

THE RURAL TOURISM IN DANUBE DELTA

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Purpose - the purpose of this paper is to evaluate the rural areas has market size and forecast its development as an economic activity. The present paper aims at analyzing the rural areas has in Danube Delta. In an enviable BAs) which have responsibility for their particular isolated, such as the Danube Delta and the Danube that used, fishing and rural areas has the main activities that provide jobs and income sources for local populations. *Design/methodology/approach* - A survey was administered to customers' rural hostel accommodation in Danube Delta. Descriptive statistics method was mainly adopted to calculate the mean with standard deviation of entry assumes variable, and to examine the different levels of consumers' awareness. The index values of product familiarity, the ratio between entries assumes product's familiarity value and the average value. *Findings* - the research results show hash has rural consumers have different perception and accomplished through behaviour. The information channels of brand hash mainly from friends, relatives and neighbours, so word of mouth spreading is very important for a brand. Women show a higher sensitivity in health and are currently operating the propensity than referred to follow the recommendations for nutrition. *Research limitations/implications* - This item is intended to synthesize developments and challenges," on June 13th rural market growth has. The results of this paper should be considered tentatively until has also features replicated by larger has rural consumers. *Originality/value* - members of rural areas has consumer's behavior would improve marketing and the development of rural areas has products, in order to reduce consumer confusion.

Keywords: rural areas has, Danube Delta, region development, aquaculture farm, rural economy

JEL codes: Q01, R11

Introduction

The term ecotourism is much used in the DOOR I year for Sustainable alternative has, and also for rural areas has. Many commentators in the DOOR fear the political overtones of the word "sustainable". Strictly, and across the rest of the world, ecotourism is defined by Ceballos-Lascurain (1996) as:

"Environmentally responsible travel and visitation to relatively undisturbed BAs) which have responsibility for their particular natural, in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present), that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations."

That definition is used by the International ecotourism Society, who recognize it as a specialist subset of the wider concept of Sustainable has, and BAs) which have responsibility for their particular applicable to rural areas. The word ecotourism is of value, but rarely used, within Europe.

Rural areas has, as an economic activity has gained its recognition and importance in the national economy because of the social rolls it plays due to the natural resource potential and tb shall appear each time the bio diversity that was found in our country. Rural economic crises in BAs) which have responsibility for their particular in the current stage, the concept of diversification by launching a new dimension of economic activity, is also a means of economic and social transformation.

Rural areas has is has which takes like in the countryside. Agri-rural has is has that takes like on farms. However, such a simple definition of rural areas has is inadequate for many purposes (Grefe, 1992). Problems include:

Spring-loaded based Urban but has is not confined to urban BAs) which have responsibility for their particular, but spills out, through excursions, employment and purchases, BAs) which have responsibility for their particular into rural areas.

BAs) which have responsibility for their particular rural themselves is difficult to define, and the criteria used by different issue for Karlovy Vari considerably.

Not all has which takes like in rural areas is strictly BAs) which have responsibility for their particular "rural areas" - it can be "urban" in form, and merely be located in the rural area. Many so called holiday villages has of this type: in recent years numerous large holiday complexes have been completed in the countryside. Their degree of "real" can be both rurality year emotionless quality and a technical question. Also features may be urban in the layout and architectural style and scale. Also features may be urban in ownership and management. Also features may be urban areas (but not local) in purchasing policies for food and right people. And also features can be completely self-contained in terms of function - visitors may never, or only rarely, leave the complex and enter the "real" rural world (Murdoch, 1993).

In Australia four some has been particular conflict and defining the value of environmental amenities remains a difficult and largely subjective issue" box. Recreational and environmental uses of Australia's coastal zones is part of the national culture and their amenity values can be correspondingly high (Holland and Brown 1998).

International evidence is documented in Turkey where has is generally associated with hotels and second home BAs) which have responsibility for their particular. To be successful these require surroundings that are aesthetically pleasing and peaceful. Conflicts with aquaculture is often associated with the infrastructure that is located close to has BAs) which have responsibility for their particular (Canoves *et al* , 2010).

International foursome is year trend for increasing nature based which has can includes fish farm integration with recreational activities or farm tours with possible product tasting (Bessière, 1998).

