

THE SOCIO – ECONOMICAL IMPACT OF THE LARGE DEVELOPMENT PROJECT UPON TERRITORIAL SYSTEMS. CASE STUDY: COMANA COMMUNE – GIURGIU DISTRICT, ROMANIA

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Abstract. The objective of this study is to quantify the impact of the insertion of large development projects upon the local economies. There has been analyzed the territorial system of Comana where the construction of the Adventure Park has lead to restructuring the economical profile and to important changes upon the locals' perception regarding the development of tourism. The research has been founded on an economical data basis, at CAEN (National Economy Activity Classification) level, concerning the stock capital, profit value, number of employees and number of companies, as well as data collected by having consulted a representative sample. The results obtained underline the outstanding impact of this development project, which contributed to the increase of the functional complexity of this territorial system. Comana Adventure Park has contributed to the apparition of some multiplication effects represented by economical activities supporting the activities specific to the park.

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Key-words: economical re-structuring, tourism, territorial system, adventure park, demography, local economy

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INTRODUCTION

The economical crisis, as well as the desire to increase life quality level, influence the entrepreneurial initiatives in new directions as to the economical profile already existing in a certain geographical space (Ahmad & Abu Talib, 2015; Gómez et al., 2009). Rural communities inevitably are being influenced by a series of factors, among which the natural environment, the endemic particularities specific to the private environment, climatic and demographical changes and economical changes made (Steenber et al., 2014). The development of the entrepreneurial field is a necessity and, at the same time, may be also considered a natural consequence of dwelling upon it, as to the desire of individual expression of the capacities of administration of the resources it benefits (Popescu & State, 2015). The long - lasting durability of the initiatives and especially of the capacity of administrating the resources is conditioned by the way in which the business environment influences population's education and mentality of being willing to and daring to initiate and develop measures of performance in a business environment in continual change and quite un –predictable (Kamga et al., 2014). The need to implement some economical projects may outcome the improvement of the traditional rural community's ability (Xue et al., 2015), as well as of the life – style quality by increasing the value of incomes – direct, on the first hand, and economical and social sustainability - on the other hand (Fernandes de Santana et al., 2015). In evaluating the life-style quality in rural societies, the sustainable means of living (Monterrubio & Andriotis, 2014) appear as necessary within the economical development (Istudor et al., 2014). Finding viable economical solutions is not really simple, while the idea of interconnecting the economical sectors within the economical crisis may be the only solution or at least one of the solutions which might help keeping incomes at optimum level for a society (Egedy, 2010). Among the most well-known and most benefic interconnections, one seems to be the one existing between agriculture as main activity during a long period and tourism, as as a newly appeared activity. Within rural development there are challenges arisen once with the tourist activity (Jenkins et al., 2013).

The implication of tourism may have a social impact, but may also raise some issues regarding natural environment (Xue et al., 2015; Marot et al., 2014). Any arrangement as tourist destination can have an impact upon the community in general, or on certain groups of locals, impact that can either be negative, or positive. However, local people's support is essential to ensure long-term success in tourism development. This is important to support general economic or social sustainability and, why not, cultural one (Awang et al., 2015; Popescu & State, 2015, Herman & Varnav, 2014). The community's participation at the active entrepreneurial life can be also considered nowadays as a means to increase responsibility, as well as a means to build local capacities for life quality improvement, poverty reduction, individual growth and life – standard development (Ahmad & Abu Talib, 2015; Travis, 2011). In this context the study of the dynamics of the economic profile of human settlements plays an important role in developing and implementing such projects and programs, which are meant to provide more economic stability and quality of life in the optimum value system (Harterter et al., 2014; Kamga et al., 2014; Bodea, 2014).

METHODOLOGY

The research on the impact of major development project insertion within local economies has started from the achievement of detailed data-bases concerning the

dynamics of economic activities before and after building the Adventure Park. The database includes all economical assets existing in the territorial system of Comana at CAEN code-level (National Classification of Economic Activities), structured on the following parameters: number of companies, number of employees, turnover and profit of the companies in Comana. The database was made as to the years 2000-2012 and regards 49 types of economic activity (Table 1).

