IDENTIFYING THE LEVEL OF CAPITALIZATION OF TOURIST POTENTIAL OF RURAL AREAS. CASE STUDY: VÂLCEA-ROMÂNIA

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Abstract: The development of the tourism in Romania depends mainly on the proper use of the potential of the rural areas, on the development and on rural economy revitalisation and on the adoption of a coherent regional policy. The exploitation of natural resurses to maintain the employments are extremely important,in order to meet the economic ,environmental and social aspects of rural areas. This paper aims to emphasize some theoretical aspects of rural tourism, the methodology of estimating the rural tourism recovery degree, a presentation of the poetential elements of the rural tourism recovery degree, causing them based on the estimated degree of the recovery of the rural tourism from Vâlcea-Romania. The degree of recovery of the touristic potential must stay at the concept of a sustainable development of economy which needs a multidisciplinary approach.
Keywords: rural tourism, touristic potential, exploitation.
Jel Classification: L83, Z32.

1. Introduction

In tourism, a good starting point is the ambiant envoirnment. The landscapes, the forests, the lakes, the monuments of art, the architecture, historic sites, the ethnography and the folklore are environmental components. The more diverse are these recourses ,the greater their attraction will be, responding to various tourist motivations.

The structure of the tourism potential of any country is composed of touristic natural potential and the antrophic tourism potential (Iordache, 2013). The complexity of natural tourism potential and attractiveness are closely correlated with the particular topography and climate (Holden, 2008). Anthropic tourism potential of a touristic destination make the human creations embodied in elements of culture, history, art and civilization, technical, economic and socio-demographic characteristics which atrracts flows of tourists.

As a consequence, the tourism potential can be defined like the total of elements which constitute the attractions and the facilities suitable for a visit and receving guests (Smith, 1995). The tourism potential of a country, region or regions is essential to tourism development. Essential requirement that emerges is that this potential is better exploited through tour operators offer, supported by general infrastructure and tourism as developed (Getz and Sailor, 1993). Any successful tourism development, whether rural or not depends on economic, trade and logistics, such as product quality, accessibility and destination infrastructure and the investor's interest.

2. The research methodology

The research methodology is based on three main stages: identifying and selecting its literature, analysis of the evaluation of the factors that determines the tourist potential and determining the actual recovery of rural tourism (stage which involved the collection of data on the ground).

We selected literature on the content, focusing on elements like: the meaning of the term rural tourism, the manifestations and the development elements. After identifying and analyzing the conceptual framework, we phased methodology for estimating the degree of exploitation of rural tourism. In the third phase we have outlined the status of elements of

degree of recovery potential of rural tourism (tourism potential analysis, demand and tourism, infrastructure and general interest), causing them based on the estimated degree of recovery of rural tourism in the county Valcea.

We decided to use this methodology research in order to provide a qualitative picture of rural tourist destinations ,but also to generate a conceptual and practical framework that might be useful in this sector decision makers. It is very important to understand the effects of potential recovery both the development of rural destinations and the increasing competitive advantages of rural entrepreneurs and the implications on the growth of tourist flows.

3. The analisys of special literature

Rural tourism is an economic activity seen in the light that is part of the largest economic sector (tourism) and part of the economic base of rural settlements (Trevor, 2005; Kruger, 2005). At the same time it is a way to conserve natural and human qualities of a geographic area, an education and it increases the quality of life for those who practice this activity.

Defining rural tourism by introducing the notion of rural space is apparently very clear, but the variety of natural and socio-economic conditions, on mondial plan, leads to diverse application of the concept of rural area - linked to population density and buildings, the use of lands,the operating structures and the ownership structure and type of household or traditional structures of population (Glade et al., 1998; Daniel et al., 2005).

For the purpose of psychologists, the rural tourism is a special form of tourism in which the focus is on the human side. The tourist is considered as a true guest, friend and human contact (dialogue and exchange of impressions) is paramount. Tourists must respond to this ospitality with respect and consideration for the rural community (Garrod, Wornell and Youell, 2006).

Rural tourism is a form of tourism that provides a direct contact with the physical environment and human tourists in rural areas and provide them the opportunity to know and participate in the daily life of local people. Rural tourism has a strong cultural and educational vocation, and of particular importance for the preservation of values and cultural identity of rural communities (Williams and Ferguson, 2005; Daugstad, 2008).

All these essential elements become essential parts of rural tourism, provide him with specific dimensions: psychological -The rural tourism satisfies mainly the human's needs for rest and psychological and physical recovery potential, maintain health; Social - Rural tourism ensure the access of people from the urban enviornment to a word closer of the nature.; Geographical - Rural tourism allows access to beautiful landscapes and a rich biodiversity of flora and fauna; Urban - Rural tourism is based on specific spatial organization of rural areas (low density of population, households with specific architecture and important farmland and forestry).