For Romania the 70 customer mean the beginning of the rural areas has (Stafan Glavan, 2003), through promoting the tourist program "Wedding in t he Carpathians" by ONT Carpati with 30 percent shares- Financiara (in the villages Bogdan Voda - Maramures county; Sibiel - in the etnofolcloric area Marginimea Sibiului and Leresti - Arges county) followed by the experimental legal Declaration of 13 places I "tourist villages". This type of has remains at an early stage, unlike the situation in the 300,000 is a number which can raise stable countries, strongly urbanized and industrialized. Here, since the 70 Customer the changes generated by the economic restructuring and the farms' crisis have limited the options of economic development of the rural areas BAs) which have responsibility for their particular making less viable the older development strategies and forcing many people to look for traditional methods to survive (Wilson, Fesenmaier, *et all*, 2001). One of the most popular traditional strategy of development was the has and the additional entrepreneurial opportunities, because of its ability to bring income, oh generating jobs and of supporting the economic development.

Diversification of economic activities in rural areas which have responsibility for their particular year can be considered appropriate option or partially global level and BAs) which have responsibility for their particular conditions in rural areas, which requires knowledge of the area development stage, structure and capacity has rural market.

It is admitted that champion of historic past is mostly traditional and that " the village that identifies itself with the peasantry new HiFi components featuring not belong to the peasants because their number has reduced by half" (Bulgaru, 1996) and that rural areas has will make it even smaller.

Although the first signs of the present principles of the development of a stable has in which have responsibility for their particular natural has led to the appearance of rural areas has as a distinct form of has, meant to respect the integrity of natural landscapes, oh the ecological biodiversity, in accordance with the requirements of some categories of tourists, who want to spend their holiday in nature, this can also be viewed as a part of rural areas has.

METHODS

Key criteria for rural development has, found to be primarily influenced by economic considerations, including infrastructure and availability of skilled/motivated staff. Besides economic considerations, social and environmental criteria, also developed and summarized below:

- Infrastructure and costs
- Physical Environment
- Biological environment
- Socioeconomic
- Impacts on the environment and other users/interests

Starting from these, a series of aspects made us to focus our attention on the stage of some of the directions of possible development, even though the plan completed in the first part of the year 2009, such as:

- The Danube Delta is considered the tourist destination s of Romania, according to the classification of the tourist destinations at national level in the data basis of the National Institute of Statistics (statistics insse.ro) , under the name of the Danube Delta, including Tulcea.

- The Danube Delta is framed in "The National Strategy of the development of rural areas has from Romania" (www.mdrl.ro) as one of the main eco-destinations from Romania, namely the Danube Delta Reserve" and Electrica Dobrogea;

- The Danube Delta is the only tourist destination of Romania which is framed, Tulcea block exemption in the wholeness of a protected natural area, namely the Nature Reserve of the Danube Delta" (considering the term tourist destination according to INSSB);

- The Danube Delta has year unique value through the existence of the natural patrimony;

- RBDD is one of the largest wetlands in the world, especially as Waterfowl Habitat, a museum of natural biodiversity, which includes 30 types of ecosystems; with the greatest stretch of reeds compact in the world, and more than 5,000 species of flora and fauna in which 1,689 species of flora and 3,448 species of wild fauna;

- The Danube Delta Reserve" (BRDD) was legally conceived right from the Foundation to constitute also a model of development of human communities in harmony with the natural environment, taking into account the presence of human settings within the reserves; (www.ddbra.ro);

- Danube Delta has a civilization due to load their own historical what you in the first row of Danube's importance and the Danube mouths traffic in international trade that the collision zone of the interests of great powers of the world of the last few centuries (of the installation to the middle of the 19th century of the European Commission of the Danube and the establishment and development current city Sulina, on the geographical position of the ports in the Romanian Principalities, Galati and Braila today, Black Sea in close proximity to the connecting links in traffic of goods and of the status of free ports of them, of the existence consulates etc.), and, secondly, by this multitude ethnic (Russo-Japanese lipoveana, Turkish, Greek, Ukrainian etc) and of their status, a religious Just as a result of the position and functioning gate space analyzed as input to the East in the European continent, as the transit, and shelter/refuge in the extreme south-west of Russia (as is the case in Gypsies Russo-Japanese Lipoveneasca).

- Danube Delta maintains rural population at the rates raised, even in -16resulting from changes in design of the population between 2006-2025 (see table), grouped in general from oasis small sun 500 place at between 1000 - 4000.

- The Danube Delta, under the effect of the meaning of reserves of the", seems to be the tourist destinations with many Projects organizer and developing programs, achieved through an enviable sources ensured by the European Bank of Investment and the Government of Romania but with funds coming from external programs such as PHARE and SAPARD, others in feasibility stage or developing, and through which a series of works and actions of socioeconomic importance has running for towns on the territory, with the participation of local councils, of different economic agents specialized in works especially regarding the technical infrastructure.

