus enabling them to conform to all the national and EU regulations on environment protection following the activities from agriculture and to optimize their economic parameters.

It is unanimously accepted by the different communities, i.e. scientific, practitioners, politicians, etc., that agriculture may have a significant negative impact upon the different environmental resources, regardless the society development level. That is why agriculture should also assume the responsibility for the protection, improvement and conservation of the quality of resources that it affects. This can be achieved only by a strategy at national level and by a coherent and adequate legislation, which should

encourage and stimulate those who do things right, and at the same time to penalize those who do things wrong.

RESULTS AND DISCUSSIONS

During the field survey, a questionnaire-based research was carried out, on 227 agricultural holdings from the development regions 1 -North-East and 7- Center, for estimating the impact resulting from the interference of agricultural practices with the environment protection requirements.

At theoretical level, a series of factors were identified that were considered as the main determinants of the sustainable management of soil resources, with effect upon the production process and upon the results obtained on different agricultural holdings.

The size, structure, distribution in the territory and the activity profile of the investigated sample are presented in Table 1.

Table 1. Sample size and distribution of investigated agricultural holdings in the regions North-East and Center.

Sampled region	UM	Investigated holdings	Activity profile			Legal status	
			Crop production	Animal husbandry	Mixed profile	Legal entity	Physical entity
R1 North – East	No.	114	21	10	83	90	24
R7 Center	No.	113	34	15	64	42	71
Total	No.	227	55	25	147	132	95

In order to evaluate the situation of agricultural holdings with regard to the integration of economic and environmental principles, the study had in view, among other analyses, *to what extent certain production methods* ***that are currently used*** *by the Romanian farmers respond to the requirements of the codes of good agricultural practice.*

For environment protection, the first and the simplest measure that has been taken in different countries of the world, in the European Union inclusively, was to forbid the burning of vegetal waste on the soil surface after the harvesting of crops and maintaining the largest part of the vegetal waste on the soil surface, having in view soil and water conservation.

At present, there is an increased interest in the **conservative agriculture** system, which permits the most efficient management of vegetal waste, while ensuring the sustainable use of land, preventing and/or minimizing soil degradation, restoring both its productive and resilience capacity and the life support processes.

Conservative agriculture excludes the conventional tillage with soil preparation for planting by completely inverting it with a moldboard plough; it imposes the coverage of soil with a vegetal cover or mulch throughout the year, requires long-term crop rotation including meliorating crops (cereals and nitrogen fixing crops such as pulses and cruciferous crops) under the background of a moderate and balanced fertilization and an efficient control of weeds, pests and diseases.

In the investigated sample from the two regions, the direct sowing into stubble was more frequent in the region N-E on 21% of the cultivated arable area, while the agricultural holdings from the region Center applied this method in a non-significant percentage *(Table 2)*. This method was applied both from conservative considerations, and in order to reduce the costs of agricultural works, this practice being beneficial and economical mainly in the hilly regions.

Table 2. Soil conservation and erosion control methods by regions (% of cultivated area)

Methods used	N-E	Center
Strip tillage (zonal)	5.0	52.0
Vertical tillage	0.0	2.4
Ridge tillage	1.6	8.3
Direct sowing into stubble	21.0	0.4
Winter crops	38.6	42.0
Intermediary crops for protection against erosion in winter time	0.22	0.26
Spring works on land covered with vegetal waste	0.8	5.8
Autumn works, without soil covering in the winter period	60.6	52.2
Contour tillage on slopes over 12%, cultivated with row crops	10.2	5.1

Source : processing of field survey data

On about 40% of total arable area of holdings, erosion control measures and measures against nutrients leakage were applied, based on soil coverage over the winter with winter crops. On 50-60% of the cultivated area autumn works without soil coverage were applied, while the spring works on land covered with vegetal waste were applied on non-significant areas in the region N-E and on about 6% in the region Center.

The conventional agriculture mentality also contributed to this situation, in which the practice of non-clearing the land from vegetal waste (maize, sunflower stalks, etc.) has been criticized, this being considered a lack of industry from the producers' part.

Depending on the relief forms and the location of land, the contour tillage on arable land with slope higher than 12% cultivated with row crops was applied on 10 % of the cultivated area in the hilly regions from the region N-E and on 5% in the region Center.

Crop rotation represents the main technique that is used for the control of diseases, pests and weeds in crops, which is a less expensive method for obtaining higher yields and to protect the soil and environment. By applying different crop rotation schemes, the life cycles of pests, diseases and weeds are broken, thus reducing their impact.

Crop rotation permits the differentiated use of the land categories on the agricultural holding, while maintaining and increasing the natural soil fertility, enabling the planning of the best agricultural practices, harvesting and production storage.

Considering that a good crop rotation always implies a structure of at least 3, 4 or 5 crops, the interviewed farms were grouped according to the homogeneity criterion, namely: holdings that cultivated 1-2 crops, 3-5 crops and more than 5 crops.

The analysis of sample by regions reveals the use of this good agricultural practice on more than half of the farms from the field survey *(Table 3).*

Table 3. Regional analysis of crop rotation use

Methods used	N-E	Center
Farms applying crop rotation -%-	45.6	69.0
Arable area under crop rotation -%-	56.7	90.9
Crops under crop rotation – large farms -no.-	5-6	3-6
Crops under crop rotation – small farms -no.-	2-3	2-6

Source : processing of field survey data

The region Center stands out as regards the share of arable land areas under crop rotation, where this method is applied on more than 90% of the cultivated area, while the great number of crops under crop rotation ensures a better crop rotation and greater diversity of crops, perennial pulses included, even on smaller-sized agricultural holdings.

Crop rotation will continue to be one of the most important components of the agricultural technological systems, contributing to the rationalization of fuel, irrigates water, fertilizers and pesticides used for crop protection.

In pest control, the measures and actions that should be taken by every farmer refer to the integrated use of pesticides together with the pest and disease control by crop specific classical and biological methods, optimization of chemical substances in order to protect consumers' health and the natural wild flora and fauna habitats.

In the field survey conducted on the 227 agricultural holdings from the regions North – East and Center, it was noticed that the herbicides-based control measures were applied on 60-70% of the cultivated arable area in the agricultural year 2007, in many cases in combination with the mechanical weed control methods.

Table 4. Regional analysis of conventional and integrated pest control methods – share of cultivated arable area –%

Conventional control methods	N-E	Center	Integrated control methods	N-E	Center
Herbicide application	61,6	70,2	Biological and biotechnological	15.6	0.9
Insecto-fungicides treatments	20,7	35,6	Chemical	40.0	79.2
Mechanical weeding	24,2	32,0	Cultural	1.7	10.0
Manual weeding	2,5	10,5	Resistant varieties	24.0	12.0

Source : processing of field survey data

The share of land areas on which manual weeding is applied is higher in the region Center as here the number of family farms is also higher than in the region North-East.

As regards the integrated pest control, the region North-East stands out with significant shares in the application of biotech methods and use of resistant varieties, compared to the region Center, where the chemical and cultural methods prevail.