Table 1. All economical assets existing in the territorial system of Comana at CAEN code-level (National Classification of Economic Activities) (Source: UB1375/BorgDesign project)

Code CAEN		Code CAEN	
111	Growing of cereals (except rice), leguminous crops and oil seeds plant	4391	Works of roof covering and building terraces
113	Growing of vegetables and melons, roots and tubers	4520	Maintenance and repair of motor vehicles
141	Raising of dairy cattle	4532	Retail trade of motor vehicle parts and accessories
161	Support activities for crop production	4661	Wholesale of agricultural machinery, equipment and supplies
210	Silviculture and other forestry activities	4673	Wholesale of wood and construction materials and sanitary equipment
812	Gravel and sand, gravel and sand pits	4677	Wholesale of waste and scrap
1041	Manufacture of oils and fats	4690	Wholesale trade
1061	Manufacture of grain mill products	4711	Retail sale in non-specialized stores with predominant sale of food, beverages and tobacco
1071	Manufacture of bread, cakes and manufacture of fresh pastry goods	4719	Retail sale in non-specialized stores with predominant sale of food products
1330	Finishing of textiles	4771	Retail sale of clothing in specialized stores
1419	Manufacture of other wearing apparel and accessories n.e.c.	4941	Freight transport by road
1623	Manufacture of other builders' carpentry and joinery	5320	Other activities Postal and curie
1721	Manufacture of corrugated paper and paperboard and of containers of paper and paperboard	5510	Hotels and other similar accommodation facilities
2363	Manufacture of concrete	5610	Restaurants
2370	Cutting, shaping and finishing of stone	5630	Bars and beverage serving activities
2512	Manufacture of doors and windows of metal	6110	Telecommunications activities cable networks
2731	Manufacture of fiber optic cables	6820	Renting and operating of own or leased real estate
3312	Repair of machinery	6831	Real Estate Agencies
3811	Collection of non-hazardous waste	7022	Activities of business and management consulting
4120	Construction of residential and non-residential	7112	Engineering activities and related technical consultancy these
4211	Construction of roads and motorways	7312	Media representation
4312	Land preparation work	7830	Supply services and labor management
4332	Joinery and carpentry	8130	Investigation activities
8299	Other business support service activities n.e.c.	9329	Other amusement and recreation activities
9522	Repair of household appliances and equipment for house and garden		

The perception of the profound changes caused by insertion of the ample economical activities has been quantified by means of a questionnaire that aimed: to examine the benefits of the villagers with the launching of the tourist activity in the neighborhood of their household; to assess villagers' views upon the resources the tourist services offer

(Dincă et al., 2012); to examine the reactions of the residents relative to the changes that will take place in community life; to determine the perception residents have regarding local landscape (Dincă, 2009; Dincă & Teodorescu, 2015), the development of the cultural life, to create a sense of utility and to determine the factors that influence villagers' satisfaction upon revenues (Ahmad & Abu Talib, 2015; Teodorescu et al., 2016). The research was fulfilled within Comana commune (Figure 1) located in the southern part of Romania, in the Romanian Plain, Burnazului Plain subdivision, between the cities of Bucharest and Giurgiu, in the Metropolitan Area of Bucharest revitalised through sports and leisure time tourism (Pintilii et al., 2011), at about 30 kilometers distance front each of them, with a population of 7222 habitants, with an initial economic profile based on agriculture.

