

THE SOCIAL-ECONOMIC EFFECTS OF DEVELOPMENT THE AGROTOURISTIC ACTIVITY IN RURAL AREA

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The initiation and the progress of the agrotouristic activity at the level of one pension had as a main economic effect the accumulation of extra income, as the analysis of the activity. The level of these incomes is high considering the fact that the process started approximately one year ago and that the promotion of the activity should be more intense.

Analyzing the positive economic effects which have occurred as a result of the agrotouristic activity at the pension „Poiana” and the fact that this process will developed in the future if the management is effective, the economic effects will intensify – we can certainly say that agrotourism can be a sure way to balance back the decline of rural pensions situated in areas with touristic potential.

The effects of the agrotouristic activity development at the pension „Poiana” manifests not only economically, but socially as well, being more difficult to quantify.

Through this activity a direct contact between tourists and the local population is created, ensuring a better possibility to encounter new cultures and opinions. Knowledge spreads not only among those who practice agrotourism at the pension „Poiana”, but also among the local dwellers with whom the tourists get in contact during their holiday and for the latter as well. Furthermore it is suitable for establishing friendly relations and preserving the local traditions, making culture and the society of Dorna a permanency. Thus harmony between authentic and modern is created, putting textures and traditional carpets next to a computer. Tradition is kept, but modern is kept, but modern is not ignored.

The initiation of agro tourism activity at the pension „Poiana” implied assimilation of new knowledge regarding a new domain, the family accumulation, during the process, professional experience in other areas than agriculture or leather manufacture (already known and exploited).

This was the framework of knowledge and communication is emphasized and other ways, a favorable image to the area.

Key words: agrotouristic activity, pension, management, traditional.

MATERIAL AND METHOD

The analysis of the economic result of the agricultural activities was achievement using diagnosis analyses of agricultural households that practice agrotourism activity with the study focussed on the agrotouristic effects of development at the pension „Poiana”. The paper examine the effects of agritourism activity on standard small agricultural household and it is presented the empirical evaluation of agritourism effects on resource distribution.

RESULTS AND DISCUSSIONS

To introduce my topic, I want to say, that tourism more than any other sphere of activity (except of course agriculture) depends on natural environment, which represents, we can say, raw material of it, the subject and the field of activity.

Relief, woods, rivers, lakes, seas, natural monuments, mineral waters are components of natural environment; these are considered tourist resources and provide activity of recreation tourism, healing, cultural tourism, hiking, etc.

Natural resources are natural elements, such as: water, air, rocks and so on, and natural forces: wind, volcanism, earthquakes. After the sphere of their development, they can be industrial, agricultural and of recreation.

All this one give the sustainable development of tourism and of the place where this one are localised. The concept of sustainable development has emerged in the seventies due to the general concern about the global environment, as a result of pollution and an increasing usage of sources for raw materials and energy. Sustainability means the rearrangement of technological, scientific, environmental, economic and social resources in such a way that the resulting heterogeneous system can be maintained in a state of temporal and spatial equilibrium, while a sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

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I should say, that climate has significant influence on the choice of a leisure travel destination. The majority of leisure travelers seek reliable, warm (or, for winter sports, reliably snowy), destinations in exchange for their normal place of residence. Just as climate is a powerful influence on leisure travel demand, it follows that climate change has the capacity radically to change the nature, pattern and seasonality of international travel.

A part of the vegetal production system

The analysis of the vegetal production starts from a general image which shows the way exploitation land is divided, with its main categories of use.

A part of the animal production system

As it was first mentioned, the exploitation give as an example has a zootechnical sector formed by 4 cows, 3 calves (under 6 months), 1 bull (14 months), 4 pigs, 2 horses, 30 hens and 30 chicken.

The rational use of the family work time

In order to organize in an efficient way, an agrotouristic activity, the family and the farmers must have three essential resources: the living space, agroalimentary produce and working time more than the family and pension require. From the analysis made so far it is shown that the observed has space and products enough for marketing. Next, the family's time is being checked in order to establish of it enough to carry on a normal agrotouristic activity.

For this, we have analyzed the use of the working time and the total reserves of time for an entire year, situation presented in the table V33; and we have mad a graphic of the investment of time of the family in the exploitation.

