Public-private Partnerships on Rural Tourism Field in Europe an Innovation for Rural Development
-Achievements and Proposals

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Abstract
The European Union give a great importance to countryside, which is reflected in his own policies and programs promoted. The public-private partnership system, at the local level, after the model that we meet today, it outlines in the early 80's of the XX century in Western Europe and the USA. The solution public-private partnership, as cooperation in various forms, between public authorities and business environment, in order to ensure the funding, construction, renovation, management, maintenance of an infrastructure or providing a service, is not a novelty. In some EU countries, the operation of this type of partnership is very successful, which is reflected in the strong development of rural area.

Keywords: public-private partnership; Europe; achievements; proposals

1. Introduction
Public-private partnership concept was first used in the UK and U.S., and in the 80s was introduced also in Germany.
Public-private partnership represents the agreement/contract between a public authority and a person to design, build a good together with operation services lied of this good or some of these operations relating to the leverage of this good.
Public-private partnership in the field of rural tourism is a relatively new concept, this paper is trying to highlight some successful projects in European countries, and based on these examples we tried to propose some project ideas applicable on European and Romanian rural area level.

2. Materials and methods
The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

3. Results and discussion
Due the fact that rural tourism has a wide variety of traditional cultural values-folk art, folklore, ethnography, traditions-capitalize of tourist potential through rural tourism activity is a prospective. The localities which run rural tourism will become spaces where they will assemble all the local sustainable development. [1-3]
Examples of public-private partnership in the European rural environment are manifold. We have chosen over this scientific work to illustrate a few examples of rural tourism and use of traditional products through this type of tourism.
1. Public-private partnership ideas applied successfully at European level in the field of rural tourism and recovery of traditional products through tourism

- District of rural tourism from Italy. The project demonstrates innovation and forward thinking because has anticipated regional regulation on rural districts at a time when other area does not think about it. Furthermore, the project is an integrated package of activities that will develop quality of rural tourism infrastructure in the region and will connect: agriculture with hotel companies, local dairy cooperatives, cultural attractions and recreational activities. The project is also integrated with other ongoing initiatives within the territory as a LIFE project which brings together: Italian cooperation in forestry field; Authority National of Sila Park, local schools, local tour operators and LAG Leader + Valle del Crockio in a cooperation network. Finally, the project ensures a more sustainable social, economic and ecological future. [4]

Ireland with two examples of public-private partnership: [4]

- Development of local villages and their transformation in rural centers. Project role was essential in shaping a broad partnership, including Irish body for public education, sport and recreation department, department for rural and local business and residents. Involvement of various organizations has enabled each of them to seize and manage a project open to all community members. Moreover, it is innovative, because even locals have been trained to become agents of implementation of the project.

- A comparison of rural lifestyles. The project was selected as an example of good practice because he significantly contributed to the development of local capacity. This has facilitated a process by which community and voluntary groups from two different countries could relate and learn from each other. This increased development capacity and, consequently, the quality of life for communities, especially for women. In addition, the project encouraged youth participation in social and cultural development of their areas by engaging them in new projects. This method involving local capacity building through innovative transnational networking is an innovative one. Furthermore, although initiated by the LAG management, the project was implemented from bottom to top, which is rare in an international context.

Saint Joseph agro-tourist teaching farm specialized in dairy production from Belgium. The project was based on the idea of a local resident, Mr. Ari Toivari, who imagined lifestyle and potential environmental and economic benefits of housing developments, from type "grandma's house" traditional from the region, which are small houses separate suitable for small families or singles. The project contributes to a more sustainable future in economic terms of the area, because the houses design ensures that they will last long after the end of the project and will allow a more rational use of heritage of the area [4].

2. Proposals for new public-private partnership projects applicable at European level

Considering the above examples of particular projects, and features of European rural area we exemplify, in the following, two proposals, which combines the two areas, rural tourism and traditional products and can be applied in any European rural areas, their purpose being the sustainable development.

1. The project "Rural tourism programs-an opportunity of development of rural area" Necessity motivation of such a project

In countries with tradition, this form of tourism is addressed especially to the middle class, which facilitates socio-cultural meetings through associations and non-profit organizations and support and promote country life (family guesthouses, camping at the farm or holiday villages).

The project will consist of orientation of tourist flows to rural area with traditions and adequate tourist infrastructure in rural tourism.

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The project would be required to promote specific lifestyle, authentic of rural areas and use this way of life through tourism. Specifically, the term "rural tourism" is based on tourism services offered at a low price. These services may be accompanied or not by educational services and/or therapeutic one in customers benefit, but also in rural areas benefit.

Area on which can be applied such a project

The project is proposed to be applied at any villages or communes level, those geographic areas that have tourist resources and some infrastructure that can support this type of activity and it is recommended the involvement of several partners from different areas, or if it is possible from different countries.

Activities and items promoted and capitalized by such a project

Because tourism in rural area means a specific way of life, the emphasis should be placed on:

- Interest for natural resources;
- Focus on rural lifestyle that includes occupations and crafts from the area, the specific of local architecture, traditional events;
- Capitalization of some traditional products with local specific, obtained from various farms from the area in which will be applied the project.