**Table no. 1. Definitions regarding rural tourism**

Urry, 1988	Creates individual caractheristic for the tourists product, assuring a diversification and high volatility of customers preferences
Fiquet et al., 1992	Tourist activities in the rural environment, to discover the nature, the local cultural environment or the gastronomy
Gannon, 1994	A series of activities, services and facilities furnished by the people from rural environment to attract tourists, in order to generate supplementary incomes
Oppermann, 1996	Tourism developed in rural space, excepting the national parks, the silvan zones or the savage areas
Barkin, 1996	Key of durable development of rural zones
Sharpley and Sharpley, 1997	Diversification form of the activity from rural space and of socio-economic regeneration

Tacu, Glăvan and Burciu, 2001	The art to receive the tourist in the rural environment
Ashley and Maxwell, 2001	Tourists movements in spaces where human settlements and infrastructure occupy just small spots of the landscape and where most of people spend the majority of their work time at farms
EuroGítes, 2011	Accomodation in the traditional rural environment, offering experiences from gastronomy and life-style, and also activities developed in nature

Source: realized by authors

Rural tourism has many different forms and is wanted for various reasons. There are reasons to promote tourism development as a growth pole, such as regeneration following the collapse of agro-industrial, or business diversification in rural areas through the development of adventure tourism or cultural tourism. Furthermore, rural tourism keeps cultural depth in a world of increasingly permeated by the forces of globalization (Tanahashi, 2010).

Figure no. 2. Manifestation of rural tourism
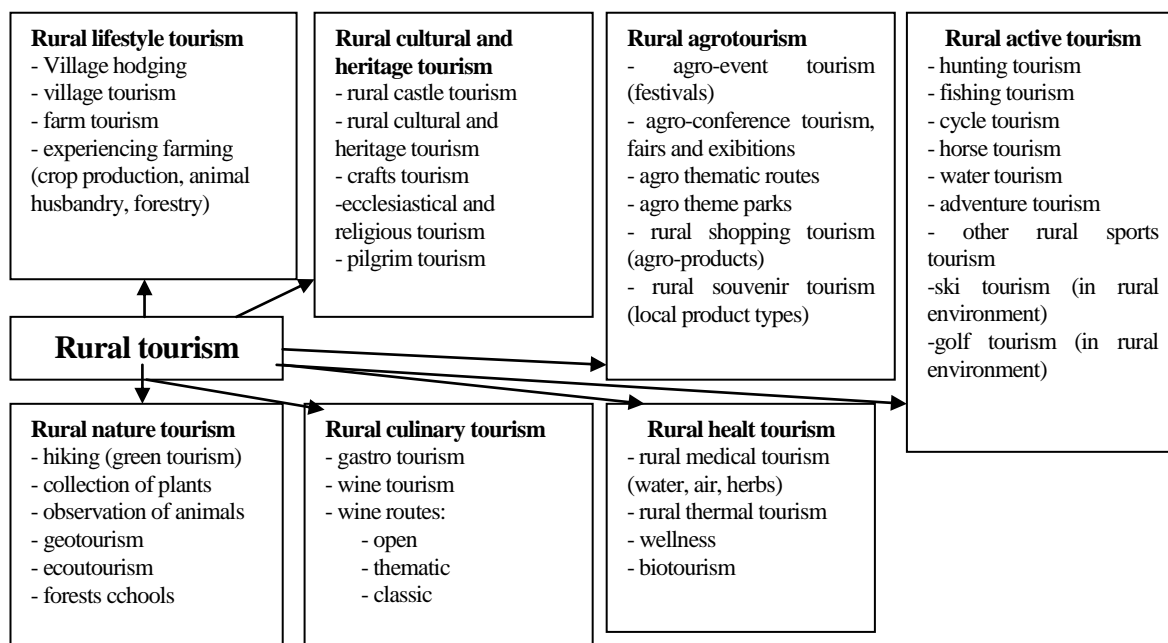
Source: David et al., 2007.

This classification emphasizes that, irrespective of rural tourism practiced in principle two subjects are in focus (KNOWD, 1998):

- is practical in nature, through a variety of activities (sledding, horseback riding, hiking etc.), sports programs (cycling, climbing, rafting, horseback riding etc.) and relaxation or action learning (restoring health, walking in nature, observing animals, collecting herbs or mushroom picking etc.);
- is consumed in rural areas, tourist knows the rural culture, traditions and lifestyle, rural activities, farm around the house, the role of domestic animals, gastronomic specialties and, not least, the relationship between guest and host, which is unique.

