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SUSTAINABLE RURAL DEVELOPMENT IN ROMANIA – NEEDS AND PRIORITY OBJECTIVES

ABSTRACT

The purpose of the present paper is to highlight a stringent issue for Romania, namely the need to find viable and far-reaching solutions and implement them for the sustainable development of rural areas. The paper used several bibliographical sources, trying to make a synthesis of the information obtained and a more or less theoretical analysis of sustainable rural development problems. The unequivocal conclusion of this paper is that sustainable rural development in Romania has been and remains a topical issue, still unsolved.

Key words: sustainable rural development, Romania, agro-tourism.

JEL Classification: J43, O13, Q01, R11.

1. INTRODUCTION

As it is known, together with the agricultural policy, the sustainable rural development represents the second pillar of the long-term integrated development of the Romanian countryside.

The current concept of sustainable development was developed starting from the recognition of the economic growth limits. The economic growth theory was essentially limited to pure economics for a long time, neglecting the essential aspects of development such as: man-nature, society-environment, man-society-politics-technology relations, etc.

The need to address the economic development problems in correlation with and in the context of their natural, technological, social, political and cultural environment in recent decades has become a desideratum of studies on human evolution on Earth. It was found out that the economic growth patterns may have negative consequences in terms of meeting the human needs on the long term.

2. STATE OF KNOWLEDGE

In preparing this paper numerous bibliographic sources were used (Buianu Vergina, 2006, *Agrotourism Economy*, Terra Nostra Publishing House, Iasi;

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Gavrilescu D., Giurca Daniela, coordinators, 2000, *Agri-food Economics*, Expert Publishing House, Bucharest; Alexandri Cecilia, Davidovici I., Gavrilescu D., coordinators, 2004, *Treatise of Agricultural Economics*, Expert Publishing House, Bucharest, etc.), trying to make a synthesis of information obtained and a more or less theoretical analysis of the sustainable rural development issue.

In time, more and more experts have drawn attention on the danger of exponential economic growth, of implementing certain techniques and technologies with no concern for maintaining a balance with the environmental factors and hence for the preservation of life on earth. Sustainable rural development should primarily focus on the activities taking place in the rural areas, starting from agriculture.

3. MATERIAL AND METHODS

The presented material was mainly based on the study of many Romanian and international specialty papers (see references at the end of the paper), from the observation of the current situation in the field, on the occasion of documentation and information visits, as well as in consultation with numerous articles and studies published on Internet.

A number of official websites of institutions and central and local management bodies in the investigated area were also consulted, namely: Ministry of Agriculture and Rural Development (MARD), the National Agency for Agricultural Consultancy (ANCA), the National Association of Rural, Ecological and Cultural Tourism (ANTREC) and others.

4. RESULTS AND DISCUSSIONS

The paper refers to the national sustainable rural development strategy and priorities, while highlighting the particular arities of this strategy implementation at local and regional level.

The sustainable development concept is rooted in the recognition of the need to raise the problem of the development "without limit" in the national economies.

The **sustainable rural development** should primarily consider the activities taking place in the rural areas, starting from agriculture, as basic activity.

The current concept of sustainable agriculture must be adapted to the social and economic context in which it will be applied, as well as to the application scale, variable from one plot on a farm to the entire farm, from an ecosystem in a river basin, from one region to another, etc.

In order to implement sustainable agriculture, the agricultural policy must address the following issues:

- to regulate the legal basis for sustainable agriculture resources, mainly on high quality land;
- to create technical tools (scientific, political and financial) so as to ensure the proper functioning of energy and material flows in the great cycles of the biosphere;
- to promote the integration of crop production with animal production and related activities;
- to discourage the separation of intensive livestock production from crop production;
- to determine the society to accept the compensation of expenses for agriculture readjustment (price policy).

These conditions are designed to ensure the basic requirement of society, namely: food security as a component of global human security.

The general application framework of programs on the sustainable development of Romanian agriculture needs to have in view, in the first place:

- to provide a main role to environment protection measures on the basis of uniform, mandatory norms;
- to provide the necessary resources for the application of programs and the means for environment monitoring, etc.