The main objective of such a project should be targeting tourist flows to rural areas with traditions and adequate tourist infrastructure for the development of rural tourism.

<table>
<thead>
<tr>
<th>Main actors</th>
<th>Role in territory</th>
<th>Position on the territory</th>
<th>Function in the territory</th>
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<tbody>
<tr>
<td>Local administration</td>
<td>Local community development strategies</td>
<td>Public Administration</td>
<td>Representing the interests of citizens</td>
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<tr>
<td></td>
<td>Representing the interests of citizens</td>
<td>Public and local administration</td>
<td>Creating policies for the development of local communities</td>
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<tr>
<td>National administration</td>
<td>Educational and training role</td>
<td>State institution</td>
<td>Attracting young people to visit rural areas</td>
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<tr>
<td>Tourism development strategies</td>
<td>State institution</td>
<td></td>
<td>Coordinating the activity of profile business</td>
</tr>
<tr>
<td>Various private partners</td>
<td>Represent their own interests</td>
<td>Private partners</td>
<td>Recovery of rural resources primarily through accommodation, then through trade</td>
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<tr>
<td>- Owners of rural tourist structures</td>
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<tr>
<td>- Owners of various commercial structures</td>
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Composition of the implementation team may consist of inhabitants from rural areas in which the project is applied, local administration, owners of rural tourism infrastructure, various private partners directly concerned.

The effects of such a public-private partnership project can not be known immediately, but only after a period of several years and must be seen at two large, major plans:

- Economic, rural activities can help: supplementation of real income by contributes of some profits;
- Social, with reference to: increasing labor employment degree, especially among young people, development of new forms of training, the possibility of traditions knowledge by tourists, tourism offer diversification with accessible prices.

2. Project "Traditional products-possibility of local economic development"

Necessity motivation of such a project

Agriculture today is industrialized, often away from natural processes. Increasing consumer demand for food and fiber products has created new market opportunities for farmers and entrepreneurs throughout the world. Registering a success over the years, the private sector has independently developed the concepts and traditional food markets, organic food.

Traditional, local food is an important principle of local economic development. Crafts and traditional foods were more restricted as a result of industrialization. Traditional food, with a small market, unsupported by adequate measures can be continuously decline, therefore such a project would be appropriate.

The project will consist in identifying the traditional products and training farmers to capitalize them properly.

Also with such a project can promote the idea of traditional farming principles that should become a common practice in some rural areas and a
positive model of combining local economic interests, to develop communities with nature conservation. Also through such a project can be promoted the idea of traditional farming principles, that should become a common practice in some rural areas and a positive model of combining local economic interests, to develop communities with nature conservation.

**Figure 1.** Outlining the project "Rural tourism programs-an opportunity of development of rural area" (authors proposals)

*Area on which can be applied such a project*

The project is proposed to be applied to any areas where the traditional products are obtained.

The project should aim, as *main objective*, to encourage local stakeholders to be actively involved in the promotion and application of economic instruments to conserve original resource and traditional products and as *long-term objectives*: training local farmers in the selection and application of best agricultural practices, a system (model) consistent and economic effective for nature conservation, database and information on local food products and local producers, increasing the capacity of local producers, so they become more competitive and confident in obtaining local quality products in order to participate in fairs, exhibitions etc.

*Composition of the implementation team* may consist of inhabitants from rural areas in which the project is applied, local administration, producers of traditional rural products, various private partners directly concerned.

The project aims to encourage the practice of traditional activities in rural communities, leading to *potential benefits* such as:

- Reducing key threats to traditional agricultural practices;
- Training spirit of rural communities;
- Capitalization of traditional products to support the local community.

Owners of rural tourist structures

Owners of various commercial structures

Local administration

National administration

Various private partners

Owners of rural tourist structures

Owners of various commercial structures

Economic field

Social field

supplementation of real income by contributes of some profits

increasing labor employment degree

development of new forms of training

possibility of traditions knowledge by tourists

tourism offer diversification with accessible prices
Thus, the production of local food is a catalyst for the maintenance and development of the community and at the same time a source of benefits for local economies. Cert is that, through the two proposed projects are promoted a series of values such as: faith in own strength to keep the community united in specific challenges this traditional, confidence in economic value, educational and spiritual traditions, concern for nature-protection special natural reserves, creativity in finding alternative methods of development of the area.

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<td>Various private partners</td>
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Figure 2. Outlining the project "Traditional products-possibility of local economic development" (authors proposals)
4. Conclusions

Generally speaking general advantages of PPP tests in different European countries are the following:
- Increased turnover of local businesses by developing new activities and products;
- Increasing number of enterprises.

If we detail, the benefits of public-private partnerships, for proposals in this paper, we can say that there are many: solutions to various private financing of public projects, reducing costs for governments or local authorities, using know-how and management of private public projects, increased efficiency in project development, implementation period less, technical innovation and higher quality of services provided.

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References