4. The methodology for estimating the degree of exploitation of rural tourism potential

4.1. The inventory of natural and anthropic tourist resources

Setting the tourism potential of a territory or a particular administrative-territorial units is based on the following analysis: natural tourism resources, cultural heritage, technical and utility infrastructure, tourism specific infrastructure and environmental quality. In Romania, the tourism potential evaluation was conducted by the Ministry of Regional Development and Tourism in the National Spatial Plan (NSP) - Section VIII tourist areas.

A detailed analysis of the process of rural tourist potential of Romania exceed the scale in this paper. Methodologically, it is considered that the restriction of the analysis in the area of one of the 41 counties of Romania may allow basic knowledge of aspects that are characteristic of the complex process of recovery of the tourism potential of rural areas. The results of this analysis in the Valcea county may have a certain level of representativeness to the extent that this overall tourism development as expressed by the size of the tourism phenomenon (tourist traffic, basic accommodation), are ranked as three four orders size in the hierarchy of the 41 counties. It also highlights issues of representativeness of rural famous tourist destinations in Valcea county (Costești, Horezu, Malaia,Voineasa etc.). Leverage of existing tourism potential in the region Valcea may be restored as development time, using the levels and dynamics of main indicators characterizing achieved tourist services.

4.2. Analysis and classification of tourism potential of the area studied localities according to their potential for tourism development - involved identifying rural communities located in the area of Valcea county - from the database created in the NSP MDRT - Section VIII tourist areas and their classification according to the following criteria: landform preponderant awarded to natural tourism resources, tourism resources awarded to anthropogenic infrastructure scoring and scoring potential tourism development.

4.3. Analysis of tourism demand and supply in the studied area - comprised several stages: structural and dynamic analysis of county-level indicators of the main tourist infrastructure - tourist accommodation with functions of tourist accommodation; analysis of the main tourist traffic - arrivals, overnight stays, capacity utilization index of tourist accommodation service; qualitative analysis in the studied area of tourism products and agrotourism supply, consumption and quality of tourism and agrotourism and forms and institutional structures that deal with the promotion and enhancement of rural tourism.

4.4 . Evaluation of rural tourism recovery

The methodology for estimating the degree of exploitation of rural tourism has several steps:

► *regrouping potential settlements on the following steps*: very high - scoring tourism development: > = 32 pts; high - scoring tourism development [22.32) section; medium - tourism development score: [12.22) section; Low - scoring tourism development: < 12 pct.

► *the establish equivalence coefficients tourism potential tourist* - score - the second step in calculating the degree of exploitation of rural tourism is the calculation of the coefficients of equivalence tourist - score of tourism potential that allows us to establish the number of tourists that point potential tourism development has the ability to attract at a joint. Calculation of coefficients representative of a county level is performed according to formula (1):

$$Ci = \frac{\sum(Tj_i)}{\sum(Paj_i + Pbj_i)} = \frac{\sum(Tj_i)}{\sum(Pj_i)} \qquad (1)$$

where Tji = number of tourists arriving in 2012 in rural county j i

Paji = score obtained for tourism resources (natural and anthropogenic) of j localities receiving tourists from the i county

Pbji = score obtained for infrastructure (tourist and technical) for j localities receiving tourists from the i county

Pji = the total development score obtained from the j localities which received tourists from the i county

Ci = coefficient of equivalence for the i county

i = county

j = village that received tourists in 2012

► *the use of equivalence factors tourist - score of tourism potential in estimating potential tourists* in county. Thus for each category of potential (low , medium , high , very high) , we used the formula:

$$Tek_i = \sum(Pk_i + C_i) \qquad (2)$$

where Teki = estimated number of tourists in county and in the k towns

PKI = total score obtained for tourism development in the k i counties

Ci = coefficient of equivalence for the county

k = village framed in a certain type of potential (low, medium, high, very high)

► *estimation of potential tourists each village in the county* was adjusted with average number of nights per county in the year 2012 obtarining the estimated number of nights :

$$Iek_i = Tek_i \times \frac{\sum Ij_i}{\sum Tj_i} \qquad (3)$$

Where: Ieki = estimated number of overnight stays in the county and municipalities k

Teki = estimated number of tourists in the county and in the k towns

Tji = number of tourists arriving in 2012 in rural county j i

Iji = number of overnight stays in 2012 in rural county j i

► *establishment of the following premises*: occupancy and average number of days of operation remain unchanged from 2012; the accommodation rate is the average of existing tariffs in 2012 at the level of guest houses from the county;