Sustainable agriculture cannot be practiced in the absence of paying particular attention to the reform of farm consolidation organization and acceleration through association, for the establishment of large-sized farms, competitive and viable on the long term. Most agricultural activities are intended to ensure family subsistence, the population being to a lesser extent oriented to industrial processing or marketing of obtained products. At the same time, the non-agricultural activities, focusing on the practice of various trades of local interest, or specific services are still underdeveloped.

For example, agro-tourism can be a complementary activity to agriculture, which should contribute to the improvement of the efficiency of Romanian rural household farms, and also to the sustainable rural development process. To avoid uncontrolled development of tourism structures and facilities in the rural areas, the concept of reception capacity was used, to materialize the sustainability idea, namely the idea of socially responsible tourism and agro-tourism, which is not only sensitive to the environment, but also acknowledges the fact that there are certain limits to development, in a world with limited resources.

The balanced development of the Romanian rural world can be achieved through an active rural area development policy, based on the development in agreement with the rural population's needs.

The interventions recently determined by the need to enhance the agricultural and non-agricultural production processes in the rural areas have implied tough actions and have accelerated the sometimes harmful influences upon the environment. It was found out that, in fact, the large disequilibria affect the social, economic and environmental system, mainly in the rural areas, due to both insufficient and excess human activities in certain areas.

At present, agriculture increasingly depends on off-farm sources, namely:

- infusion of capital and technological innovations, combined with programs for the selection of seeds and breeding animals;
 - massive use of chemical fertilizers;
 - intensification of the chemical means for pest control;
 - extending the promotional and marketing services for agricultural products.

While the results in terms of agricultural production and rural services are spectacular in time, there are increasing concerns in relation to the costs on nature, namely:

- many biotypes of plants were destroyed or disappeared, while a large part of them are endangered and have been fragmented and isolated in space;
- indiscriminate use of seeds resulting in high yields but with poor resistance to diseases, pests or climate changes leading, in most cases, to failures and loss of benefits caused by the genetic diversity of crops;
- abuses in the use of insecticides and pesticides, which led to the disappearance of natural predators and of other beneficial organisms to the agrobiological processes;
- excess chemical fertilizers, which resulted in the contamination of surface and ground water, and in the extinction of flora and fauna species associated to them;
- the sometimes irrational intensification of agricultural and tourism activities have resulted in the disappearance of the natural aspect of landscape in certain places, this becoming less diversified, etc.

For the sustainable development of rural areas, solid, systematic programs are required for the long-term integrated and balanced development throughout the Romanian countryside.

Facts show that in the areas with good farming conditions, the processes of modernization, specialization and integration into the market economy are increasing, while the land released by the population's exodus from the rural area is actively operated by the remaining holdings. In this way, a significant part of the agricultural and food production is obtained on representative farms in the area, the size of which increased.

In the course of many generations, the agricultural and non-agricultural traditional activities in the rural areas were the viable motivation in maintaining the sustainable ecological balance, production sustainability and the population's welfare.

It is worth mentioning that the current economic approach lays too much emphasis on farm profitability, as well as on the profitability of other activities from the rural areas, without regard to the economic and social costs borne by the overall society for a long time and by each individual in part, endangering the environment quality and equilibrium. The man-nature disequilibria, generated by conventional farming systems or other (forestry, agrotourism, etc.) are reflected in the overall society-environment relationships.

Relaunching Romania's agriculture can take place only by creating a sustainable rural development system. This means developing an overall national rural development program, completed with detailed programs, specific to each zone: plains, hills and mountains, under a concept targeting the economic and social integration of the Romanian village.

The application of regional (zonal) sustainable rural development programs requires significant investments, which can be ensured by attracting foreign capital, if favourable participation conditions are provided. Besides the public budget, the investments can be also supported by specific European Union programs, on the condition of existence of competitive structures that should manage them and of the design of feasible projects.

