

# **New Ways to Value Tourism Resources From Rural Environment**

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## **ABSTRACT**

Rural tourism is a recent phenomenon, which in European countries is practiced for decades spontaneous or organized. What is new, however, refers to the size of the phenomenon in rural areas. This expansion is caused by the existence of two motivations for rural tourism, on the one hand it is revival and development of rural areas, and on the other hand of a form of alternative tourism to traditional mass tourism. Rural tourism involves the tourist capitalization of: rustic areas, natural resources, cultural heritage, cultural buildings and village traditions of agricultural products through branded products (consecrated) illustrative for regional identity, covering consumer needs in terms of accommodation, food, recreation, entertainment and various services for local development, sustainable and an adequate response to the needs of modern society recreation. The development of tourism should be done gradually, without causing any impact. It's should be based on sustainable use of resources on revitalizing local economies, the integration of the local population and on a planned and controlled growth that does not lead to the appearance of a mass phenomenon that have a low impact and be sustainable. The aim of the research is to identify the main ways to exploit rural tourism resources and the implications of exploiting these resources.