► *the number of seats needed to cover the estimated number of nights*:

$$Lk_i = \frac{Iek_i}{Go_i \times Z_i} \qquad (4)$$

where LKI = number of places required for the county and in the k towns

Ieki = estimated number of overnight stays in the county and municipalities k

Goi = average occupancy per county and in 2012

Zi = average number of days of operation per county and in 2012

► *number of pensions needed to cover the estimated number of nights:*

$$Pensk_i = \frac{Lk_i}{D_i} \qquad (5)$$

where Penski = number of hostels needed for the county and in the towns k

LKI = number of places required for the county in the k towns

Di = the average size of pensions in the county in 2012

►*the recovery degree of rural tourism:*

$$G_i = \frac{CAj_i}{CAk_i} \times 100 = \frac{\sum Ij_i \times Tm_i}{\sum Iek_i \times Tm_i} \times 100 \qquad (6)$$

where Gi = leverage of rural tourism

CAji = estimated turnover for 2012 for the county and in the j towns

Caki = turnover estimated for the county and in the k towns

Iji = number of overnight stays for the i county and in the j towns

Ieki = estimated number of overnight stays in the county and municipalities k

Tmi = County i average price

5. Results and discussions

5.1. *The natural tourism potential in the county of Valcea*

To capture the potential of tourism in this area, we started from NSP - Section VIII tourist areas, supported by MDRT, strategic document guiding character, which determines the size, purpose and priorities of developing settlements in the territory of Romania, in agreement with all European requirements. MDRT proposed methodology, in terms of natural tourism potential takes into account the natural (relief, geomorphology, vegetation, fauna, hydrography, landscape), natural therapeutic agents (mineral waters, therapeutic lakes, bioclimate etc.) and natural areas (biosphere reserves, national parks, nature parks, reserves and other natural monuments). Based on various criteria, for the natural environment were given scores from 1 to 10 pts., for more than 10 therapeutic factors section and for protected areas up to 5 points.

After applying the methodology for classification of tourism potential of MDRT, we further classified rural settlements based on natural tourism resources in each area, the type of relief in falling (16.67 % of localities are in the plain area, 66.66% in the hill and 16.67 % in the mountains) and the scoring of MDRT (Table no. 2).

Table no. 2. Distribution of municipalities according to landform and natural tourism potential in Valcea

	Plain	Hill	Mountain	TOTAL	%
<= 5.0 points	0	2	0	2	3,34
(5,7] points	9	33	0	42	70,00
(7,8] points	0	3	2	5	8,33
(8,10] points	1	2	2	5	8,33
>10 points	0	0	6	6	10,00
TOTAL	10	40	10	60	100,00
%	16,67	66,66	16,67	100,00	

Source: Methodology for classification of tourism potential of MDRT

As we can see, in the lowlands are the most common places with tourism potential natural environment (9 villages) and only 1 with high potential the rest being localities with low potential. A naturally high tourism potential has the Lungesti common from the county, Valcea.In addition to plain relief of a unique beauty, its territory has two protected areas or forest Tisa Mare (mixed natural reserve of 50 hectares that preserve the natural habitat of the Pannonian forest Quercus petraea and Carpinus betulus (oak and hornbeam), secular oak specimens and rare species of shrub and fauna elements that require strict protection as a Long-eared owl, owl little owl, buzzard etc.) and Forest Silea (natural reserve 25 ha which preserves mixed oak and hornbeam natural habitat secular oak specimens and rare species of thorn and fauna elements that require strict protection as the

black stork etc.). In the hilly area, applying the same methodology, we identified two localities with high natural potential and the mountains are found in 8 locations with high natural tourism potential and very high. Localities Vaideeni and Titeşti from Valcea county were obtained for the natural local maximum clocking, other cities benefiting from some additional advantages, such as municipalities and Slătioara Stroeşti have direct access to the reserve of 10.5 ha called Pyramids of Slătioara (Stroeşti); Barbatesti commun and Costesti municipalities are part of the National Park Costeşti Vânturariţa- Buila (smallest national park in Romania - 4000 ha) and in the second place the Bat Cave (the cave houses two churches, one in 1633 and one in 1637); Mălaia village has its territory and Forest Iezearul Latoriţa Latoriţa; Voineasa village has potential of 15 pts. With many tourist attractions (Căldarea Galcescu, reserves Miru-Bora, Sterpu-Black Hill, Cristeşti and juniper trees Stricatul).

5.2. *The antrophogenic touristic potential of Valcea county*

The MDRT proposed by the methodology, in terms of tourism potential anthropogenic consider historical monuments (monuments, archaeological sites and architectural monuments, public monuments and memorials, funeral), museums and public collections (museums and public collections monument) manifestations of art and folk tradition (celebrations, festivals, fairs, social evenings, holidays, traditional folk crafts - fabrics, carpets, costumes, wood and glass paintings, engravings, wood, metal, stone, leather), performances and institutes concerts, cultural events etc. Based on various criteria, for the anthropic were given scores from 1 to 25 pt. After applying the methodology for classification of tourism potential of MDRT, we further classified rural settlements, depending on anthropogenic tourism resources in each area, the type of relief in falling (21.05% of localities are in area plain 42.11% in the hill and 36.84% in the mountains) and the scoring of MDRT (Table no. 3).