In the **National Rural Development Program (NRDP)** for the period 2007–2013, prepared by our country, the following *strategic objectives* are mentioned:

- improving the skills of farmers and other people involved in agribusiness and forestry sectors as a means to encourage better management of farms, forests and processing facilities;
- improving the competitiveness of commercial and semi-subsistence farms and of their associations, while complying with the sustainable development principles;
- restructuring and modernization of agricultural produce processing and marketing, complying with the sustainable development priciples;
- continued use of agricultural land from the less-favoured areas and promoting the sustainable agriculture principles;
 - conservation and improvement of natural resources and habitats;
 - promoting sustainable management of forest land;
- maintenance and development of economic activities by increasing the number of jobs;
 - increasing the attractiveness of rural areas;
- developing skills and raising awareness of local players on the local governance importance;
 - promoting the endogenous potential of territories;
 - improving local governance.

An important role in the implementation of sustainable rural development in our country is played by the central, regional and local public administration, by which the development programs and the responsibility for their implementation is transferred to local communities.

In a generic sense, development means a category that defines a complex, oriented movement, with a reversible character, taking place in a line ascending from lower to higher, from old to new. It is achieved through a succession of changes, of quantitative accumulations and qualitative transformations, of evolution and revolution, of progress and regress.

At the same time, development means the action to pass from an old qualitative state to a new one, the effect of such process being materialized into the general civilization level of the population on a specific territory. Civilization reflects the material and spiritual development of the society, of a state or people, of a social category, at a given moment.

The *Rio de Janeiro Conference* was the largest meeting ever of world leaders, attended by 182 heads of state and governments. It took place in two stages:

- -3–12 June 1992, the working meeting of environment ministers and representatives of non-governmental national or international institutions;
 - 12-13 June 1992, the "Earth Summit" (Earth Conference).

At the Rio conference, five documents of great importance for the whole mankind were presented, out of which only two were signed, namely:

- *Rio Declaration*, which contains the principles that mankind should follow in the humans environment interaction relations;
- Agenda 21, as a document investigating the possibilities to implement the principles included in the declaration, the social and economic dimensions of the environmental issues, the conservation and management of resources targeting sustainable development, etc.

The main elements of **Agenda 21** are the following:

- a prosperous world in which the development and preservation of the environment should follow other development schemes than the traditional ones;
- a fair world, which should provide a decent and civilized living standard to all the people;
- a habitable world in all areas, in the sense that at present about 3 billion people are living in urban areas under continuous expansion. It is estimated that at the beginning of the third millennium around 5 billion people will live in towns. This will result in extreme pollution, great supply problems, in the paralyzation of urban services, lack of sanitary conditions, etc.;
- a fertile world, where the problems related to agriculture, water, energy, forests, biodiversity, biotechnology, pollution, mountainous areas, are addressed in an ecological vision;
- a clean world, an idea that includes a particular concern about pollution from domestic, industrial and radioactive waste.

The other documents addressed by the Rio Conference were: agreement on global environmental change, the Convention on Biological Diversity and the declaration of principles on forest conservation and exploitation. At the same time, the Rio Conference resumed the ideas presented in 1987, concerning the sustainable development concept, which actually represents the basic, necessary and objective element in the evolution of human society.

Sustainable development is a process of changes that allows the long-term use of the environment, so that economic development remains possible, while maintaining the environment quality at an acceptable level.

The environmentally sound sustainable development principles are:

- regeneration of natural resources and preserving their natural stock at an acceptable level;
 - reducing pollution at a "minimum safety level";
 - respecting the limits for biodiversity conservation;
 - avoiding the irreversible effects of economic processes, through:
 - strategies aimed at preventing risks;
 - technological development orientation towards environment protection;
- guiding institutional change and economic decisions towards environment protection;
 - distribution of incomes in an efficient, fair and reasonable way.

Sustainable development is a long-term process that cannot be achieved within one generation, which means that efforts must be made at this very moment to initiate this process.

The long duration of the sustainable development process is generated by the following *factors*:

- growth of the population on the Earth;
- continuing decline of global resources;
- lack of international agreements on excessive exploitation of natural resources;
- existence of a long lag in ecosystem processes;
- existence of certain aspects of the environment-economy relationship that are not understood yet;
- involvment of the human factor: people must have basic needs met (provided) to be interested in such an altruistic purpose as sustainable development;
- all nations must be willing to cooperate and contribute financially to this process;
 - existence of other ethical issues.