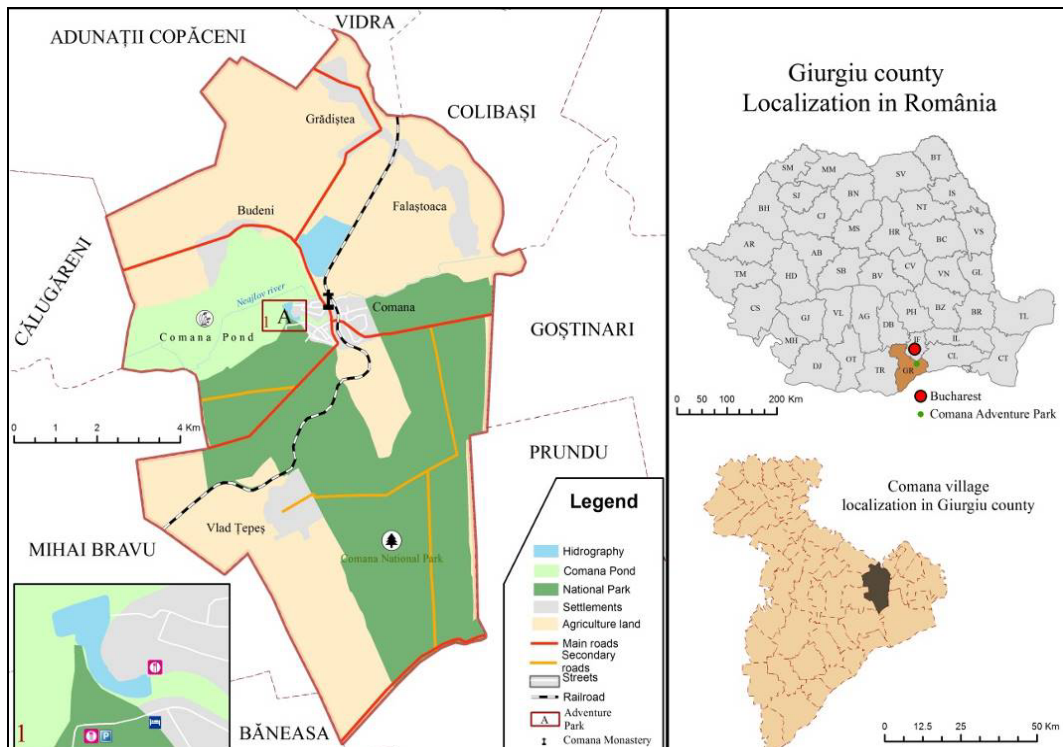


Figure 1. Localization Comana commune and Adventure Park in Giurgiu county and in Romania

Field data has been obtained by the means of a questionnaire, which highlighted some of the issues that might lead to difference of opinions about the use of the space of the natural and of the "Adventure Park" fun park. Some notions have been related to the understanding of the local importance of the natural park and what it really means for the environment and community. The sample of surveyed people reached 511 persons, out of which there were 450 valid. In terms of age distribution of the disk there is a representative structure for analysed medium, so that the age 6-18 is represented by 45 people, or 10% of those surveyed, the age group of 18-45 years reached 112 people or 24.8%, the age group of 45-65 years harrows 158, representing 35.2%, while the age group of over 65 ranked 129 people, 30% of the total. The problem surveyed had five topics (Table 2), which were addressed to the residents of Comana. Considering the harrows age structure, there were taken into account four groups that were analyzed on activity domains, where structure is slightly different from one age to another harrow, falling into 3-6 categories:

- Economic revenue from the sale of local products;
- Landscape improvements (household cleaning);
- Development of cultural life;
- Diversification of its products for sale;
- Better roads and urban endowments.

Regarding the fields structure there has been kept the sample to 450 people, there was applied a questioning related to the belongfulness to the parks and especially to the fun one as belonging to the locality and the local people, it was applied structurally upon 69 employed people, 8 employers, 158 unemployed people and 215 retired people. An interesting perception linked to these questions belonged to people with different education background, or linked to the issue of acceptance/inacceptance of the change of ownership or maintenance, all for a valid sample of 450 people that show people with primary training in a number of 73 people trained on a total of 214 secondary school trained persons on a total of 102 secondary school and higher education person on a sample of 32 people. People without education account for 29 people, all of them belonging to the fourth age category. Each question has pursued awareness of that space as part of the community. This can lead to better management, to better organize many other activities, including the educational and emotional involvement.

RESULTS AND DISCUSSION

Impact of the Adventure park upon the economic profile

The analysis of the economic and social profile requires an analysis of the total of companies functioning locally (Figure 2) and highlighting the dominating economic profile (Figure 3). This way one can properly understand the predominant activity of the area. Tourism comes in this case as an alternative source of income and activity. The population responded quite well, as evidenced by the empirical analysis, being obviously interested in the existence- in good conditions- of the Adventure Park and of other activities with tourist profile, or rather, with any other activity besides farming. The other activities are not regarded as activities that could mitigate the results from agriculture but, on the contrary, they are the ones that can maintain and develop its local vegetable production and sale. After 2007 there is evidenced an increase of the number of tourists or people who come to visit the "Adventure Park".