Sustainable agriculture has as main objectives *productivity optimization* and at the same time *the conservation of natural basic resources.* In the energy-intensive agriculture, with high input use, the most common negative processes are the movement and in-depth levigation of nutrients and of other chemical compounds, resulting in the contamination of ground water, their translocation from soil into the vegetative mass, and from here to the whole trophic chain; increase of emissions in soil leading to atmosphere degradation and global heating.

The indicator regarding the estimation of the chemical and organic fertilizer balance is nitrogen surplus, which identifies the nitrogen flows in the agricultural system and enables the selection of options with regard to nitrogen utilization efficiency improvement, indicating the regions where nitrogen is excessively used, compared to the necessary quantities for crop production and evaluates the risk of water pollution with nutrients of agricultural origin, either chemical or organic.

According to the *code of good agricultural practice*, a total quantity not larger than **250 kg nitrogen per hectare** should be applied. The quantitative requirements of mineral nutrients are different according to the crop, soil reserve and expected harvest.

The high yields, specific to intensive agriculture, require large amounts of nutrients that Romania's soils, even the most fertile ones, cannot cover in totality, hence fertilization is necessary. In the specific conditions of our country, after the annual crops higher or lower mineral nitrogen quantities remain in soil originating from previous fertilization (about 50% of the applied nitrogen remains in soil, which has not been used by the crops) and from the mineralization of organic matter in soil.

In the survey, the agricultural holdings used chemical fertilization on a very large scale. The holdings from the region North – East stand out, which applied chemical fertilizers on more than 90% of the cultivated arable area and only on 18% organic fertilization was also applied, compared to the region Center, where organic fertilization was applied on more than 40% and the chemical fertilization on 85% of the cultivated arable land in sample *(Table 5)*.

Table 5. Share of fertilized arable areas in the investigated holdings (%)

Methods used	N-E			Center		
Chemical fertilization	78.5	91.9		51.1	84.6	
Chemical and organic fertilization	13.4		17.9	33.5		42.3
Organic fertilization	4.5			8.8		

Source : processing of field survey data

At the same time, it is worth mentioning that the decision for chemical and organic fertilization is 80% based on farmers' own experience, only 1-2% of farmers applied fertilizers on the basis of soil analyses or they asked for agricultural advisory services and only 15-25% of farmers design and apply fertilization plans on holdings, most frequently the farmers from the region Center.

The following weighted averages resulted from the survey data on the wheat growing farms:

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Table 6. Area cultivated with wheat, average yield obtained in sample and the application of chemical and organic fertilizers, weighted averages by regions in the year 2007

Regions	UM	N-E	Center
Average wheat yield	Kg/ha	2208	3021
Area cultivated with wheat	Ha	1427	2298
Chemical fertilizers	Kg NPK a.s./ha	104	99
Share of organically fertilized area	%	26%	3%
Organic fertilizers	Tons/organically fertilized hectare	23	13
Organic fertilizers equivalent, a.s.	Kg NPK a.s./organically fertilized hectare	245	139

Source : processing of field survey data

Following these observations and field information, we obtained a ***simplified balance of nutrients*** between the ***inputs*** (consisting of the chemical and organic fertilizers applied and the nutrients reserve in soil, expressed by the natural soil fertility condition and the remaining level of fertilizers from previous crops) and ***outputs*** (expressed by the NPK nutrients consumption for obtaining the respective wheat yields). The more positive the balance is, the richer in nitrates the water that gets infiltrated in the ground water layer. A surplus balance of more than **40 de kg N** per hectare becomes increasingly significant, contributing to the deterioration of the drinking ground water quality through levigation, or through leakage into the surface waters, contributing to the aquatic environment eutrophisation. The nitrogen transfer in the air under the form of ammonia and other volatile compounds also contributes to air alteration and participates to the increase of the greenhouse gas effects.

In the region North-East, in the agricultural year 2007, although the applied amount of chemical and organic fertilizers was higher than in the region Center, the average yield in wheat (kg/ha) was significantly lower, this difference being the result of the prolonged drought with devastating effects (0-900 kg/ha) on 70% of the land area under wheat in sample, in the counties Iaşi, Vaslui, Botoşani and Bacău.

Starting from the hypothesis, based upon the scientific research of specialists from the Soil Science Research Institute, that for obtaining 1 ton of wheat:

- the crop needs 26.5 kg a.s N; 13.7 kg a.s. P_2O_5 and 16.4 kg a.s..K_2O;
- 1 ton of manure of bovine origin contains 5.8 kg a.s. N, 1.07 kg a.s. P and 3.9 kg a.s. K, and taking into consideration the following:
- the manure quantities used in the wheat crop fertilization and
- the commercial amount and the active substance N:P:K proportion contained by the chemical fertilizers applied by farmers, the following information resulted that are presented under graphic form in Figure no. 1.

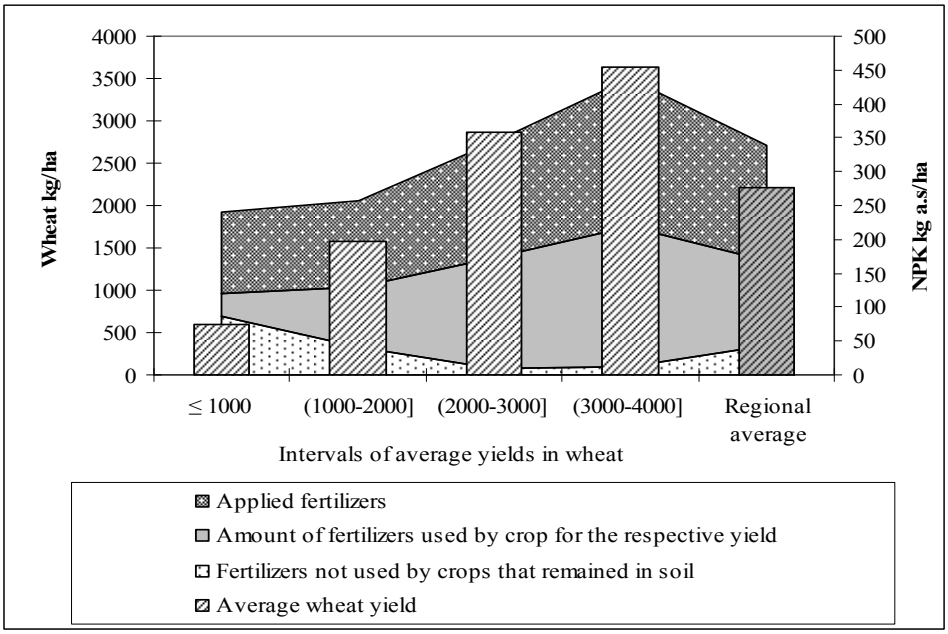

Figure no.1 Balance of nutrients in relation to wheat yields in the region N-E, grouped by categories of yields per hectare

The absence of rainfall and a significant water deficit in soil (as we know that the wheat has a superficial root system) resulted in the damage of the vegetative growth of plants and non-utilization by the crop of the applied nutrients, so that significant amounts of fertilizers remained unused in soil on these areas. In these areas, with wheat yields of 0-1000 kg/ha, the unused NPK amount ranged from 40 to 80 kg a.s./ha. With the wet season, a large part of the unused nitrogen was mobilized by rainfall either into the ground water layer through levigation or in the air through volatilization or denitrification.

