

## MODELING OF RURAL TOURISM TOWARDS SUSTAINABLE DEVELOPMENT FROM THE PERSPECTIVE OF SPECIFICALLY ORGANIC FOOD

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### Abstract

*At this time, conflicting challenges determinate by the complexity of life lead to increased pressure on natural systems. In this context, this paper presents the relationships between rural tourism and sustainable development in point of ecological food problem. Integrated in rural tourism product, the nourishment is the key component of rural tourism practice which is, because the environment, pronounced oriented to the ecological tempt. The results of the organic farming are the organic products, with significant direct impact on rural tourism and consequently the practice of sustainable development. Studying and modeling of rural tourism towards sustainable development requires the presentation of models, theoretical and practical methods regarding specific ecological food, the highlighted results being appropriate to the applied methodology.*

**Keywords:** modeling, rural tourism, specific environmental food, ecological agriculture, sustainable development

### INTRODUCTION

The concept of sustainability is a matter of balance in the current dynamic of human society which G. Georgescu says: economic growth and development inevitably produces transformations in ecosystems, but economic development policy should be designed so that the exploitation of renewable resources be led and managed rationally, meaning do not impair the natural environment and human factor either now and in the future.

Tourism is a consequence of increased leisure time, whose structure is influenced by socio demographic characteristics ( sex, age, marital status), level of education, culture, occupation, income level, living conditions

and transport, cultural conditions (traditions, customs) subjective factors (skills, desires, individual aspirations, the accept that gives each person free time, employment in social and political).

Sustainable development is harmonious combined with tourism development, especially the rural one, between those two existing a relationship of correspondence and reciprocity. This statement is supported by the dual involvement appears as a circuit, in the meaning that rural tourism activities by their complexity and tendency to protect and conserve, contribute to development will lead to increasing of rural touristic traffic.

This expressed global tendency of population growth and diminution of food and water

resources is a highly debated topic in carrying various panel analysis issues.

Therefore, is already assessed that "Malthusianism sustains that population grows in geometrical progression, the means of subsistence grows in arithmetical progression and this lack of balance make necessary the intervention by obstacles with obvious regressive nature and purpose, to regulate the relationships between population and means of subsistence". [8]

Issues concerning the use, recovery and conservation mentioned resources are studied under various aspects, one of them focusing on environmental aspect as a solution to sustainable development.

Diet-specific ecological is one of the hypostases with powerful impact on sustainable development.

## MATERIAL AND METHOD

The development work was performed based on bibliographical documentation works of Romanian and foreign literature and recommendations of the World Tourism Organization (WTO) and various Internet sources.

## RESULTS AND DISCUSSIONS

### 1. Methodology of modeling of rural tourism in terms of organic food

Debate on sustainable tourism development issues highlights the necessity of modeling rural tourism direction.

Modeling methodology consists in disclosure of the nature, role, context and result of application of a model specification to reflect the impact of eating organic on rural tourism development and therefore sustainable development.

Based on systems theory, there is presented a model that can be integrated in theory and also in planning future practice.

Model essentially consists of combination between constituent element food and other components of rural tourism product, in the context of accelerated evolution of sustainable development.

Modeling includes schematic models, through which highlights either the integration process or the correlation of food with environmental specification with elements that shape the framework of sustainable rural tourism development.

### 2. The model of environmental impact of food on sustainable development of rural tourism

The core practice of rural tourism is the tourism product areas including rural attractions (natural or anthropogenic), equipment areas (general or specific), specific or nonspecific rural services and human resources.

Rural tourism is a result of demand, as a result of points of interest (folk art, religion, customs and traditions of the Christians, the possibility to be in the middle of site-specific events), the ambient environment that includes clean air, eating fresh, wine tasting, rustic cuisine of dishes offered by rural areas.

The novelty of rural tourism product derived from traditional rural food ecological specificity as a result of agricultural activity. Currently, priority is the tendency to transform conventional agriculture in an ecological one. This wording is protected within the EU, which assigned it for Romania to define this agriculture system, similar with "organic agriculture" or "biological agriculture", used in other Member States.