Changes in population projected area of Danube Delta between 2006-2025 in 3 variants						
	Average variant		Optimistic variant		Pessimistic variant	
URBAN	118230	108240	120182	113856	117778	107015
RURAL AREAS	89892	83045	91322	87148	89544	82070
TOTAL AREA	208122	191285	211504	201004	207322	189085
Source: the layout of the territory Danube Delta area. 137-138, Annex 1, INSTITUTUL NATIONAL DE CERCETARE - DEZVALTARE PENTRU URBANISMS IA MENAJA REA TERITARIULUI URBAN PRAIECT - BECURESTI, 2007						

The rich peasants and their children returned to their homelands have copied the western model and have managed to transform their households into little" in, trying to survive through rural areas has. Looking for solutions to get access to the European funds, also features have permanently faced the stringent standards of the European rural model, very different from the European way of life of the Romanian village. Even the drawback procedure Created through the Law of the land full load (no. 18/ February 19) From 1991, when the Romanian peasants), given " The Title deed" and at the same time, the parceling of the owner's land has given a different sense to rural areas has unlike in the western countries.

The rural society I'd Panagopoulos I the Romania rural economy could remain only in traditional resizing circumstances at data rates comparable to the average EU27, of adjusting to the modern type of organic agriculture and of making it profitable (Nistoreanu and Gheres, 2010, p. 42). The rural areas has will gain because agriculture is supported in its development as a result of the common rural Politics.

Tourists and repatriate tourist accommodation features - indicators in the possibility for the development of rural tourism

Danube Delta has started to record a remarkable success vis-a-vis other tourist destinations of Romania regarding arrivals from tourists (on destinations and types of tourists - see <httpss>), even if statistical summary is located under the level of the others tourist destinations.

In 2004, on the whole, there is an increase in the total arrival lounges tourists, being significant annual increases (v. Table), generated and insert the Czechs tourist flows outside the country, so that in 2007 it has a privileged position in the total tourist destinations (place two after "Bucharest and local towns, except Tulcea") to arrivals of foreign tourists; for example, in the year 2011 number of foreign tourists was approximately 40% as compared to the number and Romanian tourists a little more than 1/4 of the total number of tourists.

Arrivals of tourists in structures to receive tourist with functions of tourist accommodation, after tourist destinations on types of tourists

	1994	1995	1996	1997	1998	1999	2000	2001	2002
Romanians	59975	60454	55711	44353	40866	33615	29868	40248	28563
Foreighens	14190	10600	6485	6307	9731	5964	4594	5552	70
Total	74165	71054	62196	50660	50597	39579	34462	45800	35612
	2003	2004	2005	2006	2007	2008	2009	2010	2011
Romanians	28606	56026	54074	42835	53322	78652	54591	54206	58555
Foreighens	8379	16566	22887	11789	20445	17438	15888	14208	23012
Total	36985	72592	76961	54624	73767	96090	70479	68414	81567

Nights on tourist accommodation tourist destinations and types of tourists

	1994	1995	1996	1997	1998	1999	2000	2001	2002
Romanians	115674	122078	120863	118459	85349	72144	72937	83911	58693
Foreighens	34825	23366	15685	14053	18693	14349	11879	13543	19500
Total	150499	145444	136548	132512	104042	86493	84816	97454	78193
	2003	2004	2005	2006	2007	2008	2009	2010	2011
Romanians	56695	98974	105188	112091	112368	142451	94565	84791	95395
Foreighens	17838	29785	45974	27707	33610	31904	29776	23914	35124
Total	74533	128759	151162	139798	145978	174355	124341	108705	130519

Source: signal processing after National Institute of Statistics - database TEMPO - ROUND104C, TOUR105C

Quantification from the analysis of a series of statistical data on the structures of receipt with functions of tourist accommodation (types, capacity, high degree of comfort) starting from the year 1994, including those in the table, linked to the extent of the situation on the ground, as it was seen by the new variety, resulting in the network of tourist accommodation establishments, highlighting the million Euro are meant for boarding and lodging in the last period, million Euro are meant for boarding and lodging and tourist villas

Increasing trend in the number pensions, the capacity of the accommodation in operation, and the comfort in the localities in the area St. Gheorghe and arm of the city Tulcea, where access is conversationally with means of transport auto, we are determined to keep the new idea affirmed on other occasions ⁸⁵, that is the unit of accommodation in the rural area as an element in the promotion of local culture and developing rural economy. Where the villagers have become shareholders and owners of boarding houses they are an alternative to reduce farm incomes and those of fishing and fish farming, offering visitors a natural and rural experience, and to an increase in average monthly income/household then agro tourism; are in the Danube Delta farms with small Joint profile of agricultural land owners. They involve and female employment, in addition to the male. Many scientific studies have shown that women's work is essential for the survival agricultural households, an area traditionally driven by women, with a focus on promoting local cultural values and protecting environment.