In the other counties (Suceava, 2943 kg/ha; Neamţ, 2019 kg/ha) [7], although these are not located in suitability zones for the wheat crop, on the basis of optimum fertilization in relation to soil quality and the needs of expected harvest, ***and mainly by the contribution of an***

extremely favourable rainfall and temperature regime, yields per hectare much higher than in the neigbour counties were obtained (Iaşi 1316 kg/ha, Vaslui 1418 kg/ha, Botoşani 1800 kg/ha) [7] and even larger than those in the areas that are considered suitable to grain cultivation (Dolj 695 kg/ha, Olt 828 kg/ha, Teleorman 1154 kg/ha, Giurgiu 1218 kg/ha, Călăraşi 1443 kg/ha) [7].

In the region Center, the agricultural year 2007 was extremely favourable for the wheat crop, compared to the other regions that were affected by drought. Only in the counties Harghita and Sibiu the yields ranged from 2000 to 2500 kg/ha. In all the other counties from the region, the average yields at county level were over 2500 kg /ha (Alba 2570 kg/ha, Mureş 2751 kg/ha, Covasna 2768 kg/ha, Braşov 2770 kg/ha) [7].

On the agricultural holdings from sample, the wheat yields ranged from 1200 kg/ha to 5714 kg/ha.

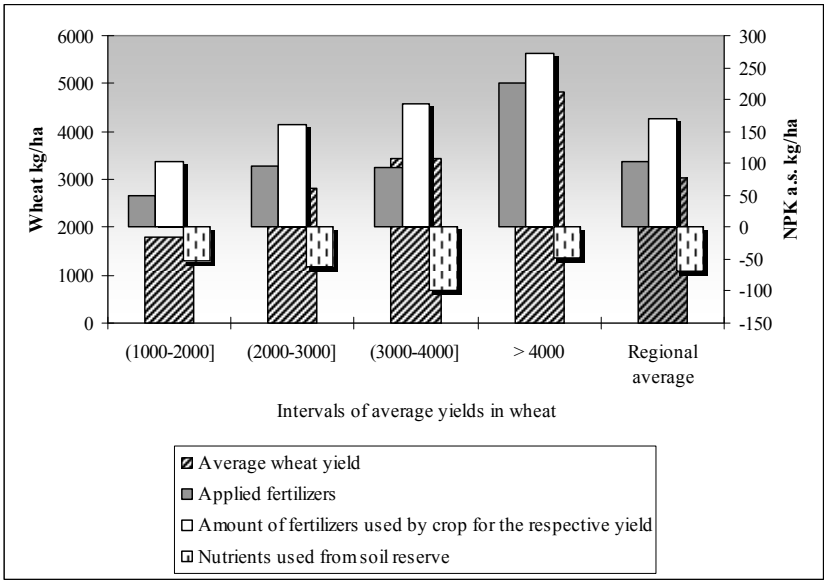

Figure no.2. Balance of nutrients in relation to wheat yields in the region Center, grouped by categories of yields per hectare

In Figure 2 it can be noticed that in all groups of average yields, the amount of chemical and organic fertilizers expressed in active substance was lower than the necessary optimum amount of nutrients as calculated by specialists, the nutrients already existing in soil, making up for the difference in order to obtain the respective production level.

Thus, we can conclude that most farmers take into consideration the initial fertility condition of soils, the previous applications of fertilizers and the precursor crops under the crop rotation schemes. These added to the natural favourable factors in the agricultural year 2007.

CONCLUSIONS

The studies carried out in the regions N-E and Center with regard to the soil management applied by farmers in their agricultural activity in the year 2006-2007 revealed the following:

1. Most production methods applied in agriculture were conventional; as it was the first year after the accession to EU, the agro-environmental policies were in an early stage, and the restrictive measures for the respect of the good agricultural practices had not become compulsory yet for the farmers who received subsidies and aids from the national budget;

2. Many soil conservation methods were applied out of necessity, in order to maintain the water reserve in soil during the dry periods or in order to reduce the costs of agricultural works, mainly in the region N-E;

3. The following mentality persists, namely that the people who do not clear the land in autumn from vegetal waste are considered "lazy" people, so that the holdings that leave the land covered with vegetal waste over the winter are not frequently met;

4. Crop rotation will continue to remain one of the most significant components of the agricultural technological system which contributes to the rationalization of the consumption of fuels, irrigation water, fertilizers and pesticides used for crop protection; yet, it is only in the region Center that this method was applied on more than 90% of the cultivated area in the sample;

5. In the hilly areas from the region N-E, there are holdings that applied chemical fertilizers on more than 90% of the arable cultivated area and organic fertilizers were applied on only 18% of land;

6. 70% of the land area under wheat in the sample was partially or totally devastated by drought and significant amounts of fertilizers (40-80 kg a.s/ha) remained unused in soil, with the risk of the nitrogen being mobilized into the ground water layer or volatilized in the air;

7. In the region Center, organic fertilization is applied on more than 40% of the arable cultivated area in the sample and chemical fertilizers are applied on 85% of area;

8. For all the groups of average wheat yields, the amount of chemical and organic fertilizers expressed in active substance was lower than the necessary amount of fertilizers considered by specialists as being optimum for obtaining the respective yields, the nutrients already existing in soil making up for the difference;

9. Most farmers from the region Center took into consideration the initial fertility condition of soils,

originating in the previous application of fertilizers and the precursor crops under the crop rotation schemes. These added to the favourable natural weather conditions in the agricultural year 2007.

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THE TRADE IN THE AGRICULTURAL FIELD: ANALYSE AND IMPACT IN ROMANIA, MEMBER STATE OF THE EU

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Key words*: agriculture, comercial exchanges, analyse, impact*

Abstract

The aim of this paper is to analyse through the existing data the Romanian comercial exchanges with its external partners, the evolution and the orientation which these have had in the last years. Thus we have tried to observe if these changes influenced the mutations which have been emphasize at the farms level in our country. We have mentioned there that this impact has determined a restructuration and a modification of the productive orientation in order to recover the domestic market necessary or to support the demand on the foreign markets, expecially those of the european member states.We have also analysed the balance of trade on agricultural field and the degree of recover of the imports by the exports in the last years, which have been shown us a negative balance during all the transition period and till now. The opening degree of the economy was also analysed for the same countries.

INTRODUCTION

In our present days we can say that Romania still has an economy with an undequate structure and with a weak potential for its agriculture prices and factors. The lack of a national development strategy and a maladjusted agriculture are the elements which are leading to the incapacity for the absortion of the european founds systems. From this point of view we have to admit the fact that the simply concentration to the respect of the european standards doesn't guarantee a modern and efficient market economy, even Romania has just got one, in order to be admited to the EU.

In the present paper we have considered for the trade analyse of the main international partners of Romania country, four european countries with which our country has an intensive trade; these countries are: France, Germany, Hungary and Poland. With these partners we have put in order analyses throw imports and exports, production prices and domestic consumtion.

The data is provided for a 18 years period, between 1990 and 2007, and for three vegetal products (wheat, maize, potatoes) and three animal products (poultry, porc meat, cattle meat).