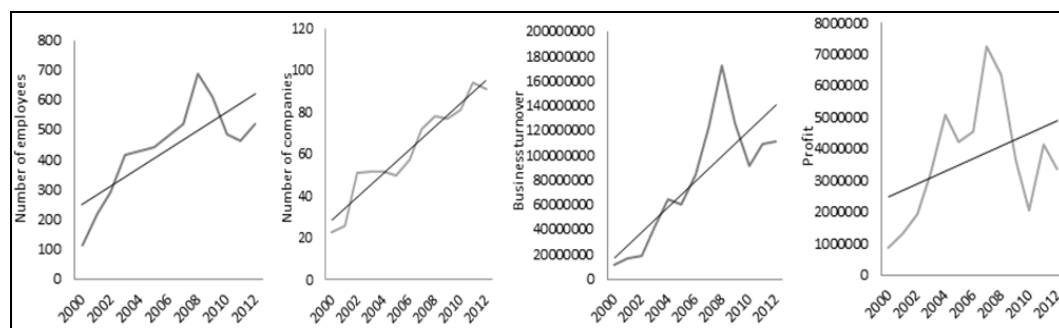


Figure 2. The evolution of the main economic indices within Comana commune: a. The evolution of the number of companies; b. The evolution of the business turnover; c. The evolution of the profit; d. The evolution of the number of employees (Source: UB1375/BorgDesign project)

It is registered an increase in agricultural activity (taking into account that not all vegetable production is sold through agricultural firms, but directly from the manufacturers, and this is quite difficult to be captured in statistics, but the level is certainly

higher than that proved in the official data bases), phenomenon which had a period of stagnation in the year interval 2003-2005, weather conditions negatively influencing the production of vegetables. Against this background of agricultural production and consequently the reduction of the income residents score in agriculture, the emergence of an alternative source was due to the hope in psychological wellbeing of these people.

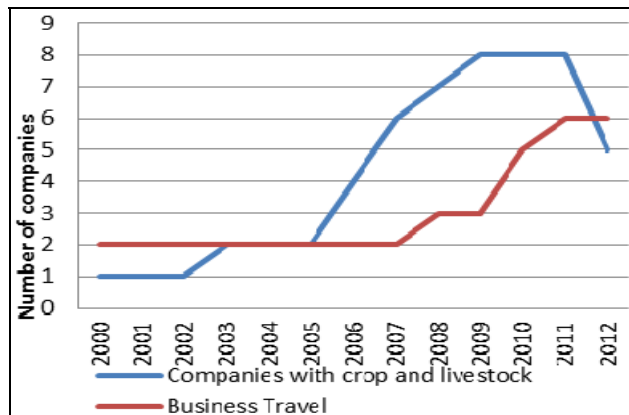


Figure 3. Dynamics of core activities from companies (Source: UB1375/BorgDesign project)

Perception upon the restructuring of the economic profile

Residents' perception is one of the most important factors of economic development or involution in a certain period. What is important in this case is the perception about the existence of a tourist attraction, not directly through what it offers (some consumers are not interested in adventure offers), but a much larger issue, that of creating long-lasting goods they may benefit of and which they could have not otherwise benefited of if this objective had not been created. In the empirical analysis there was considered as necessary to create a general picture of perception, the extent to which the park adventure really contributed to community services, to the development of public transport to proximity cities, the development of good roads, to increase the local economic diversity and, not least, how much has it participated to the increase of job opportunity. The results of the study are interesting, considering that it is a geographical area where tourism activity is very weak. This however should not be treated with so much indifference and especially considering the positioning near a large city as Bucharest, the attraction towards the Adventure Park and towards its "bio" or "eco" food offer seems to be increasingly higher. You must follow the indicators extracted from analyzing the questionnaires:

1. The involvement of local people in customer satisfaction;
2. Awareness of the residents on what concerns social and economic benefits as result of local economic and tourist objective development;
3. Motivations of the local people's behavior in satisfactorily meeting local tourists / guests' needs';
4. Cultural and economic benefits / local impact, changes in community life;
5. Tourists behavioral particularities and motivations.