Table no. 3. Distribution of municipalities according to landform and antrophic tourism potetial in Valcea

	Plain	Hill	Mountain	TOTAL	%
<= 5.0 points	2	3	2	7	36.8
(5,8] points	1	4	2	7	36.8
(8,16] points	1	1	3	5	26.4
>16 points	0	0	0	0	0.0
TOTAL	4	8	7	19	100
%	21.05	42.11	36.84	100	

Source: Methodology for classification of tourism potential of MDRT

The development and the promotion of tourism is not only depending on natural resources of each area, but also of the degree of development of tourism infrastructure and technology. To do this, we need to analyze the current state and the potential infrastructure, taking into account: accommodation, treatment facilities, conference rooms, exhibition centers, ski slopes and lift facilities and other leisure facilities (golf , water sports , horses); accessibility to transport infrastructure, telecommunications and utilities.

5.3. Tourist specific infrastructure in rural areas of Valcea county

Analysis of tourism infrastructure in Valcea county was based on available data from the National Statistics Institute on municipalities and counties. Statistical database has been processed to meet the need for analysis of tourism in rural areas, by grouping statistical information available for Valcea County, according to the classification by residential localities (Table no. 4). INS processing data on tourist activity in the following localities in Valcea County - 10 communes: Bărbăteşti, Bujoreni, Costeşti, Măciuca, Mihăeşti, Slătioara, Tomşani, Vlădeşti, Voineasa.

Table no. 4. Analysis of tourist accommodation structures in Valcea County

	2010	2011	2012	2013	2014	2015
No. of touristic and agrotouristic pensions	2	9	1	6	8	2
Average no. of accommodations/pension	4.7	4.4	4.4	5.1	5.2	5.2
No. of accommodations offered per county	70	63	79	45	82	91
Equivalent no. of accommodations in function 365 days/year per county	0101	7072	69042	56036	92653	79982
No. of function days average/accommodation	27.9	72.4	92.3	303	31.8	53.4

Source: INS and processing author

I want to emphasize at first that the data collected by INS don't cover all and they provide a clear picture of rural tourism. Thus, in 2015, the county, although recorded 78 common, 60 have tourism potential, INS collect only 10 rural settlements. On the other hand, the data do not take into account agro tourist pensions and more than 5 seats and on the other hand are not taken into consideration only those allowances or pensions respond to requests INS data collection .

5.4 . The analysis of tourist traffic indicators

Tourist traffic analysis is crucial to understand the degree of opening to the the needs of tourists from Valcea county then. Tourist traffic indicators (Table no. 5) were collected by INS at boarding houses and agrotourism in the 10 municipalities in Valcea (Bărbătesti, Bujoreni, Costesti, Mălaia, Maciuca,Mihăeşti, Slătioara, Vlădeşti, Voineasa, Tomşani).

Table no. 5. Evolution of tourist traffic in Valcea County

	2010	2011	2012	2013	2014	2015
Number accommodations-days	2376073	2664215	2859053	3377184	3299794	3375784
Number accommodations-days – touristic and agrotouristic pensions – rural environment	60101	97072	169042	256036	292653	279982
No. of tourists - Vâlcea County	184264	225997	206963	211053	229237	286892
Number of tourists - pensiuni touristic and agrotouristic pensions – rural environment	2582	4385	8351	10904	10894	13495
Number of nights - Vâlcea County	960520	1046532	1052577	1049399	1025927	1154057
Number of nights - touristic and agrotouristic pensions – rural environment	5741	11216	16973	21381	20571	25547
Occupancy rate (%) – Vâlcea County	40.42	39.28	36.82	31.07	31.09	34.19

Occupancy rate (%) - touristic and agrotouristic pensions – rural environment – Vâlcea County	9.55	11.55	10.04	8.35	7.03	9.12

Source: INS and processing author

The decrease in occupancy shows that rural tourism sector has not a tourist offer adapted to the customer's needs and that agro tourist pensions are not widely promoted so as to ensure an occupancy rate at least equal to that of Bucharest.

5.5. Analysis of technical infrastructure influencing tourism activity and potential

►*Transport infrastructure in rural areas.*

From the administratively point of view, Valcea County has 78 communes and 525 villages. But their access to public infrastructure is quite low, as is the pace of its development (Table no. 6).