The discussions have been focused on the imports and the exports of these countries in the european space, so in order to get the results we have studied the trade balance, the evolution, but also the directions of these european exchanges. The most important results have to be obtain after 2007 when Romania has become fully european member state, together with Bulgaria.

At the direct agricultural farm level, the external trade has been determined changes in the production structure of the agricultural entreprises and the restructuration of a major part of the Romanian farms. These results have been influenced internal demand or for support the deman on the external european markets. The following tables and graphs have shown all these results.

MATERIAL AND METHODS

In the case of Romania, the trade has to be determined by some major factors like: the volume of the domestic market, the proximity to the european region, the fiscality level, the internal labour cost, the political low level and the recent importance of the prived sector. Still, the Direct foreign investissements in Romania don't have a major significance in the economy structure, these being more influenced by the proportion of the serivcies sector (20% from the Direct foreign investissements level). The romanian agriculture, sector, which emploing the largest part of the ocupied population and which still has a low level of the technical dotation, doesn't benefit of these investissements (it has some 1%), even with this advantage, the agriculture could attract ressources in order to localise activities which are intensive in labour use. The sector which has benefit of the direct foreign investissements (DFI) is the industry (with 53%), but in total, the contribution of the DFI to the Gross Domestic Product was significative.

To support this statement we mentioned here the level of the labour cost in Romania of some 7.2 % from those of the EU; Poland has some 21.8% and the Tcheque republic has 26% from the european level.

The methodology employed for the study was consisted in the analyse of the imports and exports evolution and with these results we have gotten the hierarchy and the structure of the traders.

For the results from the analyse of the agricultural trade of Romania with its most important partners on the european market, data were provided from the european databases (Eurostat and European Commission) and our owned calculations. The results of these calculations have took into account the last modifications at the macroeconomic level in Romania, it means the trade new

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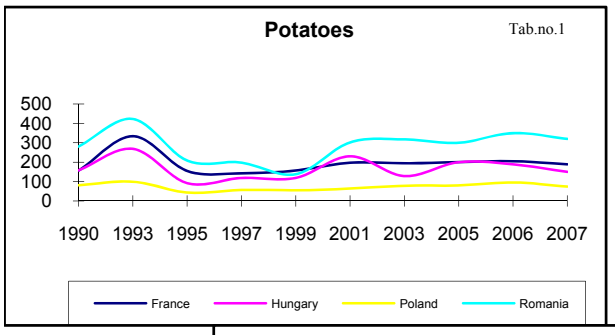
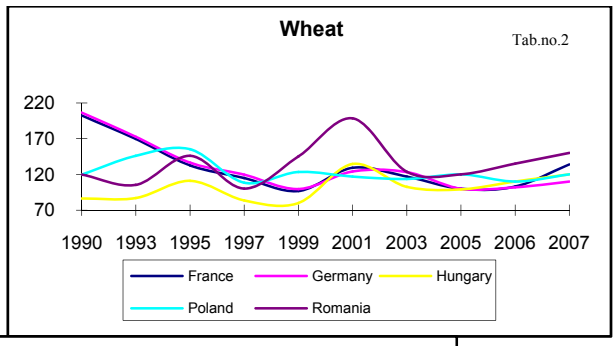
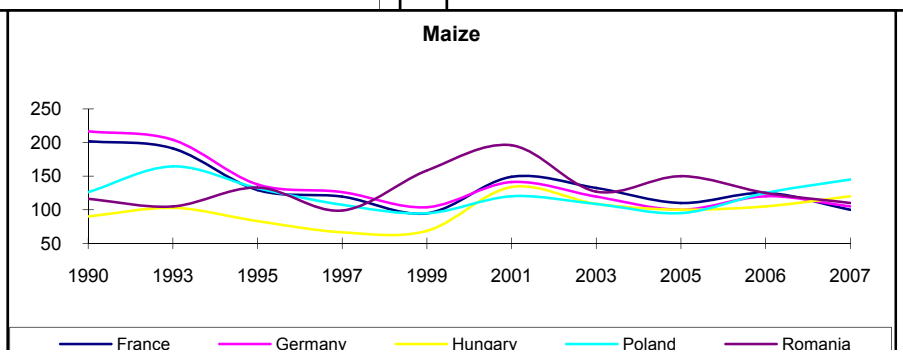
orientations from the ex-social countries to the european market.

RESULTS AND DISCUSSIONS

We have shown in the graphs below the evolution of the production prices for the vegetal products.







The table below pointed out the degree of the couverture of the imports by the exports for the four main countries. So imports and exports are taken into account here for the calculations.

Tab.no.4 : The coverage degree and the opening degree for the economy

No.	Specification	The coverage degree	The opening degree for the economy
1.	Total Trade	97.11	19.3
2.	Europe	97.89	16.0
3.	UE - 25	96.62	12.5
4.	UE - 15	95.97	10.5
5.	New Member States	104.48	1.9
6.	France	95.61	1.3
7.	Germany	97.20	3.0
8.	Hungary	96.85	3.1
9.	Poland	90.2	0.6

Tab.no.3

Here there are three represantations of the meat domestic consumption.
The results which we have gotten have shown the followings results:

1. The countries which we have chosen are ones of the most importants four romanian trade
2. The most fluctuant product prices for all the countries, including Romania, were during the 1997 and 2003 period
3. The degree of the couverture of the imports by the exports is less then 100%, wich shown us that the imports are more importants than exports, except the new member states of the EU (see the table no. 4)
4. The opening degree of the economy in Romania was situated between 0.6 and 19.3, but we can make a statement here by saing that in the future the contribution of the imports and exports will continue to rise and thus the Romanian economy will become more opened (see the table no. 4). The problem here is still linked to the nature of traded products
5. Porc and bovine domestic consumption are the most important, between the main trade partner, in France (see the graph no.5 and 6).

CONCLUSIONS

1.The conclusions of the study pointed out the major role of the agricultural exchanges for a positive relationship in the foreign investements.
2.It is urge to support mesures in order to apply for the european founds with wich the agricultural sector could reach more performances.
3.It is important to have a greater number of macro farms producing for the domestic market.
4.The agriculture policy has to lead to an incresed level of exports and to a major domestic consumption, and this sould be more important for the manufacturated products.