As result of tourism analysis, each time there was taken into account the residents' perception, but tourists' perception is very important as well. This may lead in time to the creation of tourism skills that are accumulated here in quite a large type number. Under the conditions of creating a feeling of comfort and cosiness of being in a new environment people may feel great a feeling of comfort and cosiness of being in a new environment in which people may feel great and know how to behave on the putrpose of obtainig what they desire and to

reduce any effort of facing un-known situations, may also represent an important factor for explaining repeated visiting of this area. In case of the "Adventure Park", tourists can be classified according to the way they behave with the local people and their service offer:

a. Tourists willing for adventure, for walking down the higher or lower difficulty level trails/ routes, are really looking to have fun. Their age has a dominant average, of over 85%, 18-25 years, but can be supplemented with 7.9% of people with ages between 25-45 years, the remaining 7.1% being persons over 45 years old. Contact with the local population is reduced only to the employees and services functioning in the immediate neighborhood. On what the residents are concerned, their perception related to these tourists is quite poor as impression. Tourists of this type are considered in residents' as "tourists", as those people who only help maintain the park;

b. "Family man" type of tourists represents significant percentage reflected in recent surveys, of over 57%, who are in locals' opinion the largest segment of tourists. They come into contact with local people, community and appeal to their property, fulfilling some activities which are complementary to having fun. The most important thing is related to buying local products and sustainable recovery/ returning, from time to time, not necessarily for fun, but for the agricultural products offered by locals. As a particular form of returning in here, most of them are those who come in groups that are composed, in a proportion of 70%, of a total of 10-15 people;

c. Organized young tourists, including children institutionalized into special centers and school trips. Here are young people whose purchasing power is reduced. Elderly residents over 65 years, and adults as well, behave largely welcoming, hospitable, meeting them with free food.

d. Senior coach tour tourists come here due to the fact that Comana has started to be included in the list of the tourists' preference, including those of this age segment. For the economic perception of its residents, this is the second category as significance. Consume and supplies from local farms is a major tourism attraction. Relational reciprocity is given by age, since Comana's population number is pretty high, and those active in the market for fresh local products are predominantly elder people.

Awareness of social and economic benefits to residents as a result of economic and tourism objectives development, is questioned and subjected to the thorough analysis in this case (Table 2). They highlighted the positive responses of residents, depending on age, occupation, education and the sub-themes related to economic income growth from the sale of local products, landscape improvements (household cleaning), cultural life development, diversifying own products to be sold and improving quality of roads and facilities administrated. Economic and social needs were analyzed from two points of view: the needs of locals and tourists' needs. The two types of needs must be satisfied for the largest overall results to be raised, or at least satisfactory.

a. *The economic needs of local people* are reduced to the mere production of incomes. These can be obtained from selling their products - vegetables, fruit canned food, dairy products, while on the other hand, from the salary incomes from the newly emerging services. The needs of the inhabitants are not only the economic, but important is the relationship with tourists, while essentially important is the idea of natural resource management. From the questionnaire applied, the most involved in the process of socialization seem to be people 18-45 years (76.8%) and people over 65 (68.3%). Regarding the level of education of the two age categories, those with higher education or higher education involved in relational process are seeking development in more than 90%.

b. *The economic needs of tourists* come down to getting the best possible service and low prices for to all that means services provided within The Adventure Park, which represent the mainly attractive point in this geographical space and, as alternative, the

sale of "bio" food or high-quality products directly from the locals, from their farms and households for very attractive prices. Regarding social needs, they are not much represented for tourists. Of all those surveyed, the percentage is much lower, reaching 45%. This is explained by the appearance of other needs, as would be the mental, or the thirst for knowledge, discovery of new things and the need to experiment new sensations. Tourists visit the adventure park on the purpose of testing their personal limits and discover local specific elements of the rural area in a dominant atmosphere of vivid emotions and novelties related to lifestyle, local culture, customs and language in use, the entire system of activities, with quite strict rules sometimes.

Table 2*. Implication of the interviewed persons regarding the issues being questioned

