

**THE YOUNGSTERS IN THE ECO-ECONOMY AND
SUSTAINABLE DEVELOPMENT OF ROMANIA
CASE STUDY: FUNDATA VILLAGE FROM
BRAȘOV CUONTY**

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***Abstract.** The character of the youngsters can be sketched by four features: pragmatism, curiosity, insight and the need of appurtenance. In this way, we can understand the youngster's orientation towards new things. Any type of practice can be considered „new”, regardless of its seniority, if it has the surprise elements. Adding into this equation the entrepreneur character and the level of education of the individual, we can observe a big creativity in the directions of eco-economy and sustainable development, things followed by the young people today. Even more into a touristic place such as Fundata area from Brașov County, where sustainable development with a small change upon the environment it’s mandatory.*

Reasons of joy are given by the local actions (revival of the culture and the local products, outdoor activities etc.) and even at the national level (greening actions, recycling, social education, orientation of the industry towards eco-friendly products etc.).

Keywords: youngsters, entrepreneur, touristic area, social education, low impact upon the environment, sustainable development, eco-friendly

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1. Introduction

Throughout its existence, the human civilization had its ups and downs. The empires were built on the ash of other empires and when some were kings, others were slaves. When the difference between the classes came to be too big, the polarity between them was overturned and created a big change that made the historical context to be modified in the same time. By summing these reports, the resultant is zero and as the 3rd Principle of Dynamics says, a zero report is an equilibrium state.

Anything that you do in this universe (action) produces an imbalance that creates as a response another thing (react), of the same nature and amplitude, but opposite, with the role to balance the situation. The Buddhists give to this concept the name of KARMA, translated from Sanskrit as “deed”, “effect”.

We, the Christians, don't use this concept with the name showed above. We use the same concept but in Christian context. We have the conscience of the good or bad deeds that come with their good or bad repercussions for us. Finding the same message into three sources, we can conclude the universal value of the truth of this principle, that acts anywhere in the universe, not only for the matter and forces but also for the history.

2. The youngsters and their orientation toward newness with applications in eco-economy and sustainable development area

2.1. Who can change the world?

At this moment we are right after a major turn point of history, which happened in the XXth century, by means of the First and the Second World War. The present is in the point of a multi-directional crescendo (demographical, economical, social etc.), that never happened during known history. Because of this I consider that our main duty is to do all the necessary efforts that the actions that we take today and the ones that have effects on short term will have also positive impact on medium and long term period. In this direction an increasing number of experts and enthusiasts are already determined to change something in this world. Even if it sounds pretty utopian, it is not that hard as it sounds to change the world, because small acts multiplied enough times will produce astonishing results. A proper example is the national campaign of fundraising unreel

between 1965 and 1888 called “Dați un leu pentru Ateneu” (Give one Leu for the Athenaeum) that allowed the construction of a truly architectonic jewelry by only giving one Leu per person for the cause.

2.2. Why the youth is representing the key towards an eco-economical and sustainable development?

Who are those enthusiasts and future experts that will take care of the harmonious development of the society and reducing the anthropic fingerprint upon the nature?

I can truly say that this people are the **Youngsters**.

They are the resource with the biggest potential that we have. In their hands stands the way that Planet Earth will look in the future. Just like you can turn a piece of wood into a cudgel or into a icon, in the same way you can do with the young generation. Depending of the way that this resource is managed today we might have a glimpse of the world, but especially of the Romanian nation, in the next few decades.

Why is the youth so oriented towards newness?

The reasons why the youngsters are that oriented towards newness are as complex as different possible. To be able to sketch in a objective way those reasons I asked for the help of some friends, selected from different circles and with different personalities.

