AGROTOURISM AS DEVELOPMENT METHOD FOR BIHOR – HAJDÚ-BIHAR REGION

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SUMMARY

The present paper aims is to present the regional initiatives launched outside of Hungary's borders in the last few decades which have proved functional as well as the Euro-regions that concern our country (Popoviciu, Gabriela, 2007).

It is characteristic of Euro-regions that they do not have a local government or political power of their own, their activity falls in the range of competency of the local and regional authorities that constitute them, and they do not form a part of the official regional statistical system of the EU (NUTS). They also show a wide variety in terms of their structure. Some consist of administrative units of the same level (Carpathians Euro-Region), others comprise cities, towns and other units, like the Danube-Körös-Maros-Tisza Euro-region. Bihor - Hajdú-Bihar represent a new form of close regions cooperation. This region is situated at the border between East and West. Individualised, the region is situated in the North-West of Romania and East of Hungary, with a population of about 1.1 million inhabitants and 13,775 sq. km. It has two components: a plain area and a mountain area, each of one with specific attractions. Apuseni Mountains National Park (in Bihor) and Hortobagy National Park (in Hajdú-Bihar) are the main attractions. In addition, through the urban-rural diversity, cultural, folkloric and ethnographic resources, the region is very interesting because of the cultural and historical complexity of the region. A lot of tourism forms can be promoted (balnear, rural, cultural, sports, business travels etc.) and tourist packages can be created (Bădulescu, Alina, Bădulescu, D., 2006). We consider that is absolutely necessary to create a marketing strategy based on the complementary aspects of the two areas and creating synergies in the benefice of them.

The long lasting development of the tourism in our region, throughout creation of an adequate communication in the shape of a relationship, in order to turn into account experience and stored information by the partners involved and to determine dynamism of the touristic field in the area.

BIBLIOGRAPHY