Peasant cuisine, offered by rural areas, is directly related to organic agriculture that produces cleaner food, more proper to human metabolism, in full correlation with conservation and environmental development. One of the main goals of organic farming is the development of agricultural and food products, fresh and authentic, using processes designed to respect nature and its systems.

The organic food are obtained by organic farming, following the application of culture methods without chemicals, respecting the environments [5] (Nistoreanu, page 145), with positive impact regarding:

- Food production with highest nutritional qualities
- Respect and protect ecosystems and genetic diversity

-Promotion and diversification of biological cycles in agricultural systems, respecting the microorganisms, flora and fauna

-Maintaining and improving soil fertility using natural fertilizers

National logo “ae”, specific to organic products with the EU logo are used to supplement labeling for identify by the consumers of products manufactured in accordance with organic production methods. Applying EU logo on prepackaged food is compulsory beginning with the date of July 1<sup>st</sup>, 2010.

The beginning of OA has a significant impact, oriented to increasing demand for organic food, to increase the concentration in the rural areas with special implications on sustainable development process.

In this context has emerged a pattern of eating specific ecological impact on sustainable development of rural tourism.

The strategic objective of sustainable development of organic food sector must be the result of interdependence manifested between agricultural activities, labor, occupational traditions, specific consumption and local management.

Diet with environmental specification in rural tourism is directly involved in measuring the behavior of tourists, in traditional cuisine performance, through cultural index or through specific time touristic parameter, set in relation to services and gastronomic offer.

Also, there is possible to obtain organic food and organic products as a result of direct involvement of rural tourism by tourists.

Regardless of the type of rural tourism practiced in this mentioned context, you can highlight its impact on local economy, as: obtaining by the native inhabitants of extra income from the household products, driving away boredom and monotony, using of surplus space, products and labor [5] (Nistoreanu, page 215).

Education and culture with preferential role for ecology, the type of approaching of personal accomplish and also of the social accomplish during increasing of quality of life, under the specter of eco-sustainable development leading to a higher plane to a

significant impact on the human development value. As a consequence of modeling of a different way of thinking and behavior of individuals reporting them to the environment, we can notice a change in the characterization results of the three elements of human development value: longevity, education level, standard of living.

Regarding ecological and environmental issues, the process of sustainable development consists in the ability of maintaining of a dynamic equilibrium of the environment for rural production and development of the organic food market, emphasizing the prevention of ecological imbalances.

Economic dimension is given by the value of rural organic food marketing, having as objective the production, the processing, administration and distribution of such resources, as they evolve in terms of quality, looking for a sustainable growth for the process improvement.

Socio-human and also educational-cultural approaches gives us the necessity of the existence of a deep relationship between production-marketing of ecological food and the perception of the personal and social accomplish, during the living quality growth process; education and culture with preferential role, raise awareness on a higher plane positive economic impact on the individual and society, as a consequence of modeling of a different way of thinking and behavior of individuals, reporting them to the environment.

Technical-technological approach is seen as a binding material which assure the compatibility between sustainable development coordinates, as a result of rural tourism modeling, regarding ecological specific rural food, the model including the progress of reusing resources, when the system use environmentally friendly methods. The legislative coordinate is limited to ensure the institutional and legal framework, adequate for this progress of the processes which are involved in marketing of ecological food with direct impact on sustainable development.

Schematically structured on the base of shown elements, the system may present a pattern of sustainable development of tourism.

The nature and the role of applying of the model derived from the ability to transmit directly or indirectly useful information applicable in the context of individualization of tourist's behavior, with an accent on sustainable development of all its components, sketching in this way the impact of rural tourism to this type of developing.

## CONCLUSIONS

In conclusion, we must highlight the importance of interaction between components of model, considering that process of slowdown or interrupting of activity of one of these components would lead to imbalance the evolution of the system, reflecting itself through negative effects in running of rural tourism and of course in its sustainable development.

Modern agriculture has to be a combination of the traditional, organic conventional, where the last component should be focused mainly on modern equipment used, the resulting products being mainly bio.