⁸⁵ sun, Zugravu, S. Costachie, *rural areas has in Romania - evolutions and discontinuities*, Journal oh has no 12.2011, pp. 66-71

The increase in requirements, and attractiveness to this kind of hotels is also given by the fact that entrepreneurs inventive and raised their boarding houses in harmony with local environment, using local materials and indigenous environmentally friendly design, allowing tourists to sit in a relatively high comfort enjoying the opportunities to even see magnificent fauna from the doorway.

In the last period structure is attempting to bring the accommodation to the standards imposed by the recommendations of the year 2003 by World Tourism Organization tourism national authorities in order to support implementation of the certification system in order to achieve a sustainable tourism will be responsible national particularities, but should be based on the one valid internationally.

In RBDD in addition to the criteria of eco certification, are involved and features deltaic river of space. This is why existing accommodation units are not large 86 of those from Tulcea city (hotels with more than twenty rooms, boarding houses, motels with more than ten rooms), maximum height being only at 10 m, the equivalent of three levels, one of which attic or roof, with the exception of Romania's unique character.

However, the ideas in building buildings should represent local specificities and exploiting the potential Delta in the direction of sustainability.

Many criteria which must be met in order to Ecolabel are not an easy task for tourism companies. There is no unit of the accommodation in the Delta with European eco-label ("Ecolabel"), but there is one in a process of CNEAA by the Association "Green Tourism" to obtain "Eco move", another system is operating at eco labeling in Romania, which supplements the classification system applied with stars, and which offer from one up to five stars those hotels which prove eco-quality of the services.

On this idea eco has been developed a plan/draft business by Paul Vasilev in Mahmudia after course of entrepreneurship with the Association save Danube river and Delta, in partnership with Ursus Breweries, and which has been awarded in the festival D'neck Danube pt start your business with 3,000 euro.

The.truth.ro/local/constant/ideas-business-eco-award-winning-delta-Delta-1_50aebcd47C42D5a663a08B63/index.html

The project involves making pellets of reeds for the building of new houses, has a house in Demonstration mode of such "bricks" thatch, process accredited to the State Office for Inventions and Trademarks, thermal qualities and environmentally friendly; "it is well known that reed has special qualities, it was not in vain that here, in the Delta, the houses are covered with traditional thatch. There is no need for air conditioning that houses built with advanced materials. Summer is cool, it's warm winter, long lasting, I'm sure that your business will succeed", said Vasilev.

the.truth.ro/local/constant/ideas-business-eco-award-winning-delta-Delta-1_50aebcd47C42D5a663a08B63/index.html

The receipt of structures on land are complemented by the accommodation spaces on river and maritime vessels, which are the favorites foreign tourists.

***Tourist accommodation capacity in operation on types of structures of receipt turisticapentru
Danube Delta Tulcea city***

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Total	56515 9	66380 0	64798 6	53899 2	45535 3	40876 4	42665 8	47681 5	42011 9	33296 3	45502 4	53276 3	54917 1	54888 0	55429 8	54269 6	54912 2	56692 0
Hotels	41642 7	49013 5	43760 4	35715 2	33884 6	23062 8	24507 8	26030 3	21368 8	16605 6	25062 3	28212 2	26697 7	29358 2	35524 2	36340 2	38776 7	42229 5
Hostels	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5100	0	0	0
Motels	3128	6222	6222	6120	0	40414	40656	42350	8358	36784	31508	3204	2688	3052	1820	0	0	0
Inns	4232	5589	12045	10764	4887	7095	7665	8580	7542	7392	6940	6560	4424	3370	1820	532	0	0
Cottages/Villas	5888	11712	13696	10176	9983	10688	16640	11200	49536	10048	18155	30698	10184 5	43158	62882	34688	41516	54860
Tourist chalets	0	0	0	0	0	0	0	0	0	0	488	736	0	248	496	0	0	0
Bungalows	13300	18300	16218	16260	18300	11766	10004	11160	11372	10058	8128	0	0	0	0	0	0	0
Holiday villages	0	0	0	0	0	0	0	0	0	Wastes ").	900	9516	0	8790	7914	403	0	0
Camping sites	18300	25660	27540	17040	0	36000	9000	0	0	0	31212	16470	51785	68602	56535	92920	51990	36560
Tourist stopovers	0	0	0	0	0	0	0	0	0	0	0	2130	0	3844	5560	0	1320	7320
Tourist houses	0	0	0	0	0	0	0	0	0	0	0	11040	0	9176	9091	2147	0	3968
Four students and preschool children Camps	92350	96327	11895 0	62482	66162	57684	76646	12862 8	12060 5	55,900 MILES (90,00 0 KM)	78250	12495 0	91750	87150	15470	5270	0	0
Tourist hostels	11534	9855	15711	58998	17175	10769	17163	11501	9018	8613	11089	17781	18992	14996	15184	19788	21535	13152
Agrotourist hostels	0	0	0	0	0	3720	3806	3093	0	0	15721	24298	10710	10392	15390	22326	43794	28165