Sustainable rural development must be applied according to the principle of focus and differentiation in favour of the areas with the greatest needs. This process is based on an integrated approach that combines the following aspects under the same legal and instrumental framework:

- adaptation and development of agriculture;
- economic diversification;
- natural resource management;
- improvement of environmental activities;
- putting into value the cultural heritage and tourism.

The diversification of economic and social activities should foster private sector development through: investments, technical assistance, services, infrastructure, education and training.

The sustainability of all activities can be achieved by applying the subsidiarity principle.

Subsidiarity is a fundamental principle of social decision by which the maximum effects are obtained only when the decisional act gets close to the decision object.

A comprehensive policy can be optimal only if each component policy is optimal. This principle mostly requires rural management decentralization and the development of activities on partnership and collaboration basis between all levels of responsibility: local, regional, national, European.

Sustainable rural development must be promoted at local level, led by local communities and carried out in a coherent framework through:

- the principle of simplification: the rural policy, particularly in the agricultural sector, should be simplified so as to ensure greater coherence of activities (regulations limited to general rules and procedures, decentralization, etc.).
- the design of unique programs for rural development by zones, characterized by coherence and transparency, which should represent a unique tool for the rural development of the zone;
- funding the rural development programs. An efficient local administration cannot be conceived in the absence of adequate financial means. The financial resources of local projects are based on local resources and rural credit, for a better mobilization of public and private finance;
- increasing the management capacity and the efficiency of regional and local authorities, as well as of local community groups, etc.

The sustainability concept used in agriculture development includes the following features:

- environment and natural resources protection, while maintaining the production potential without destroying other species;
- the possibility of getting involved in long-term agricultural activities that are profitable for farmers;
 - providing sufficient and quality food for the population;
 - agricultural activities should have a fair and human nature;
 - to be socially acceptable and to promote ethics.

Integrated rural development is the watchword in the current general conditions. The sectoral and integrated development policy of rural areas is generally less known and poorly addressed, most often interpreted as contradictory. The surplus of certain agricultural products results in conflicts, similarly to the political and economic reforms in agriculture. There is an increased focus on the recognition of the multiple functional character of agriculture in the human society nowadays, as well as on the vital role of rural land, which ensures the existence and efficiency of agriculture.

Experience has shown that for a balanced development, agricultural production cannot be the object of growth in the absence of social demand. The experience revealed that the new technologies and better management of existing resources result in increased agricultural yields. Hence, available labour inevitably appears.

The improvement and safety of crops help meeting the domestic needs and lead to surplus production for export, which is both a positive and negative aspect for the respective countries.

Thus, the main problem that arises is how to harmonize agricultural production needs with the environment protection needs. Change should be based on discernment, the new management role and the mode of social life are of utmost importance. The man-nature relationship perception is essentially determined by the agricultural production system and a certain code of values. This has evolved in time and space according to the attitude of individuals from the society. Typically, the rural population perceives nature as part of the system of life, as a substratum of survival activities.

At the same time, the entrepreneurs from the tourism sector perceive nature as a capital to be exploited, as a resource that is monetized. Residents outside the countryside appreciate nature as a whole that exists outside the human contribution. However, the perceptions and behavior in relation to environment are radically different from one geographical area to another. For example, the Anglo-Saxon or German-Scandinavian culture is based on a rigorous respect, intimacy, symbiosis with nature, a relatively integrated rural – urban lifestyle, while in the Mediterranean culture, the rural environment dominates the urban environment, having in its concept the delimitation of functions and powers and a lower concern for the natural environment. From this latter point of view, things are even more critical in the Central and East-European countrries.

The entire strategy of the balanced development of the European rural area should take into consideration the difference in people's perception of the continent's nature management.

The rural world comprises areas of activity of great diversity. Rural area functions differ from one country to another, in space and time. These have been multiplied by the evolution, role and changes from agriculture, animal husbandry, forestry, rural tourism and agrotourism.

At the current stage of society development, a shift of importance takes place from the production, agricultural, food and forestry functions of the countryside, to the protection functions of natural resources and landscape. In this context, for instance, the forest is a natural resource of great importance in local and national economy, mainly due to the ecological balance and nature conservation.