Some relevant arguments that I received are:

- the need of belonging to a group and the wish to stand out of it;
- the consumerist policy promoted by media, witch encourage the seasonal modes;
- the wish of the nowadays generation to surpass the elder one;
- the technology which is increasing the comfort level and the decreasing of the discomfort level;
- the rejection of the traditional values and their replacement by the “values” promoted by media;
- the routine and the monotony witch is fueling the will for unprecedented, not just in the case of youngsters;
- the globalization, the augmentation and the uniformisation of labor and commodity market that produced an increase in competitiveness and efficiency through inventiveness and innovation.

What are the consequences for the urge regarding the newness?

All the points specified so far allow us to identify some tendencies and evolutions that are making in big lines the image of the society that we are living in.

The need of appurtenance, is induced by a very old component of the human social behaviour which is something natural and universal. The human found out that the social organization facilitates the survival. First they formed hunter-gatherers groups, when they became semi-nomad they formed bigger groups, tribes, then tribes unions and so on. Driven by the need of social inclusion and the wish of standing out the group, some individuals are trying to satisfy those needs by teribilism. The importance of the entourage has to be mentioned, because it has the power to guide the person toward worthy directions that might be given as examples or toward deliquesce, behavior disorders, addictions, or worst the associations at criminal groups. In my opinion, considering the training that I have even writing this paper is an act of teribilism, exposing myself and making me vulnerable for publishing my thoughts. If I do not give myself a chance to fail I do not give myself a chance to win. Therefore I assume this risk.

It is certain that the great majority of youngsters strive for professional fulfillment, which is an inborn but also an educated desire. Once realized the anthropomorphous impact over nature, the eco-economic and sustainable development methods become of high interest and, therefore, we can notice that more and more brunches of industry seek to adapt by creating ecofriendly strategies, which pursue sustainable development. Were these directions to be implemented in formal, non-formal and also informal education, the initiatives which are already in process, but which are not coordinated in an efficient way, would automatically be more important in people's conscience?

The decrease in the resistance to effort leads, among other things, to the reduction of interest in sport. Sport being a key factor in maintaining both the mental and the muscular tonus, the repercussions vary from health disorders to the reduction of cognitive efficiency and the orientation towards means of entertainment which are very easy to assimilate (tabloids, everyday scandals, movies and news which promote the sensational and not what is essential, authentic and beautiful).

It may be observed that the mass promotion of commercial values has led the population to a dreadful lack of national identity, but fortunately,

there is a natural tendency of self-redressing. Throughout recent years, there have been involuntarily initiated and active efforts of people for rediscovering their own identity. For some the exact time is in the west, while for others it is still in the east, but there is a great number of people rediscovering their identity in the one of the nation. The rebirth and the awareness concerning Romanian potential is noticeable at an aesthetic and semantic level, but also from a material point of view. A good indicator is the sudden decrease in the average age of the artist who sing Romanian folk music and who appear on television. There is also to be mentioned the desire of knowing history more objectively and of verifying certain conceptions which for various reasons were highlighted throughout time. I shall also mention the greater and greater appreciation of the associations which deal with historical remaking, which bring aspects of civil and military life from various epochs into the attention of the audience.

People tend to look for what is unusual, fascinating, or magic and, most often, they can find all these only outside their comfort zone. By analyzing this process, we get to understand the tendency of escaping the routine through sensitive and emotional simulation.

All these factors simultaneously produce negative and also positive effects. From my perspective, the most harmful phenomenon is the reversal of values, which are being replaced by the non-values promoted by the media and its „strategic characters” who only let certain information get to the audience. A highly promoted scourge is consumerism. Numerous economic problems arise from it and are being countered by the sustainable development. Another problem is the individualism caused by the possibility of having a high standard of living without the need of any collective help. As the comfort level arises, the limit of the discomfort level decreases. The moment when this limit reduces it becomes easier and easier for people to be manipulated. By means of the change in the living conditions and for not having to leave their comfort zone, some people choose to comply with their situation in order to have comfort without effort.