In rural tourism food offered, environmental specificity, represents an advantage regarding attracting potential tourists, the changing quality of life, economic growth, as much as sustainable development.

Touristic incompetence issue of agriculture workers, planning and local control, partnership and public participation, environmental pressures and reluctance of farmers are only few of the difficulties that must be tracked, resolved and overcome in a national manner.

In the context of sustainable development, the production and consumption of rural tourism product process needs: upgrading access roads in rural areas, the tourist traffic signals corresponding international standards, intensified conservation of natural resources and integration.

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## Attachments

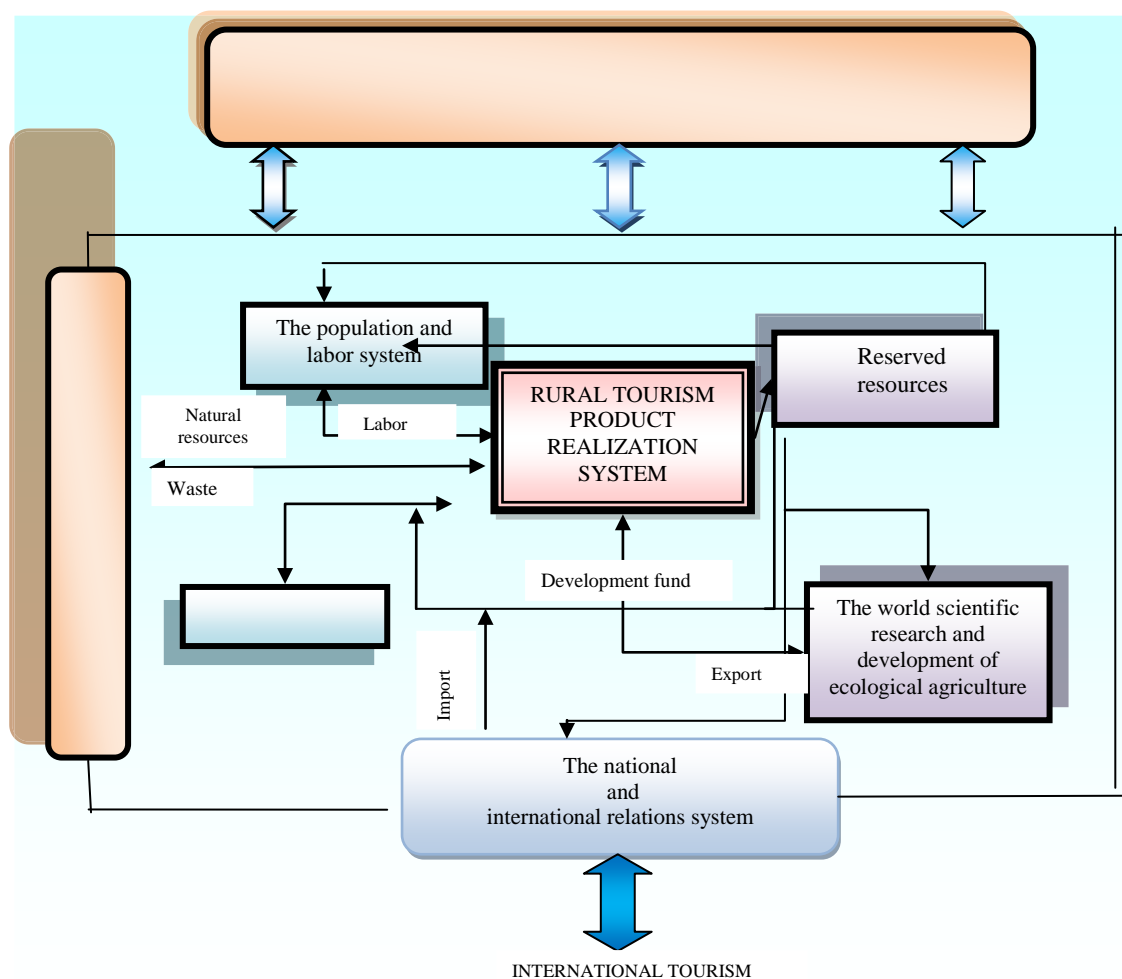


Fig 1 – The impact of specific environmental food on sustainable development of rural tourism model