Table no. 6. The transport infrastructure in 2015

		Railroad	Public roads-total	National roads	County and communal roads
TOTAL - ROMANIA	m	10770	86080	17606	68474
OLTENIA Region	m	990	11254	2179	9075
% Oltenia Region /Total country	%	9.2	13,1	12.4	13.3
Vâlcea	m	163	2325	529	1796
% Vâlcea/ Oltenia Region		16.5	20.7	24.3	19.8

Source: INS and processing author

But we must emphasize that the pace of modernization of county and municipal roads providing access to tourism infrastructure is quite low. Analysis of its evolution in the period 2010-2015, reveals the following (Table no. 7): in 2015 only 19.4 % of county and municipal roads were upgraded and 40.2 % were unpaved (gravel or earth).

Table no. 7. Evolution of transport infrastructure in Valcea County in 2015 compared to 2010

	2010	2015	% 2015/2010	%
Total – km				
Oltenia Region	10838	11254	103,8	100.0
Vâlcea	2167	2325	107,3	20.7
Modernized - km				
Oltenia Region	4241	4278	100,8	100.0
Vâlcea	717	831	115,9	19.4
Paved - km				
Oltenia Region	3243	2762	85,2	100.0
Vâlcea	517	494	95,6	17.9
Earthen - km				
Oltenia Region	861	929	107,9	100.0
Vâlcea	177	207	116,9	22.3

Source: INS and processing author

5.6. The evaluation rural tourism development

Ar the Valcea county level, the mountain presents a real potential for tourism and here there are used for tourism and sport resorts (such as Vidra).

►*developed tourist activities types in rural Valcea*

Mass tourism remains the predominant form of tourism in the area but there are other types of activities related to culture, environment, business, education, religion, etc. reflecting a more vigorous form of recreation and participatory. Skiing, hiking, cycling, etc. are activities practiced increasingly often in the area but their practitioners are often dispersed in areas without adequate infrastructure or no capacity to manage tourism activities. Be remembered that in the region of caving areas, ski areas, and areas for hunting and fishing. To this, add different sights that allow the practice of historical tourism, cultural and ecumenical, such as wood or masonry church inherited from medieval times; "Vestiges" - fortified houses that are found only in Valcea (originating from Afghanistan and Iran, manors were built in the eighteenth century by landowners to protect the Turkish invasions); museum of folk architecture; popular festivals and fairs, etc. On the other hand,rural areas in the region , complete tourist opportunities of the region, which offer genuine hospitality based on unpolluted environment, wine, gastronomy and folk traditions. There are even locally known gourmet brands such as: Drăgăşani wine, brandy Pietrari etc.

Below we present an example selectively localized to different forms of tourism in Vâlcea: Travel ecumenical: monasteries tails, Horezu etc., spa tourism: Olăneşti, Călimăneşti, Govora; transit tourism and travelling, mountaineering in several forms: hiking, speleology tourism or scientific value; rest and recreation tourism in localities near valleys, gorges, reserves; hunting and fishing tourism in localities near the hunting areas and along the Danube tributarie ; Scientific tourism is practiced by specialist especially in the reserves (Cozia Park, Buila - Vânturariţ etc.). However, the county tourism is practiced disorganized or uncontrolled tourism, Camping in unauthorized places and a total lack of control over vehicle access.

►*Potential of rural tourism in Vâlcea*

Depending on tourism development potential of rural settlements, villages from Vâlcea County can be divided as follows: high tourist potential joint (3) - they hold on their territory biosphere the heritage which values national and world national parks, natural monuments; common potential (9) - they present great tourism potential and specific infrastructure, but partially realized priority favorable for the development of tourism; common environmental potential (34) - they show high tourism potential and favorable development of tourism function; common low potential (14) - these are common sights with natural and/or antrhopic but are capitalized only locally (Table no. 8).

Table no. 8.The distribution of rural localities levels of tourism potential

	Plain	Hill	Mountain	Total
Low	3	1	-	14
Medium	5	25	4	34
High	2	3	4	9
Very high	-	1	2	3
Total	10	40	10	60

Source: Copyright by MDRT , NSP - Section VIII - tourist areas

Grouping municipalities according to tourism development potential of each rural and landform, allows us firstly to note that of the 60 common presenting tourist attractions, 23.33 % had low potential, 56.67% have potential average and only 20% have high potential and high (Figure no. 2).
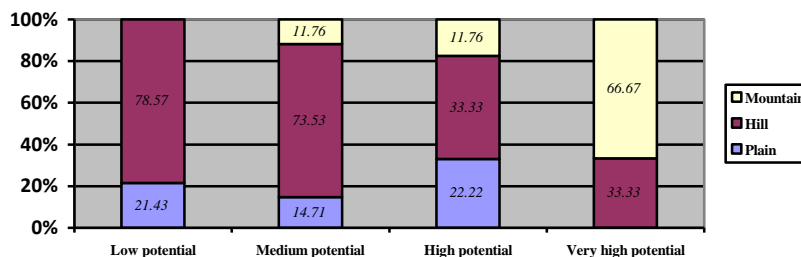
Figure no. 2. Structure of settlements on landforms based on tourism potential

Finally, at the level of the county, there are potential tourist areas, but we should mention that tourist activities requires modernization of transport infrastructure, training human resources in tourism, efficient management of local governments, but also by promoting higher advertisers and travel agencies.