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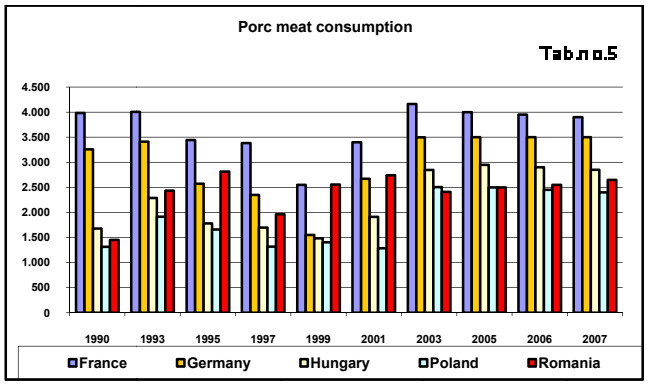

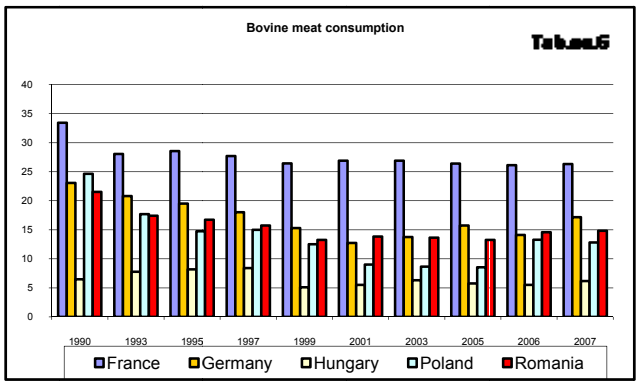

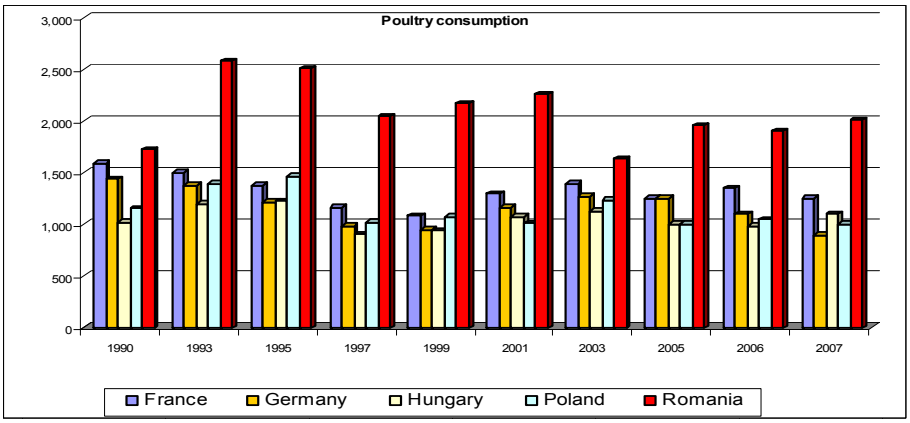

Tab.no.7

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CLUSTER CONCEPT APPROACH ON WORLD FRAME

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Key words*: cluster concept, cluster policy,*

Abstract

This work wants to analyze cluster concept and cluster policies from all around the world. The utilized material consists in a large cluster-based policy studies and in different descriptions of functional clusters. Our research summarizes all this materials, it highlights the differences between cluster policies measures and it points out the main experiences from different countries. There is a growing consensus that the cluster-based economic development models can provide a foundation for sustainable economic growth. Therefore, in the United States, Canada, Asia Pacific region and many Europe's countries have been adopted cluster-based strategies, including in agribusiness. In both developed and developing countries cluster initiatives have become a way to meet the challenges of the globalization and to maintain and enhance competitiveness of the new emerging economies.

INTRODUCTION

The cluster concept has been becoming more and more important in the economical theory since 2000. The scientific community is preoccupied to define cluster models and policies at European [1] and international level, especially for sustain the design, establishment and implementation of cluster initiatives. The recent set of works on clusters and industrial districts, especially from Anglo-Saxon school members, underlines the key role of localized inter-firm networks in both individual and collective performances [2], in the formation of highly competitive firms in the context of "knowledge-based economy" [3] and in the establishment of relations as bases of firms cognitive capacities development, innovation and performance [4]. Purpose of our paper is to summarize a part of these conceptual and applicative contributions and demonstrate starting from international examples the opportunity and the utility to organize clusters in the Romanian agro-industry sector. We want to underline the special role that this concept can take in Romanian national development policy.

MATERIAL AND METHOD

In occidental theory and practice, especially in the papers of Michael E. Porter [3], the definition of clusters is: "geographically proximate groups of interconnected companies and associated institutions in a particular field, linked by commonalities and complementarities". That include, for example, providers of specialized inputs, such as components, machines and services or providers of specialized infrastructure, government establishments and other types - such as universities, normalization agents, think-tanks, providers of professional instruction and employers who supply specialized instruction, education, information, research and technical support. In fact, clusters are organizations created by the efforts made by private companies and individuals and various actors influence them, including governments and other public institutions at national and regional levels. Even if in many cases, the clustering process has started by private actors there is a dependence on some form of public funding [5] or support by public measures, at both national and regional level.

In order to determine the main characteristics of international models of cluster and cluster policy framework, we took in consideration a various number of scientific paper and official documents that appeared in the last decade. In addition, we research the concept in perspective of the relations between public and private sector and in perspective of the inter-relations (networks). This permitted us to determine the potential cluster linkages in the field. At present, the European Commission's and some NGO's papers have reported that many from the initiatives to form clusters already exist and some of them are viable examples of success. However, regarding the outcomes of "cluster initiatives", different studies have concluded that top-down policies and other type of policy measures have in fact turned out ineffective or counterproductive, and few have been survived only thank to their special "cluster policy". To establish the very nature of this kind of items we organized different meetings with Romanian agro-industry and public stakeholders during the first stage of the project "Research regarding the clusters development in the Romanian agribusiness" [6].

RESULTS AND DISCUSSIONS

1. The cluster and cluster policy concept

The public sector influences clustering in a number of ways, necessitating a strengthened understanding of its logic and societal significance. In practice, the concept of cluster is now "applied in a disparate way, encompassing a fragmented set of models and descriptions of principles and processes, ranging from subsidies to the provision of public services, support to chambers of commerce, the set-up of IFCs, discussion forums, or internet portals" [7]. We reviewed cluster policies and their relationship to the cluster concept and we selected the following definitions to be complete and enlighten the confusion:

- "clusters are ecosystems with inter-related, complementary elements, comprised of actors that make their own, albeit inter-related, decisions"
- "Cluster initiatives are systematic efforts aimed at influencing and creating clusters, with cluster actions making up discrete steps thereof. Some merely have the

objective of promoting inter-linkages within clusters or to the outside world".

- The *cluster policies* are narrower than that of cluster initiatives as "they include measures undertaken by various kinds of actors beyond the public sphere and are very hard recognized as cluster initiatives". Many actions taken by authorities influence clusters

The most policy measures targeting the development of clusters are concerned with the framework for dialogue and cooperation between firms, as well as between firms and relevant public sector actors and/or non-governmental organizations. However, we should mention that some policies are not specifically "cluster policies" because they have created for other motives and in some clusters private actors undertake their roles spontaneously. Therefore, the entire range of multilateral institutions, including the OECD, the World Bank, and UN-institutions such as UNIDO, UNDP and UNCTAD, has opted to push the concept of clusters in a new light. This organizations developed analytical approaches regarding the best practice assessment of innovation and technology diffusion policy (OECD), the national innovation systems approach (OECD), the best cluster development approaches (UN), etc.

2. Public cluster policy initiatives

No official data or other statistical information available today makes it possible to count or classify clusters around the world. The necessity of a more theoretical background determined a large number of initiatives at European level of European Commission [8], OECD [9] or International Organization for Knowledge Economy and Enterprise Development to quantitatively identify and profile clusters. Their conclusion is that multiple agglomerations or networks of businesses clearly exist in practically all countries. As for cluster *initiatives*, the Global Cluster Initiative Survey identified about 500 around the world, mostly in Europe, North America, Australia and New Zealand [5].