Number of persons (%) with positive answers													
Age category years	Total number of persons		Increase of economical incomes obtained from the sale of local products		Landscape improvement (household cleaning)		Cultural life improvement		Diversification of own products for sale		Improvement of road and facility quality		
	Occupation and education level	Nr pers	Nr pers	%	Nr pers	%	Nr pers	%	Nr pers	%	Nr pers	%	
6-18 years	Pupils		45	41	91.1	43	95.5	34	75.5	40	88.8	39	86.6
	Employees	Studies	57	42	73.6	38	66.6	39	68.4	51	89.4	50	87.7
		Primary	14	7	50	8	57.1	8	57.1	13	92.8	11	78.5
		Secondary	18	12	66.6	9	50	11	61.1	14	77.7	17	94.4
		Highschool	15	14	93.3	12	80	10	66.6	14	93.3	13	86.6
		Universitary	10	9	90	9	90	10	100	8	80	9	90
	Entrepreneurs	Studies	3	3	100	2	66.6	2	66.6	3	100	3	100
		Primary	-	-	-	-	-	-	-	-	-	-	-
		Secondary	-	-	-	-	-	-	-	-	-	-	-
		Highschool	1	1	100	0	0	1	100	1	100	1	100
		Universitary	2	2	100	2	66.6	1	50	2	100	2	100
	18-45 years	Unemployed	Studies	11	4	36.3	4	36.3	6	54.5	6	54.5	8
Primary			2	-	0	1	50	2	100	2	100	2	100
Secondary			4	1	25	1	25	1	25	2	50	2	50
Highschool			4	3	75	2	50	2	50	2	50	3	75
Universitary			1	-	0	-	0	1	100	-	0	1	100
No occupation		Studies	17	11	64.7	9	52.94	11	64.7	16	94.11	15	88.2
		Primary	1	-	0	1	100	1	100	1	100	1	100
		Secondary	5	4	80	2	40	2	40	4	80	4	80
		Highschool	4	4	100	2	50	2	50	4	100	4	100
		Universitary	4	2	50	1	25	4	100	4	100	3	75
		Uneducated	3	1	33.3	3	100	2	66.6	3	100	3	100
Other categories (have not declared their occupation)		Studies	18	12	66.6	15	83.3	13	72.2	16	88.8	13	72.2
	Primary	1	1	100	1	100	1	100	1	100	1	100	
	Secondary	9	5	55.5	6	66.6	6	66.6	7	77.7	9	100	
	Highschool	4	3	75	4	100	3	75	4	100	2	50	
	Universitary	1	1	100	1	100	1	100	1	100	-	0	
	Uneducated	3	2	66.6	3	100	2	66.6	3	100	1	33.3	
45-65 years	Employees	Studies	58	43	74.1	33	56.8	36	62	50	86.2	46	79.3
		Primary	6	3	50	2	33.3	2	33.3	4	66.6	5	83.3
		Secondary	17	16	94.1	15	88.2	14	82.3	14	82.3	16	94.1
		Highschool	27	21	77.7	15	55.5	17	62.9	25	92.5	21	77.7
		Universitary	8	3	37.5	1	12.5	4	50	7	87.5	4	50
	Entrepreneurs	Studies	3	3	100	2	66.6	2	66.6	3	100	2	66.6
		Primary	-	-	-	-	-	-	-	-	-	-	-
		Secondary	-	-	-	-	-	-	-	-	-	-	-
		Highschool	3	3	100	2	66.6	2	66.6	3	100	2	66.6
		Universitary	-	-	-	-	-	-	-	-	-	-	-