► *The evaluation degree of development of rural tourism*

In Valcea, within the 78 municipalities that are part of its administrative, only 60 municipalities have potential tourism development, of which 12 were high and very high potential. Programs and strategies for tourism development must, however, take account of the 34 common environmental potential, which through investments and intensive promotion of rural tourism can increase the weight of the rural economy of the area.

a) The tourism evaluation (data collected from pensions)

To understand the unvaluably consequences of rural toursim at its real potential ,we will start in the evaluation of the data collected in the territory of seven municipalities in the area analyzed, namely 34 hostels analyzed. This analysis was the first step in determining the degree of exploitation of rural tourism, giving us information on capacity supply and prices in the year 2012. Although not exhaustive selection made, make this assessment based on this information because, as I mentioned previously, we believe that the database is incomplete offered by INS our approach (Table no. 9). Data collected in the territory allowed us to find that specific tourist accommodation had developed in plains with average potential, in hilly areas with high potential and very high and mountainous areas with potential environmental, high and very high. Also, it can be seen that there is a concentration of tourism in areas with natural resources and antrhopic, but which presents tourist infrastructure problems or technical infrastructure.

Table no. 9. The situation in Valcea rural tourism

Comuna	Forma de relief	Potenţial	Pensiuni	Margarete	Ofertaturistică rurală -locuri-	Tarif
Bărbăteşti	Mountain	High	Mircea Valeriu	2	4	60
			Calu Bălan	2	9	80
Bujoreni	Mountain	Very high	Intim	3	16	80
Costeşti	Mountain	Very high	Arnota	2	14	100
			Evrica	3	40	100
			Nicoleta	3	24	120
			Ferigile	2	8	100
			Ralu şi Ello	3	12	100
Mălaia	Mountain	High	3 carafe	2	5	120

			Bujorul	2	5	100
			Ciobanelul	2	14	100
			Luminiţa	2	10	100
			Poiana soarelui	3	4	120
			Ursul	4	8	150
			Casa alba	2	8	80
			Casa altfel	4	7	150
			Casa lacului	3	12	120
			Ciobanelu	3	9	120
			Gavris	3	12	100
			Piatra verde	2	9	100
			Socolescu	2	5	100
			Unchiul Nae	2	2	100
			Andrei	2	9	100
			Domnitei sophie	2	9	100
			Lovsa	2	10	90
Slătioara	Mountain	Very high	Lume Nouă	2	14	80
Vaideeni	Mountain	High	Moara Viselor	3	14	90
			Baciul	1	5	
Voineasa	Mountain	High	2 brazi	3	9	120
			Constantinesco niculina	2	4	90
			Denisa	4	10	160
			Lazăr	3	10	100
			Valea haiducilor	2	4	100
			2 brazi	3	14	100
			Bradul	3	5	90
			Bujor de munte	3	6	120
			Montana	4	6	160
			Natalia	2	3	120
			Obârşia lotrului	2	6	90
			Passiflora	3	5	100
			Popasul haiducului	3	10	100
			Royal	4	7	160
			Vănătorul	3	15	120
			Muntinu	2	5	110
			Voineşiţa	3	7	100
			Bradul b.p.	3	6	120
			Dalia	2	6	80
			Iuliana	2	3	80
			La sandel	2	5	90
			Stefanescu	2	2	80
			Teodora	2	5	100
			Transalpina lac	3	10	110
Total			52			

Source: Data collected by author

b) equivalence coefficients

The establish tourist - score of tourism potential. The second step in calculating the degree of exploitation of rural tourism represents calculation of the coefficients of equivalence tourist - score of tourism potential. This factor allows us to establish the number of tourists on a point of potential tourism development has the ability to attract at a joint. Calculation of coefficients representative at a county level according to the formulas given in chapter methodology are (Table no. 10):

Table no. 10. Representative coefficients

Number of villages computation basis	32
Number of tourists (ΣTji)	3865
Total score – potential of tourist development (ΣPj1), wherefrom:	43,5
Coefficient of equivalence (Ci)	3,0