Cluster policies have likewise become widespread since the early 1990s. Given the number of measures encompassed, and the difficulties to define sharp limitations for relevant policies, we do not attempt to estimate what number of policy interventions exists but to provide some exhaustive survey of their nature. Beyond examples of measures across countries, however, in this section we do indicate some general patterns for cluster policies pursued across countries. If wee look at some of the European or international examples [7] we will see that success in cluster processes depend on the nature of engagement and the various relevant stakeholders directly involved especially from public sector and especially from the legal, organizational and functional framework in which the clusters have created and developed.

A. Some public authorities **support the establishment of linkages between firms through the creation of platforms for dialogue** (meeting places and support to IFCs; encouragement and facilitation of networking; support to external connections; export networks and coordinated purchasing; promotion of cluster identity and awareness through support to creation of joint cluster brand; joint marketing initiatives for external and internal promotion).

In Poland does not exist an official cluster policy but there are current policies that support SMEs to network and cluster. Both public and private SME supporting institutions are well developed in the form of business incubators, centre for technology and information transfer, loan-guarantee funds, venture capital funds, business support centers and technology parks. Platforms of dialogue and co-operation among firms are present in all regions of Poland: Chamber of commerce, chamber of commerce and industry, bilateral chamber, sector chamber and various associations and organizations. Although there is no cluster-based policy in Poland, the cluster concept is gaining the attention of politicians and some cluster specific measures are being introduced. Examples are the financial assistance program of the Polish Agency for Enterprise Development for SME consortia, as well as grants for consolidation or joint-ventures, setting up groups of producers or supply/trading networks for the creation of joint marketing etc.

B. Many local and regional authorities facilitate clustering **through the provision of real estate**, **or through the expansion of attractive housing or other local facilities**.

In the United Kingdom, the central government has created a "**clusters and incubation challenge fund"** (administered through regional development agencies).

The French government has promoted and financed the creation of *Local Productive Systems* (SPLs) through calls for tender.

In Sweden, VINNOVA has launched a cluster initiative as a means to push for new ways of approaching regional policy more broadly. Through the so-called *Vinnväxt* programme, VINNOVA is attempting to inspire enhanced competition and experimentation through a contest over which region is able to advance the most competitive clustering alliance in a particular field.

Similar programmes have been launched elsewhere, e.g., in Germany (BioRegio, EXIST, InnoRegio) to support only those regions that display real growth, innovation and know-how potential, although this was done in part to avoid that regions artificially create clusters in activities merely because they are fashionable [10].

C. Other countries especially form the east part of Europe created **special cluster policies or programs**.

The ministry of the economy from Slovenia started to design a program to develop local networks for small companies (up to 50 employees) within a limited geographic area. The idea was to support the most vulnerable sector of the economy during Slovenia's EU accession and to start building local networks to strengthen more regional and national clusters and support cluster dynamics. Follow this program, several cluster initiatives are now in the early growth stage, including one based on environment technology. There are some promising initiatives in the field of wood processing, energy and tourism currently in the initiation phase. More than 350 companies and institutions and almost 55,000 employees are involved in the pilot projects and new initiatives. The most innovative clusters (tool making, automotive industry, plastics, and air-conditioning, heating and refrigeration) have highly developed technological capabilities and great potential for cooperation.

Since 2001, Hungarian clusters received funding (the Széchenyi Plan) in an effort to support the domestic entrepreneurial community. By Hungarian law clusters are company alliances, which are based on geographical proximity and that are driven by competition. The plan, according to which the state would co-finance

implementations of development projects, did not encompass all areas of the economy, but for efficiency reasons concentrated on key priorities. It promoted enterprise support, regional development, housing construction, tourism, research and development, highway construction and infrastructure development. The policy follows a top-down approach and looks at improving the competitiveness of the enterprises, developing co-operative production system and networking, strengthening the innovation capabilities of the subcontractors of the present multinationals and exchanging information and raising awareness. When the Széchenyi Plan officially came to and end with the change in government in 2002, the support for clusters was continued in the framework of the Technology Development and Innovation Plan of the Ministry of Economy and Transport. Cluster development in Hungary is also shaped by EU enlargement and Hungary's entitlement to receive EU funding.

In Czech Republic, the most important initiative is the COOPERATION program, elaborated by the Ministry of Industry and Trade. This program provided financial assistance to clusters that meet specific criteria, i.e. minimum 15 partners, activities focusing on the development of common purchasing, sales, marketing and education in the fields of building, craft production, services, trade and public transport. In 2002, the program supported 39 clusters using approximately € 3.4 million from the state budget. The cluster development program – CLUSTERS provided support in the form of direct subsidies to the projects whose aim was to support economic growth and competitiveness through development of associations at regional, up-regional or cross-border levels.

D. Cluster can develop trough political measures that allow specialization and local adaptation in **university-industry linkages**, the establishment of new partnerships between public researches and the business community, support services for the development of new technology-based firms fostered and so on.

Universities and Public Labs/Research Institutes can take supporting roles throughout the clustering process: facilitating trust and building social capital; anchoring the cluster initiative's strategic direction and actions with proof and analysis; and driving actions (especially in the areas of innovation and network creation). Some writers [5] found out, however, that universities start few cluster initiatives and they finance even fewer. Usually cluster models from academic sector are [11] under form of:

- *science parks* (in 1951 - Stanford Research Park in California);
- *business incubators* (in 1942, Student Agencies Inc., located in Ithaca, New York, was created to incubate student companies; in 1946, Massachusetts Institute of Technology (MIT) president Karl Compton and other alumni founded the American Research Development (ARD) incubator)

More recently, the importance of universities and/or research institutes as nodes of cluster development has spread to more countries. From 1985, in China, the transformation of previous research institutes into outright enterprises and their contributions have underpinned through the ambitious national programmes for science parks and incubators. Russia provides an example of a strong science base, which so far provided scant impetus of that kind.

3. Specific measures and tools in cluster-based public policy

Some countries support cluster developments focus on cluster-based policy [12] measures and tolls. The Danish, Dutch, and Finnish governments belong to the pioneers in cluster programmes with strong SME policy's measures. Austria, Australia, Canada, Finland, France, Germany, New Zealand, Norway, Spain, Portugal the United Kingdom and the United States have high-calibre public authorities, most of them with strong programmes addressing human capital and innovation issues connected to clustering. China and China Taipei above all pursue the policies related to science parks and incubators. Japan has downplayed previous R&D-support to SMEs by replacing it with measures to support innovation within clusters on a broader scale. Australia, Denmark, Finland, Ireland, the Netherlands and the United States have adjusted competition law, governance legislation, research funding and regulations, or labour market rules.