⁸⁶ HTTP Dltaic universe, year II, NR 2/2009, Publication semester of Danube Delta administration

Accommodation spaces on inland waterways and maritime ships	0	0	0	0	0	0	0	0	0	0	2010	3258	0	2520	3614	1220	1200	600
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Source: the National Institute of Statistics- date Basis TEMPO - ROUND104C, TOUR105C (accessed on October 23 rd 2012)

Opportunities for developing rural tourism

For several years there is a growing concern from the leading actors involved in tourism development. So that, in the development strategies developed at the national level, local and regional development measures captures the rural tourism resulting from needs, in particular, the variety and opportunity enhancement with natural assets and wealth of human space deltaic, some in the course of implementation and with immediate impact at the level of the total BRDD. There is no such chance extension and modernization of care facilities features tourist accommodation, transport, catering or for the), with a view to preventing chaotic developments in hotels and to identify the areas for the development tourist activities, heritage built and implementation and more in its value, equipment and facilities tourist areas in order to make efficient activity and capitalization of resources area, which may lead to improvement of the supply of labor and protection of the environment, more efficient and environmentally friendly activities in agriculture, fisheries and aquaculture through the use and development of the most suitable sites for these functions with a view to the development and other forms of tourism included rural tourism. An assertion several measures are convincing in this respect:

- The achievement of an tourist port in Sfantu Gheorghe , facilities to small-scale may Crisan, Maliuc and Murighiol for 20-30 pleasure craft with take-off points at the points of departure on the 19 aquatic waveforms approved, 7 waveforms sidewalks and 5 waveforms of observation of colonies of birds or improvement of mini-tourist ports in St Gheorghe, Murighiol Sarichioi.

- Construction of a helicopter deck to Sulina;

- The achievement of an holiday village and the club budgerigars Crisan with 200 places accommodation, 100 seats cottages, 300 places in structures of food.

- Improvement of the camp sites on existing platforms on the routes aquatic tourist the most requested: Sontea, Baclanesti, Olguta, you deal with simpletons, Lopatna, Dovnica, Caraorman, nest with swan, Crisan, Dunavat, Maliuc;

- Utilisation of resources by creating coastal deltaic micro station Sf Gheorghe (500 new places of accommodation, 400 seats in structures for food), next to the other 2 (wicket Vadu-Grindul Chituc); diversification and extension types of tourism for a diet heliomarina in St. Gheorghe and development of recreational tourism, sporty - budgerigars.

- The assessment and rehabilitation built heritage with a view to the completion of protection, conservation and enhancement with it, as well as the inclusion of new objectives in the list monuments and protected rural assemblies with cultural patrimony, including specific traditional architecture population (com. Jurilovca, Murighiol Sfantu Gheorghe, thank Cercheza, Valea Nucarilor);

- Development of tourism cultural area in Valley Nucarilor, thank Cercheza, Sarichioi, Istria.

- Encouragement of RBDD both for the area as well as in the continental zone microfarms zootechnical checks on the surface occupied by pastures and meadows in areas C. A. Rosetti, Sfantu Gheorghe, Crisan, Mahmudia, Bestepe, Nufaru, as well as the modernization and the development of new complex zootechnical checks in accordance with the rules in European places who hold important areas of pastures and meadows Mihail Kogalniceanu air base, away from, Baia Mare, Ceamurlia Bottom, Jijila, Luncavita, urge, Somova agro tourism basis in the development

Conclusions

Even though the rural areas development will be one of the most difficult tests in the integration of Romania in the economic and social structures of the European Union and the rural nicked has fully benefit, the Romanian village grape must remain the clear expression of Transparency International Romania and Romanian continuity in the Carpathian - Danube-Carpathian area and Pontus Euxinus space, which gradually gathered on the stock of cultural values exceptional benefit to the English farmer, the rightful beneficiary of creations, goods. Thus, through the tested tourist value it can become a "tourist product" of high originality and a brand for the English countryside has.

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