At the same time, *the development of rural tourism and agrotourism* provides new income sources for the agricultural population, mainly in those areas benefitting from quality staff and landscape, infrastructure or adequate facilities. To reach the desired success, it is necessary to understand that tourism development in the rural areas must have a moderate growth in time, to the benefit of rural areas, because:

• too fast or disorderly development of rural tourism is harmful to the environment and landscape;

- in many cases, a fast growth of tourism can adversely impact the natural matrix of population development and can thus lead to the local population decline;
- the rural population must be socially and professionally prepared for tourism activities:
- agri-food production should be organized through market and feasibility studies, in tune with the demand and interest-based motivation of tourists;
- rural tourism and agro-tourism activities have to be included in the overall tourism activities of the region and in the context of integrated regional policy.

The development of small and medium-sized enterprises in handicraft and the sector of services (telecommunications, research, management, technical assistance, etc.) in the countryside provides new great opportunities for development.

The complementary activities that can be practiced in the rural areas are extremely numerous. When they expand by putting into value the local natural resources, the action is even better. In any case, these activities are practiced on a larger scale in the developed agricultural areas, compared to those areas where agriculture is less developed. The industrial activities and services require specific infrastructure and skills, for which, in general, farmers are less skilled and prepared.

In these circumstances, it is necessary that the governmental authorities, including the local ones, consider agrotourism as a means devoted to ensure sustainable development of rural and national economy. Tourism in rural areas should be considered as a starting point for a higher economic level and for new economic development perspectives in this area.

Agro-tourism brings additional income to peasant households, besides the incomes obtained from agriculture. Its development should be encouraged, also by putting into value the projects targeting the protection and valorization of natural, historical and cultural heritage, which are the main resources of tourism interest.

5. CONCLUSIONS

The agricultural production, the agri-food sector and the agro-tourism sector in Romania, by the potential of resources created by the favourable pedoclimatic factors and existing human resources and traditions, are key areas of national economy, capable to regenerate quickly and become competitive, in the conditions of a free and open economy, and thus to significantly contribute to a healthy economic growth and to strengthening the country's stability.

In the current conditions of our country, the exclusive dependence of the rural inhabitants on the results of the farming activity is quite risky, being necessary to attract them in related activities (small industry and processing raw materials obtained from agricultural activities, rural tourism and agro-tourism, etc.). In this respect, an integrating vision is needed of the place and role of agro-tourism farms and farmers in the national economy in order to meet the consumers' (tourists')

needs and transmit this vision through the agricultural and agro-tourism advisory services. Throughout the generations, the villagers have formed their own conception on the agricultural and animal husbandry practices on the basis of their own experiences, mistakes and attempts. This information transmitted from generation to generation can be called *internal knowledge*. Recently, the information on the agricultural practices have increased and there are countless opportunities to disseminate them (technical assistance included). Therefore, farmers can get information from more distant sources, these representing *external knowledge*.

Under the new conditions of Romania's adjustment to the functional market economy and adopting the European requirements, the necessary interventions and measures to protect nature and the countryside generally have particular meanings and valences. In this respect, it is necessary to find pertinent ideas and solutions benefitting the rural communities, which should be presented to the rural people within the advisory services and specialized technical assistance for agriculture, agro-tourism and environment.

The Romanian contemporary reality, in the agricultural sector, as well in the rural area, is adversely impacted by the lack of intervention means and possibilities meant to support household activities and general comfort and living conditions in the countryside. Hence, it is considered that the development of a program on a modern commercial basis, meant to contribute to farmers' and rural people's education and support, will be of great interest and actuality in Romania for a long time.