The list does not end there. A range of other countries in all parts of the world, including in developed, developing and transition economies, have implemented certain reforms with reference to cluster processes. Just to cite a few successful examples:

- In *South Africa,* the government provided funding to assess the competitive advantages of the capital equipment cluster (minerals and metals) and to develop a long-term strategy. The cluster evolved into a private sector-led initiative, and because of cluster strategy implementation, exports doubled and revenues tripled in the first year afterwards.
- In *Scandinavia*, government's early action to support tests with mobile telephony helped to create a strong, globally competitive cluster, having a transformative impact on the economy. The Nordic mobile telephone program was a cooperative effort of the Scandinavian countries to establish mobile telephony, well before anywhere else.
- In *Japan,* the government policy helped to speed up the growth of the facsimile industry before it was even known to the rest of the world.
- In *India*, the Bangalore Software Cluster is an example of a deliberate public policy to move along the value chain from application software to systems design cluster. In 1991, the government initiated 15 Software Technology Parks, which were instrumental in creating a critical mass of 180 companies with 20,000 skilled professional workers. While Information Technology Cluster growth worldwide has waned, the Bangalore Cluster continues to grow and still attracts talented expatriates, foreign investment and major corporations, such as Oracle, Microsoft and GE.
- In *China Taipei*, the Hsinchu Science-Based Industrial Park is an example of government intervention. The government has invested $1B (USD) since 1980 and provided tax exemptions, generous grants and government laboratories specialising in computer semi-conductors and telecommunications. The Park started in 1980 and has now over 334 firms, with 98,616 employees generating over $7,054,000 M (USD) in annual sales. The government reached its break-even point on the project's annual $40 M (USD) running costs in 1996.
- In *Arizona*, the cluster-based Strategic Planning for Economic Development (ASPED) proved to be a powerful tool to revitalize the economy. In the late 1980's, like most of the United States, Arizona experienced an economic

slowdown. Employment growth was mostly concentrated in low-wage and highly cyclical real estate, construction and service sectors. In response to ASPED, Tucson emerged as an international optics 'silicon valley', which grew by 65 percent, between 1994 and 1999. Besides the optics cluster, the aero-space cluster added 60,000 jobs and the tele-services industry cluster grew from 2,000 to 16,000 jobs.

-In *Canada***,** we can found several successful cluster development cases. Among these, a dynamic wine cluster in Niagara, Ontario, recently emerged with unique high quality globally competitive ice wines, winning international awards and enjoying superior ratings. The federal and provincial governments invested $160M (CAD), pursued an aggressive marketing and advertising strategy in partnership with the private sector, and developed a strategic framework with goals to increase market share and create new jobs. Experimentation with new grape varieties and investment in advertising and marketing the Ontario wine brand were two key factors that contributed to its success.

- Saskatoon Biotechnology Cluster has become one of the world's leading agriculture biotechnology clusters. Thanks to government post-war investment in R&D, a new variety of rapeseed, canola, was created, but only in recent years have international companies started to commercialise it. Saskatoon's Biotechnology Cluster is located within an Innovation Research Park and works in close cooperation with the National Research Council's (NRC) Plant Biotechnology Institute. It now includes over 100 companies, sharing a $1B (CAD) market. The government was instrumental in providing research funding and attracting a talented workforce.

On the other hand, we can mention some of the political measures that can facilitate the cluster development: Strategic market information and strategic cluster studies (Canada, Denmark, Finland, Netherlands, United States); Networking agencies and schemes (Australia, Denmark, Netherlands); Provision of platforms for constructive dialogue (Austria, Denmark, Finland, Germany, Netherlands, Sweden, United Kingdom, United States); Facilitating cooperation in networks (cluster development schemes) (Belgium, Finland, Netherlands, United Kingdom, United States); Joint industry research centres of excellence (Belgium, Denmark, Finland, Netherlands, Spain, Sweden, Switzerland); Facilitating joint industry research cooperation (Belgium, Denmark, Finland, Netherlands, Spain, Sweden, Switzerland); Human capital development (Denmark, Sweden); Technology transfer programmes (Spain, Switzerland); Horizontal policy making (Canada, Denmark, Finland).

CONCLUSIONS

Based on previous observations we recommend some line for foster cluster development policies:

1. Geographical specialization and the efficient allocation of economic activity across European space may be a core element of the European competitiveness effort. The EU can improve the conditions for an efficient allocation of economic activity through further dismantling trade (especially in services), investment, knowledge, and labor mobility barriers across Europe. Romania by his position can take advantage of the opportunities that increasing integration provides, being in the midst of a large-scale economic and political change process.

2. Regional clusters can increase their economic benefits by cluster initiatives, organized efforts of companies, regional government agencies, and research and educational institutions. They can improve linkages and increase spillovers, mobilize joint action to improve critical areas of the cluster-specific business environment in the region, and increase the international visibility of a regional cluster. In Romania, that tends to have relatively weaker public institutions, exist a larger gap of missing trust between them and private companies to overcome.

3. Many policies, like innovation policies, regional policies, SME policies, investment attraction policies, influence the quality of the regional business environment and may affects regional clusters succeed and grow. The EU has a large number of such policies under its control; for some the challenge is to avoid having them work against the natural evolution of strong regional clusters, while for others the opportunity is to use regional clusters as an instrument to increase the effectiveness of policy tools available. Romania is even more affected by these policies, as the EU's structural funds provide both in absolute and in relative terms account for a much higher share of government spending.

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RURAL TOURIST DESTINATION – ATRACTIVNESS AND COMPETITIVNESS AS CONDITIONS FOR MAKING NEW BRANDS

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Abstract
One of the topics in modern literature is tourist potentials which could be put in function of rural development. However, all rural destinations don't have the same conditions for the tourist development. For this reason, process of making successful position on the market which could have tourist destination depends from factors of attractiveness and competitiveness. Each tourist destination try to make it own brands and to put it on the market as something totally different and new for the costumers. The aim of this paper work is to show factors of competitiveness and attractiveness of rural tourist destinations in process of making different tourist brands. This process is the base for possible rural development, especially if we have in mind multidimensional character of tourism.

INTRODUCTION

Tourist destination represents more or less framed geographical unit with attractive, communicative and receptive factors. Traditionally, destinations have responded to a decline in visitor numbers by increasing their marketing expenditure. Rural tourist destination are mini destinations where is still not present concept of „mass tourism". Also question is how it can be possible to develop tourism in the rural areas and not to pollute nature. All this questions today are very actual.

Popularity of tourism destinations can be enhanced by a combination of the factors of competitiveness and attractiveness. Rural destinations must find its own factors of attractiveness and to operationally it in process of finding way how to be competitive in the modern market.

1. AIM AND METHODOLOGY

The aim of this paper is to point toward potential strategic directions of rural tourist destinations future development in the light of the sustainable development and its atractivness/competitivness. Using this way, great potentials (resources) of further development practically might be put in the right value. Undefined marketing policy, gained so far in many rural areas, has not given any results. Strategy of the market focus, integral marketing with clearly precise tourist aspects, followed by implementation must be the basement for the further development and way how to become competitive. Methods used in this paper are:

- Inductive and deductive
- Qualitative
- Comparative

2. RESULTS AND DISCUSSIONS

Model of the fast industrial development has spent all of its generic sources and facts, leading to serious damage of the natural ambient. In other words it means that the ecological pollution is taking place. The terms of sustainable development arises during seventies of the last century and have concerned constitution of positive relations among human needs for better life quality, economic development and destroyed natural environment.