However, the great advantages that the youngsters have nowadays by growing up and living in this environment should not be omitted. The huge amount of information by which their brain is assaulted develops their insight and their ability to adapt, permanently maintaining a forming process. The harmonious physical, intellectual and spiritual development is

an advantage above everything. Proving to have a healthy set of values, the human being becomes less and less oriented towards his own wellbeing in favor of the common well. In this way, the law of love, thought by Jesus Christ himself in His church, which is the key to salvation or the rebirth of the Adamic man, comes to life.

In my opinion, the strongest point which the youngsters of our generation have is the freedom of information and expression. As long as information comes from various official, private and/or amateurish sources, the manipulation process by means of misinformation becomes almost impossible.

3. SWOT analysis of Fundata

3.1. Social Area

<p>Strengths:</p> <ul style="list-style-type: none"> • Its location on DN73 (National Road 73), which connects Transylvania to Muntenia; • It is the highest permanently inhabited setting in Romania; • The qualified staff from the mayory and subordinate services, schools, kindergartens, Church, police; • Important historical monuments (the Old Church, the Heroes Monument); • The annual traditional, cultural and religious events, organized by the local community; • The positive effect of local mass-media in keeping traditions alive and in increasing the number of tourists, both in the winter season and in the summer season; • The collaboration of the local cultural and religious institutions with the county's institutions; • The Şirnea village has a powerful promotional and touristic brand since the 1960s: "Şirnea - the first touristic village in Romania"; • Good placing of the public institutions. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • The population's evolution has been having a descending tendency in the last 10 years; • The number of students is decreasing; • The lack of experience concerning the associations and the non-governmental organizations; • Low public services (there is no pharmacy or dental office); • The Şirnea Ethnographical Museum is not included in the touristic circuit of the county.
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<p>Opportunities:</p> <ul style="list-style-type: none"> • The local budget; • The ascendant evolution of the inhabitable surface leads to the transformation of the village in a touristic area; • The geographical setting near Piatra Craiului and Bucegi mountains and Rucar-Bran lane. 	<p>Threats:</p> <ul style="list-style-type: none"> • Public services' equipment is of bad quality; • Economical droppings; • Governmental regulations; • The change in the tourists' behavior; • The negative effect of mass-media.
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3.2. Economical Area

<p>Strengths:</p> <ul style="list-style-type: none"> • There is a large forest area; • The high number of sheep; • The dairy products obtained from raising animals are sold in agroalimentary; • Important touristic and cultural resources; • Varied natural touristic resources; • Rich touristic infrastructure (agro-touristic guest houses and hotels); • Optimum touristic services; • Proper public services: post offices, shops, landline and mobile telephony; • The practice of traditional activities: weaving, making sheepskin, woodworking; • The local economic agents are active and capable of absorbing 83% from the labor force available in the village; • The rate of unemployment is low. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • The lack of cohesion regarding the economical association and the animal farm development; • The type of the agricultural soil, specifically to the mountain region is very limited and unfavourable for cereal growing. • The milk products obtained by individual producers are not registered at the National Office for Traditional and Ecological Romanian Products; • The lack of associations for vegetables crops existing in the village; • The activities specifically traditional (textile and furs preparations) are not valued • The lack of interest regarding the participation at national and international traditional fares.
<p>Opportunities:</p> <ul style="list-style-type: none"> • The augmentation of the turist number; • The development of touristic infrastructure; • Positive mindset of investors regarding the potential of Fundata village • Solving the economic problems; • Solving the problems regarding pomoting the traditional products at international craftsmen fares and for BIO products at national level. 	<p>Threats:</p> <ul style="list-style-type: none"> • Low quality of the public services or equipments; • Caderi economic; • Governmental reglementations; • Changing the tourists behavior; • Negative effect profuced by mass-media.