	Unemployed	Studies	17	11	64.7	10	58.8	4	23.5	10	58.8	11	64.7	
		Primary	-	-	-	-	-	-	-	-	-	-	-	-
		Secondary	8	6	75	5	62.5	3	37.5	4	50	6	75	
		Highschool	9	5	55.5	5	55.5	1	11.1	6	66.6	5	55.5	
	University	-	-	-	-	-	-	-	-	-	-	-	-	
	No occupation	Studies	17	11	64.7	10	58.8	6	35.3	11	64.7	12	70.5	
		Primary	8	5	62.2	5	62.2	-	0	3	37.5	7	87.5	
		Secondary	7	4	57.1	4	57.1	5	71.4	6	85.7	3	42.8	
		Highschool	1	1	100	1	100	1	100	1	100	1	100	
		University	-	-	-	-	-	-	-	-	-	-	-	
	Retired	Uneducated	1	1	100	-	0	-	0	1	100	1	100	
		Studies	13	10	76.9	9	69.2	5	38.4	10	76.9	12	92.3	
		Primary	2	2	100	1	50	1	50	1	50	2	100	
		Secondary	2	1	50	2	100	2	100	1	50	2	100	
		Highschool	1	1	100	1	100	1	100	1	100	1	100	
		University	1	0	0	1	100	1	100	1	100	1	100	
	Other categories (have not declared their occupation)	Uneducated	7	6	85.7	5	71.4	-	0	6	85.7	6	85.7	
		Studies	40	36	90	28	66.6	19	45.2	39	92.8	37	88	
		Primary	6	5	83.3	4	66.6	2	33.3	6	100	6	100	
		Secondary	21	19	90.4	17	80.9	7	33.3	20	95.2	18	85.7	
Highschool		10	9	90	5	50	9	90	10	100	10	100		
Over 65 years	Entrepreneurs	University	1	1	100	1	100	1	100	1	100	1	100	
		Uneducated	2	2	100	1	50	-	0	2	100	2	100	
		Studies	2	2	100	2	100	1	50	2	100	2	100	
		Primary	-	-	-	-	-	-	-	-	-	-	-	
		Secondary	-	-	-	-	-	-	-	-	-	-	-	
	Retired	Highschool	2	2	100	2	100	1	50	2	100	2	100	
		University	-	-	-	-	-	-	-	-	-	-	-	
		Studies	79	77	97.4	71	89.8	42	53.1	69	87.3	70	88.6	
		Primary	31	30	96.7	29	93.5	11	35.4	31	100	30	96.7	
		Secondary	24	23	95.8	23	95.8	19	79.1	22	91.6	22	91.6	
		High school	9	9	100	7	77.7	7	77.7	8	88.8	8	88.8	
	Other categories (individual agricultors)	University	7	7	100	5	71.4	4	57.1	4	57.1	4	57.1	
		Uneducated	8	8	100	7	87.5	1	12.5	4	50	4	50	
		Studies	22	17	77.2	13	59	11	50	19	86.3	20	90.9	
		Primary	10	7	70	4	40	4	40	9	90	10	100	
		Secondary	7	7	100	3	42.8	5	71.4	5	71.4	6	85.7	
		Highschool	1	1	100	1	100	1	100	1	100	1	100	
		University	-	-	0	-	0	-	0	-	0	-	0	
		Uneducated	5	2	40	5	100	1	20	4	80	4	80	

*There have been applied 511 questionnaires, out of which there have been valid 450, in the year 2014

Perception of local people in the development of tourism activities and especially adventure park is influenced by the behavior of tourists, by the fear of being destroyed the natural vegetation, by the economic benefits of the possibilities of marketing. Adventure and natural parks can have significant effects on the community, providing a long-term economic sustainability, but this can be possible only through good management thereof. There are thus two aspects, one positive and one negative perception about the conservation of the park, but after surveying on the perception of the inhabitants of Comana, proper management of this green heritage seems to eliminate fears.

One of the behavioral problems ultimately accepted by residents was related to admitting the clothing-style of the tourists. Romanian Community in general and therefore the one in Comana, which is a rural community and rural mentality has "limits" that provide a certain behavior and a certain moral conduct, which includes dressing appropriately. After 1990 and the following years, medium-sized cities neighbouring Bucharest, as well as the capital-city, exhibit new ways of behavioral expression, thus there is an open-mindedness to an urban culture that eases the situation after 2007, when

the number of tourists increases in this geographic area. Residents' trips on the purpose of transacting their products in neighboring urban areas bring psychological comfort determined by observation and repeatability of living habit and certain behavioral situations, urban influences being felt here quite early, with no shock today, everything being mingled in the end in a fashion amalgam widely-accepted.

The contact of rural residents with the urban population has beneficial effects, but also some delays, especially related to the influences on youth behaviour. Among the benefits there are all those elements related to urban civilization, as a means of communication, the use of modern means like internet and high-technology work means, the ease of communication in several international languages, belonging to certain groups with cultural concerns, etc. There is also a negative influence, manifested in the attitude of parents and grandparents who lived only in rural areas of Comana, more like a fear of young people taking behavioral elements of suburban civilization. This period through which Romania passed from a centralized economy to a market economy, from a communist culture, to one centralized and controlled with full freedom, faces an active influence upon young people, and this fearful attitude found in adults and elder people seems to be often perfectly justified. However, positive influences appear to be superior, family culture, education, self-control, the selection of the groups of friends and the influence and communication with family members are able to resolve all the shortcomings or risks suburban culture produce (Teodorescu & Porojan, 2013).