Source: author's own

c) Assessment of recovery of rural tourism in Vâlcea

Valcea County, although it has 78 commons, it hasonly 60 presents tourist interest, 10 are located in the plains, 40 in the hilly areas and 10 in the mountain areas, representing 17.59% of the municipalities in geographic regions of Oltenia. The NSP, all municipalities have obtained scores for potential natural resources, 19 potential anthropogenic joint 2 joint tourism infrastructure (Mălaia and Voineasa) and 1 common potential of technical infrastructure. All these scores awarded determined that the county Valcea tourism development potential have the following characteristics: 14 communes have low potential, 34 commons environmental potential (25 relief hill), 9 common potential (3 and 4 deal with the relief of the mountain relief) and 3 common potentially very high (one joint relief hill and mountain relief 2).

In 2015, in rural areas of Valcea county, statistical records were taken in 52 tourist's accommodation (hostels in localities Barbatesti, Bujoreni, Costesti, Malaia, Slătioara, Tomşani, Maciuca and Voineasa), which had a capacity of 7911 seats and Tourist capacity of 279892 seats in use-days and average 353,4 days of operation. In these structures tourists had arrived 13485 who stayed 25547 nights which resulted in an average of 1,9 nights per person nights and occupancy of only 9,12%. By mixing all this information we can estimate the degree of recovery of touristic potential based on the following assumptions (Table no. 11): coefficient of equivalence-point tourist potential is 18; 9,12% occupancy (at county level) and mean duration of operation 353,4 days (average district); pensions 15.5 average size places / pension (county average); average price is 103,08 lei or 23 Euro/place (average price calculated on the basis of information gathered).

Table no. 11. Assessment of recovery of rural tourism in Vâlcea

	Comparasion basis 2015	Low potential	Medium potential	High potential	Very high potential	Total – Vâlcea
		Estimative Values				
No. villages	8	14	34	9	3	60
Potential score of tourist development (ΣPki)	214,5	139,0	538,6	240,9	110,5	1029,0
► tourist resources (ΣPaki)	131	84,0	281,5	152,0	70,5	588,0
► tourist infrastructure (ΣPbk1)	83,5	55,0	257,1	88,9	40,0	441,0
Number of tourists (ΣTeki)	13495	2502,0	9694,6	4336,6	1989,0	18522,2
Number of nights (ΣIeki)	25547	6787,4	26299,6	11764,3	5395,8	50247,1
Capacity-accommodations (ΣLki)	791	324,4	1256,8	562,2	257,9	2401,3
Number of pensions (ΣPenski)	52	25	80	35	16	156
Price average/accommodation (Tm)	103,08	103,08	103,08	103,08	103,08	103,08
Turn-over (ΣCAki)	464904,9	300955,3	1166125,8	521626,9	239248,6	2227956,6
Valorizing level of rural tourism (Gi)	**20.87%**					

Source: Based on data Tempo online, INS and the data collected by the author

Rural tourism is currently valued at 20.87 % of its real potential. The county has as its potential ability to attract tourism to the area, approx. 18,000 tourists, half of the municipalities with medium potential. This implies that if the county would had a surplus of 124 hostels, the current size of occupancy and average size of pensions, might have

been created a viable economic sector of tourism in rural areas to bring revenue of approx. 2.2 mil Lei, this means four times more than today. At present, the county tourism infrastructure (52 hotels), the estimated number of tourists through the proposed methodology can only be achieved by ensuring, through sustainable tourism marketing programs, an occupancy rate of approx. 57.8 %.

7. Conclusions

Rural tourism is a complex phenomenon, with various psychological implications, geographical and urbanistic. Main role of tourism in the local economies is given by the influence of these activities to increase the income rural population, in the creation of new jobs, in the developing of related services, etc. This form of tourism has been growing in our country, especially after the creation of the necessary legal framework.

Specific rural tourism structures have come to represent in 2015 over 50% of the total hotels in Romania, and the increase of quality conditions have determined the number of tourists to reach a maximum of 1572 thousand people around. 7% BEING foreign tourists. No tourist services, products and integrated tourist infrastructure problems have determined that tourists arrivals to ensure a degree of occupancy of only 13.8 %. In order to solve these problems, which provide a low development of Romanian rural tourism below potential, have been documented, in addition to legislative rules governing specific functionality tourist activities, a series of strategies and programs as well as master plan for the development of Romania's national tourism or annual program of tourism marketing and promotion. To these are added strategies, programs and projects for the development of rural tourism at the regional level as well as: strategies for socio-economic development 2014-2020; regional development strategies cultural; plans of the fitting out of county territory; European programs (Regional operational program, the national program for rural development 2014-2020); projects of local authorities.

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