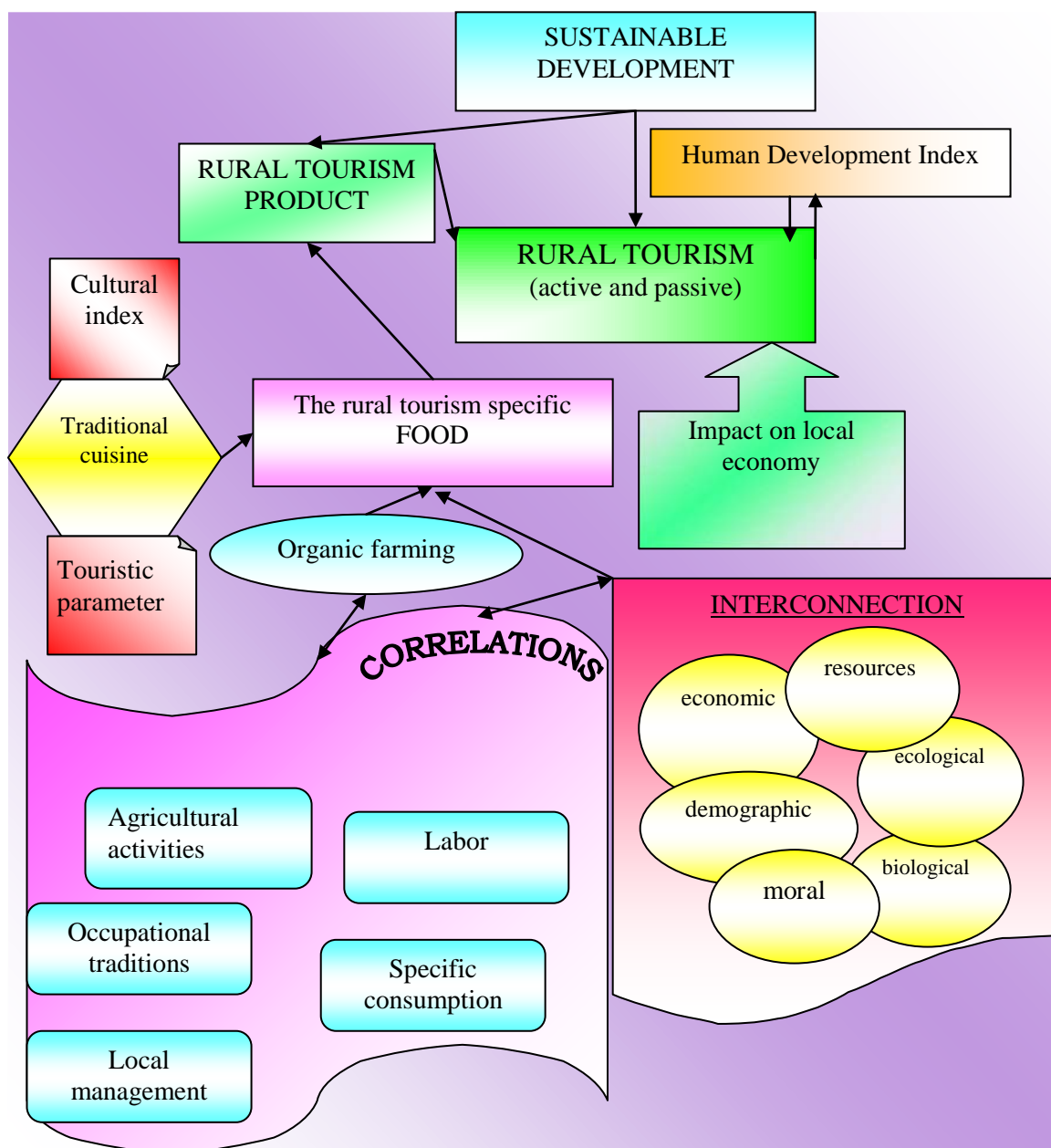


Fig. 2 – The sustainable development of rural tourism system model