After 2007, when the "Adventure Park" becomes an attraction for those living in Bucharest or medium-sized cities in the proximity, traffic on weekends seems to be much changed from the period in which it did not exist. Comana inhabitants today are familiar with the traffic and increasingly more traffic, and they want this to be in their benefit through additional or ancillary services which they are providing to anyone crossing their town. From the analysis, one day traffic is represented by about 350-400 cars. Residents perceive this possibility as sales of certain products or services aiming precisely these cars (fuel stations, car accessories, auto supplies, etc). Comana residents' perception is not one of worrying about the increasing traffic at weekends, but on the contrary, there is felt a positive attitude regarding enlarged communication opportunity and goods and services sale prospect (Wendt et al., 2016). Tourism activity has always needed coordination or even a mentoring within a geographic area in which the economic profile has been different. Comana is no exception to these rules and, for the management of space, time and recreational activities there was used the development of thematic panels and signs. Also, inclusion and announcement boards for certain "rules", locally maps to throw garbage, of not honking between certain hours, not including the mandatory driving or riding rules on streets, so well-known by anyone. Equally, informative ones are needed, regarding brief documentation, connected to the touristic objectives located inside the village, including the amusement park "Adventure Park".

CONCLUSIONS

Developing an asset must take account existing activities, the economic profile of the area and people's needs, plus the help in managing natural resources (Dragoș et al., 2007). In this case, the development of an adventure park as leisure activity took into account the existence of physical possibilities of development of this center, of this agricultural profile of the area and the need to diversify economic activity to satisfy people's demands, raising the quality of life by offering the alternative of performing the predominant agricultural activity. Interesting could be as well the prospect of future economic development based on the union of agricultural producers in associations or even working groups so that they become eco-efficient (Neamțu, 2011). It is also interesting the desire to develop a theme fun park,

proposed by a population aged 45 years old, because of the empirical analysis results that the most interested in developing and maintaining the park's functionality age groups is that of 45-65 years and over 65 year-old people. At first look, it seems to be non-sense, or at least an answer proving an inner disfunctionality somewhere. It seems still that this perspective is really possible and it is these age groups, who on the labor market prove difficult to insert, that may really be interested in developing such activity with their own household. This is agricultural activity and its result is materialized in the amount of vegetables produced. The link between this activity and the amusement park is the existence of "family man" tourists and senior tourists, to which we may add in a lesser extent others who absorb all this quantity of vegetables and quite big amount of other agricultural products when they come to visit and dwell temporarily in this area. This way, in a rural area there can be satisfied, at the same time with the advent of tourism activities for young people, the social, intellectual or communicational needs of the needs of the residents in Comana.

The analysis of this situation is made in three respects: firstly-it comes to economic sustainability, secondly, social sustainability, and thirdly, tourism sustainability. All three are differentiated analysis to better understanding of how local analysis should be done, as well as of the mutual influences that are present and the co-working is required. Marketing of farm products was the dominant activity of the villages near Bucharest. At the same time with the increasing need for food, there increased the crop production of vegetables, but after the period 1990-2000 there is observed a decrease in local sales opportunities, due- on the one hand- to imports at more advantageous prices, to the detriment of the acquisition on the local market, and on the other hand, due to the fact that the population is declining (due to the attraction of young people to urban areas) and less involvement of those remained in agriculture (Teodorescu et al., 2004; Kamga et al., 2014). The aim of this study is to obtain data base regarding all that means tourism activity as a direct source of income for the population of Comana, but as indirect sources through the development of local agricultural product sales to those who visit the Adventure Park. Farmers sell fresh vegetables, fruits or canned products. Sales of such products have increased annually by 3% in 2013 compared to 2012 and by 4% in 2014 over the previous year. At the same time, there is a growth in the number of open stores where one can buy agricultural products of the season. The local population is excited by the idea of developing tourism (Terzić et al., 2014) as a result of opportunities for economic growth and the possibility of selling local products. The increasing number of visitors of the adventure park determine the appearance and growth of the catering and accommodation structures (Travis, 2011). In general, the villagers were content by the newly emerging job opportunities and their related ones, but revenues were still considered insufficient, but it is a start in raising the quality of the income level, especially during the current economic crisis (Egedy, 2010). Specific territorial management strategies must aim primarily the decision-making by a reorganization, so that decisions be made effective (Peptenatu et al., 2012).

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