3.3. Infrastructure Area

<p>Strengths:</p> <ul style="list-style-type: none"> • Village Fundata is equipped with water and electricity supply network; • The environment is conducive to hiking and season sports; • The road infrastructure is varied. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Lack of gas supply network; • Lack of sewerage network; • Earth roads and paved roads are predominant; • Lack of access to specific and modern technology of technical infrastructure.
<p>Opportunities:</p> <ul style="list-style-type: none"> • Access grants for the seweragenetwork achievement; • Resolving issues concerning asphaltting village roads; • Fixing infrastructure problems; • Positive perception of maintaining traditional architectural style, concerning houses in the mountains. 	<p>Threats:</p> <ul style="list-style-type: none"> • The risk of natural disasters; • Commercial and technical equipment of inferior quality; • Economic decline; • Governmental regulations

4. Case study: The village Fundata's Development Plan, Braşov County

4.1. Objectives

The objectives pursued by creating a form of association are to centralize economic development directions at local level, to encourage the development of products and market outlets SERVICE AND to promote the village as a touristic destination and to mediate the relations between service providers, producers and tourists, thus to produce an absorption of in the perimeter zone concerned by our project and tourists to become more motivated to revisit the zone, looking for quality products and services.

From my point of view, on the success of this project the economic and sustainable development depends, which is directly influenced by the human capital available. If economic potential grows, ensuring a steady market for the sale of services and products, automatically the area becomes a focal point for foreign and domestic (local residents) investors. The prerequisites for economic development automatically appear new jobs and new workplaces that allow local human resource to integrate into the labor market in the village range of Fundata, so the rate of migration

to elsewhere decreases. If this project is unsuccessful, lowering social capital continues as accelerated, which may endanger the fate of this area in the coming years.

In order to develop community, we specifically follow to achieve the following objectives:

- Promoting city;
- Planning a zonal development strategy which should establish the priority points of development;
- Rounding local culture in order to create a local identity (brand) in order to identify Fundata Commune as distinct tourist location;
- Organizing social – culture activities in which to promote the traditional specifics (local identity);
- Arrangement, modernization and development pleasure facilities;
- Organizing touristic packages for the main categories of tourists;
- Training the staff that will be involved in different activities of the organization.

4.2. Work plan, funding and performance indicators

Approaching from different directions the materialization of this idea, I concluded that my development would take place in two steps in order to systematize the challenges that we encountered.

The first step of the project, which is the most difficult, aimed to involve youth teenagers, entrepreneurs, properties pensions, human resources, training young people, local authorities and specialists in economics, management, eco - economy and sustainable development knowledge to deliver healthy and effective development. We want these things because we have a favorable attitude to the development that we encounter. We expect that young people are more open to new, willing to join and observe its benefits, but especially eager to acquire information and to work on the professional training.

Secondly, after reaching a minimum point of efficiency, which can prove the maintainability of this initiative, aims to create relationships and working in association with reach people from this area, allows necessary resources to increase the impact of the organizational form.

The financial support for the associations initiatives will be offered by the amount of money subscribed by each economical entity (membership

fee and poundage for the number of clients that bought certain packages), but also grants from different development programs.

Taking into account the transparent nature of this project and the objectives established, that once accomplished will have a decisive impact upon the look of Fundata Village from Braşov County, becoming an eco-economical and sustainable development example at a national level. This development process will be metered from countless directions (the average sales figure of the economical entities that have the headquarter in Fundata Village, the total VAT sent toward the State, an increase in the list of favorite touristic destinations, et cetera).

5. Conclusions

1. The youth because of his dynamics and adaptability represents the potential solution for any problem regarding the economy.

2. The process of fructification of the youth's native potential can be realized through work, adequate education and encouragement, but is a sensible process that must be closely supervised because it might degenerate as easy as it might offer qualitative results.

3. Generally in a economic environment, but especially in the case of Fundata Village, the community effort is providing more payoff than all individual payoff summed all together.

4. The association regarding the coordination of all the efforts that are striving for eco-economic and sustainable development, will facilitate an harmonious and healthy development and will fight against chaotic local development, phenomenon that happened in other parts of Romania.

5. The creation of an environment proper for personal and professional development (trainings for the human resource evolved in the association economic activities and for all the clients that are requesting our services) with the help of NGOs like AIESEC, JCI, TIA et cetera.

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