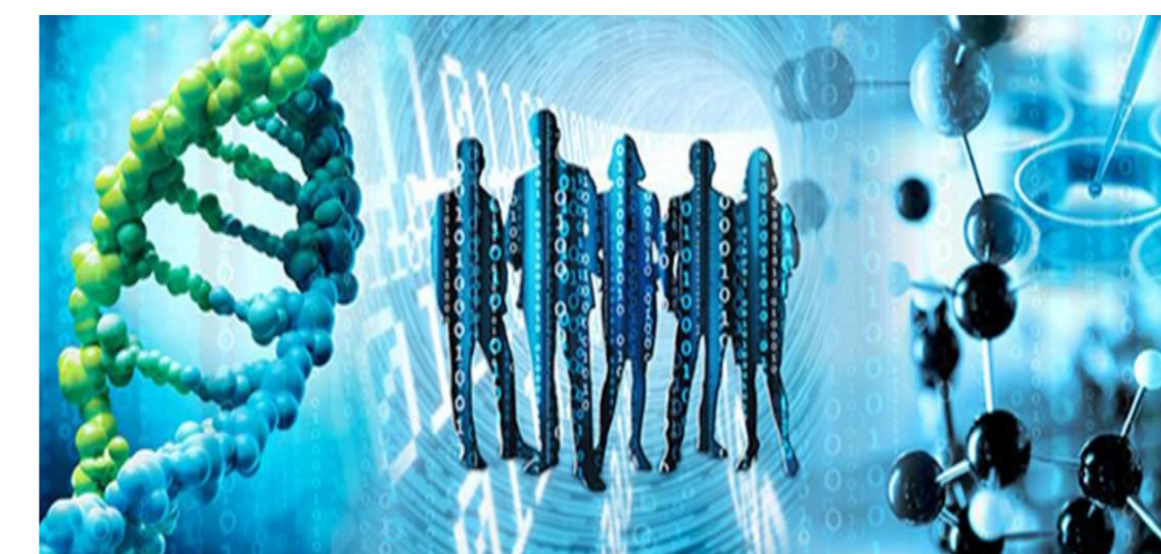




USAMVB Timisoara

## "YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH IN APPLIED LIFE SCIENCES"

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"Young people and multidisciplinary research in applied life sciences"

### THE IMPORTANCE OF NON-AGRICULTURAL ACTIVITIES IN THE DEVELOPMENT AND REVITALIZATION OF RURAL COMMUNITIES. CASE STUDY

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**Abstract:** The paper presents the stimulation of the business environment in the rural area, by accessing european funds and using them to set up an agro-tourist boarding house.

Since March 2008, the European Agricultural Fund for Rural Development provides funding for rural development programs, specifically in Romania of the National Rural Development Program, contributing to increasing the number of non-agricultural activities carried out in rural areas.

The role of european funds is to develop existing non-agricultural activities, to create new jobs, to increase the income of the rural population and to reduce the migration process between rural and urban areas.

For the establishment of the agro-tourist pension from Vâlcea county, Vaideeni locality, the european funds were obtained through the National Rural Development Program, sub-measure 6.4.

#### • Introduction

Vaideeni commune is located in Vâlcea county and consists of the villages of Cerna, Cornet, Izvoru Rece, Marița and Vaideeni. The village of Vaideeni is also the residence of the commune, being located next to the Luncavăț river basin, a tributary of the Olt. The commune is located in the northwest of the county, at the foot of the Căpățanii Mountains, in the northern extremity of the Horezu subcarpathian depression.

#### • Material and method

The National Rural Development Program 2014–2020 is the program through which non-reimbursable funds are granted from the European Union and the Government of Romania for the economic-social development of the rural area in Romania.

The research we carried out presents the business plan of a pension in Vaideeni Commune, Vâlcea County as well as the way to access European funds, which were used to make the investment.

#### • Conclusions

Accessing European funds and making productive non-agricultural investments are both a factor of economic and social development, so the Romanian rural area refreshes and revitalizes its image. Economic development through investments can be achieved through a well-prepared economic and financial analysis but also through the implementation of projects with European funds aimed at establishing and developing non-agricultural activities in rural areas.

The main goal of the business is to develop, over time, a renowned restaurant in the area, which offers quality customer service, a tasty meal of superior quality, in a destination with a fairytale landscape. The company's goal is in line with the general objective of any company to maximize its value and present credibility in the market.

#### • Results and discussions

The firm S.C. "Pensiunea Vaideeni" S.R.L. was established on 30.06.2015, proposing the establishment of an agro-tourist pension by accessing european funds, through the National Rural Development Program 2014–2020, sub-measure 6.4.



*Figure 1.  
Vaideeni  
commune  
promotion and  
Vaideeni  
pension*



*Figure 2.  
Vaideeni  
Pension*