In accordance with the regulations and with the international experience, in Romania concrete actions are necessary at national and local level, for agriculture and agro-tourism to become driving factors of sustainable rural development. These actions mainly refer to:

- maintaining a viable agriculture from the ecological and economic point of view, which should contribute to the increase of land potential and environment protection;
- restructuring the agricultural and non-agricultural (agro-tourism) rural holdings, on the basis of the economic efficiency principle and according to the market requirements;
- putting into value the resources from the deficient and less-favoured agricultural areas (mountain areas, for example) as well as from the non-agricultural land, through reforestation in each rural locality and establishment of agro-tourism units;
- creation of conditions for the basic activities in the rural areas, agricultural activities respectively to benefit from internal and external priority investments, as well as from support through complementary activities (tourism, agro-tourism, handicraft, crafts, etc.) to ensure population's stability and viability of rural localities;
- creation of optimum conditions for the sale and marketing of agricultural and agro-tourism products.

In recent years, the Council of Europe initiated an increasingly intensive special activity on the rural theme. It consisted in the organization of numerous international meetings, debates and advertising. At the same time, a rich literature was published on this subject. The future of the rural world has become a widely acknowledged growing concern.

The initial rural theme was based on the following main areas, with specification for all the European countries:

- cultural and natural rural heritage;
- towns, villages and rural planning;
- social problems of the rural world;
- agriculture and rural area;
- new activities for the countryside;
- city-countryside relationship.

At the same time, the strategy for addressing the rural area issues was established, based on the *following elements*:

- integrated development of the rural world;
- balanced development of agriculture;
- diversification of rural activities and creating new jobs in the rural area;
- rural infrastructure and services;
- changes in the social structure and family patterns and their consequences on the rural areas;
- raising the society's rural awareness, in particular by deepening the urban rural dialogue and relationships.

The Community's current policy primarily has in view the funding and promotion of agricultural and agro-tourism activities, with the following **priority objectives**:

- increase and intensify efforts to vitalize the Common Agricultural Policy, in order to match the (agricultural and non-agricultural) production of rural area with the existing demand, through the modernization of agricultural holdings, establishment of agro-tourism farms and attracting the young people into this new, attractive and profitable action;
- stimulate the non-agricultural activities of the rural economy, creating jobs in this area, in line with the environment protection and rural and agro-tourism development projects, through the construction of new accommodation facilities, tourism and agro-tourism centers, organization of services, continuous staff training;
- improve infrastructure, namely: communication ways, water supply, electric power distribution, development of transport means, on which all the activities for rural economy revigoration depend;
- funding the school and training programs, benefitting the people who develop handicraft activities in small and medium-sized enterprises. These programs aim at creating jobs, based on projects designed to enhance the potential and vocation of each rural area and locality separately. Such a measure may help to reduce migration and population decline in rural areas.

Most European countries aimed at adopting measures leading to the diminution of the active population in agriculture, to the diminution of the number of unprofitable farms, creation of business units able to bring the highest profit possible to the rural people. The agriculture restructuring policies have been influenced by a dual concern, namely: to maintain the role of agriculture as a source of obtaining agri-food goods while ensuring the needed balance in relation to the environment.

The integrated, balanced and sustainable development of rural areas does not mean only the local people's awareness of using the resources and other possibilities provided in agro-tourism development, but, equally, the existence of information on the potential and open participation of the population to receive tourists.

It therefore appears that sustainable development can be conceived only as a relationship between the following elements:

- culture, which reveals the functions of society and the behavioral changes that are essential for the implementation of sustainable development;
- structure, which must specify the organization modality so as to reach sustainable development;
- technology, which must establish the technological means to achieve sustainable development.

The European Community is based on the consideration that the countryside and rural life are the common property of all inhabitants from Europe, living in both rural and urban areas, and the great potential of rural area is also of interest to all. In this context, the European Community takes into consideration and provides funding to local initiatives and projects in different regions.

Although the market economy system and the lifestyle tend to create a homogeneous environment, the cultural traditions strictly related to local (rural) resources and the real needs imposed by the natural factors have an important role in maintaining the health and diversity of local ecological parameters. That is why sustainable development must present certain solutions, alternative development patterns, clean, non-polluting techniques, change of current production and consumption patterns that contribute to the destruction of the geo-bio-chemical balance of the Earth.

It is undeniable that the economic and social progress in the contemporary world is in close correlation with the development level of agriculture, with its ability to meet the basic food needs of the population, as well as the needs of raw materials of the industry of consumer goods.

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