INNOVATIVE METHODS IN THE DEVELOPMENT OF RURAL TOURISM IN ROMANIA

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Abstract

Innovations are considered the engine of economic growth, because they serve as basis for obtaining the competitive advantage. Tourism is one of the most profitable and dynamic sectors of economy, occupying the second position in the international trade after oil. Rural tourism also has major implications in the economic, social and cultural development of villages.

This study presents an analysis of the fluctuation of the number of employees and of the number of accommodation units specific to rural tourism in Romania, between 2007-2014. To this end statistical data from the National Statistics Institute has been used.

Volunteer tourism, the development of national portals for presentation of vacant jobs in the tourism sector and the development of human resources by absorption of European funds, are the three suggestions presented in this study, which have the purpose of reinvigorating rural tourism in Romania.

Key words: *innovations, human resources, rural tourism, hotels*
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