During this decade the document named „*World Conservation Strategy*"by *„International Unity for the Nature Protection"*, has formulated the sustainable development concept. During the following years, accepted documents along with growing interest in the frequent ecological problems (incidents) has changed and extended the basic definition. Today, a lot of adopted documents are existing collected from the various conference and gatherings dealing with sustainable development.

Focusing on the term sustainable touristic development, one must recognize rights and needs of the domestic people, take their resources (natural, social and anthropogenesis), lifestyle, culture and the right to influence toward the future of local resources, touristic as the other kinds. This question specially determines tourist development in rural areas. Each of rural destinations has its own characteristics. But problem is that many of them in offering have similar products.

The thing that characterizes the last decade of the twentieth century is, among others, the fact that the so-called special interest tourism has become significant. The reason for this should be sought in the fact that a modern tourist tends to escape from uniformity that are offered in standardized visits to particular destinations. Tourist demand is focused on the fact that there is an increasing tendency, beside regular boarding facilities, to offer programs combined with new distinctive non-boarding facilities in certain destinations.

These are the destinations that have a characteristic of direct competition regarding the tendency to attract the tourists from the same segment of tourist demand. Considering the experience from the past, the destinations were characterized as substitute because of the elements of their offer. It was clarified to the managers of certain destinations that programs of stay are the frame of successful positioning in the modern tourist market and the essence of modern tourist offer.

Eco-tourism is the latest term that partially resembles the marketing action and partially has its foundation in the tourists' behavior that considers themselves eco-tourists. In fact, it is a form of tourism in which ecologically conscious individuals and/or groups who tries to decrease negative effects of mass tourism. With this the whole new movement has developed, so-called 'humane tourism' or 'responsible tourism', in a nutshell, alternative tourism. Nowadays, all the names are summed up in one particular name, 'sustainable tourism'.

The characteristic of sustainable tourism is that many regions want to utilize its lack of industries in order to attract the tourists that like unspoiled areas. It is good to emphasize that for the arrival of the segment of such tourist demand some kind of infrastructure not present in many regions is necessary.

In the European Union tourism is an increasingly important activity contributing to both economic growth and social development. The impact of tourism development within regions and local communities may be measured in terms of economic development (GDP, GVA) and employment (demand for skilled jobs and seasonal workers). Tourism also contributes to smooth regional disparities (territorial cohesion) and, recently, it has boosted the adoption of information and communication technologies. However, tourism features and peculiarities also put pressure on the environment, jeopardizing the availability of resources.

A different rural area offers the greatest diversity and density of tourism attractions in terms of landscapes, countryside and major historical places. The rich heritage of rural areas and its great natural beauty assets allow the development of various destination products such as cultural and historical, river and lake coastal, mountainous, sport (hunting, fishing, photo-safari etc.), religious, thermal or gastronomic, shopping agricultural product etc.

The point is that each rural area has its own characteristics and in tourism it could be put as a factor of attractiveness. In modern market for the reason that many rural destinations have the same offer, point is to find way how its attractiveness could be put on the market as something totally new for the costumers and in that way how destination could be competitive.

Porter M. (1985) defines competitive strategy as „ .... search for a favorable competitive position in an industry. It aims to establish a profitable and sustainable position against the forces that determine industry competition"[7].

Ritchie J. R. and Crouch G. I (2003)[8] precise that in tourism to be competitive „… is ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations". Hassan (2000)[9] said „to be competitive if its market share, measured by visitor numbers and financial returns are increasing". This approach supports the widely haled view that competitiveness should be linked to high visitor numbers and increasing destination income.

The attractiveness of a tourist destination encourages people to visit and spend time at the destination. The attractiveness of a destination reflects the feelings and opinions of its visitors about the destination's perceived ability to satisfy their needs. Attractiveness is perceived ability of the destination to deliver individual benefits. Some authors like Buhalis D. (2001)[10] suggest that competitiveness and attractiveness view from two different perspectives, one form the tourist perspective (attractiveness), and other, from the destination perspective (competitiveness).

Attractiveness view destinations from tourist perspective, and competitiveness from the destination perspective. Vengesayi S. (2003)[11] suggests that dual analyses of these two concepts provide a holistic perspective of the tourist destination competitiveness and attractiveness dynamics. Intersection these two view destination brands.

Branding of destinations enable tourist to identify a destination and differentiate it from competitive offerings. Branding of touristic destination is acts as a cue for the communication of benefits to the tourists. Reputation has been looked at from various and different perspectives, such as marketing, strategic management, economics, sociology etc.

The question is how can it will be possible to make brand in Rural areas or which factors of attractiveness and competitiveness are responsible for making new brands?

At this moment, more than 150 national tourist products are offered on world tourist market[8]. This data, in itself, is enough to understand the force of competition. The conclusion is, of course, that Total Quality Management, and above all ecological quality, is a key factor upon which rural areas must insist in order to achieve, and then preserve its competitive value and good position in the market.

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Taking into account ecological quality, most of all preservation of natural ambient in rural areas, it is possible to provide better: market position, strong competitiveness, long-term sustainable development, and finally, greater profitability. On the other hand, if we take into account needs of tourists (viewing marketing concept as basic business function of all entities), we need to balance the wish to meet tourists' needs and environment protection. In our opinion this is the way in modern market to make new destination brands – mix of typical characteristics of some rural areas (attractiveness) with ecological component.

Using principles of sustainable development focuses on the following issues:

- understanding value and level of influence a number of factors have upon environment
- preservation, protection, and improvement of the quality of the existing natural, cultural, historical, and other resources
- insisting on planned regional aspect of development
- Establishing strict standards in building tourist infrastructure.
- Good balance of economic, social, environmental and other objectives.

It is an imperative to successfully implement ecological components (environment and tourists, prioritizing the products organized in accordance with ecological standards) in conducting marketing activities of Serbian tourism in the future.

Strategically speaking, the development of tourism should highlight ecological, health and recreational values and specific features of reception area in rural areas. In this entire EU market shall have a dominant position within the scope of developmental parameters.

Structural variety, ecological foundations, openness, adaptability, dynamics, spaciousness, complementation and integrity are the demands to perform quality marking of tourist products in rural areas. In this way functionality would be provided on a long-term basis regarding meeting the needs of different tourist demands and strengthening competitive demand in all markets permanently innovating it.

CONCLUSIONS

1.Rural tourist destinations are mini destinations where still is not present concept of „mass tourism". Popularity of tourism destinations can be enhanced by a combination of the factors of competitiveness and attractiveness. Dual analyses of these two concepts provide a holistic perspective of the tourist destination competitiveness and attractiveness dynamics. Intersection these two view destination brands.

2.Branding of destinations enable tourist to identify a destination and differentiate it from competitive offerings. Branding of touristic destination is acts as a cue for the communication of benefits to the tourists.

3.Rural destinations must find its own factors of attractiveness and to operationally it in process of finding way how to be competitive in the modern market. If we take into account needs of tourists (viewing marketing concept as basic business function of all entities), we need to balance the wish to meet tourists' needs and environment protection. In our opinion this is the right way in modern market to make new rural destination brands – mix of typical characteristics of some rural areas (attractiveness) with ecological component. In all this process it is very important not to pollute the nature. That must be condition for the future generations. On that way concept of sustainable development must take place.

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