These data show that actual activities take up to 51,31 % of the family's time, the real of it 44,69 % is available for their activities, which means that this family of farmers has the necessary time resources needed to organize the agrotouristic activity. Another important aspect that must be known is the distribution of available time during the year in order to establish the periods when the family can receive tourists.

For this the graphic of the investment of time was made.

Indicators of the accomodation efficiency

The most representative indicator specific to the accommodation activity is the coefficient of capacity use (ccu) as a relation between the capacity of accommodation at a certain point or during a period of time (number of tourists, number of overnight stays, number of days) and the maximum capacity of accommodation (number of rooms and functionable days) after the formula:

$$ccu = \frac{Nr_{dt}}{C_{max}}$$

where:

Nr_{dt} – number of days tourist;

C_{max} – number of functionable days.

The indicator shows the occupancy level of the accommodation capacity of the agrotouristic activity.

Taking in consideration the accommodation capacity of the agrotouristic pension „Poiana”; the expenses made, we try to present an analysis of the economic efficiency of the agrotouristic activity.

In order to analyses the agrotouristic activity at the pension „Poiana”, the necessary data gathered from the unit must be presented as it follows.

Table 1

The performance of agrotouristic activity

| No. | Specification | U.M | Value |
|-----|---|----------|------------|
| A | Total income (V_i) | lei | 168.680 |
| 1 | - total expenses (Ch) | lei | 48.900 |
| 2 | - total active from exploatation | lei | 216.918 |
| 3 | - capital permanent | lei | 314.120 |
| 4 | - The labor number (N) | nr. | 5 persoane |
| 5 | - the number of turist –day (NZT) | nr. zile | 170 zile |
| 6 | - the number of functional days (C_{max}) | nr.zile | 365 zile |
| 7 | - The investition values | lei | 170.000 |
| 8 | - gross margin | lei | 168.680 |
| 9 | - The profitului from food activity | lei | 84.340 |
| 10 | - The volum of food sold (D) | lei | 133.640 |

The performances in the agrotouristic activity

The data are linked to a period of one year. The achievements of the agrotouristic activity at the pension can be highlighted using indicators expressed in absolute size and also in relative size.

- Gross profit (P) – expressed as a difference between obtained cashing © and the resulting expenses from the production (Ex).

$$P = C - Ex = 168,680 - 48,900 = 119,780 \text{ lei}$$

- Net profit (P_n) – part of the gross profit registered after taxes and probable losses.

$$P_n = C_i - T_p = 119780 - 19164,8 = 100616 \text{ lei}$$

- Rate of profit (R) calculated with the formula:

$$R = \frac{P \times 100}{R_s}$$

where: R – rate of profit;

P – profit;

R_s – rate of sales.

$$R = \frac{100616}{49900} \times 100 = 205,75 \%$$

Taking in consideration the results of the calculated indicators which express profitableness of the activity and the fact that the touristic product realized in the observed unit is in progress newly – launched – we can draw the conclusion that the performances are situated at a higher level, the managerial activity being efficient.

The achievement of the agrotouristic activity can be analyzed studying the economic profitableness (the efficiency of using the total asset or a part of it) and the financial profitableness (the efficiency of using the capital).

These next indicators suitable for the profitableness can be calculated.

The rate of economic profitableness of the exploitation

(Refe) calculated as a relation between the result of the exploitation and the assets of exploitation (immobilized asstes + circuland exploitation assets).

$$Refe = \frac{\text{The result of exploitation}}{\text{Assets of exploitation}} \times 100 = \frac{100616}{216,918} \times 100 = 48,38 \%$$

The rate of financial profitableness calculated using the formula:

$$Rf = \frac{\text{The profit for the period before taxing}}{\text{Permanent capital}} \times 100 = \frac{119,780}{314,120} \times 100 = 38,13 \%$$

The economic and financial profitableness also shows that the efficiency of the agrotouristic activity is good although it started a year ago, and during this period, promoting the ofer was not a major priority.

Calculus of indicators which reflect different parts of the agrotouristic activity at the pension.

General indicators

Average cashing per day – tourist

$$Ct = \frac{\text{Volume of total cashing}}{\text{number days/tourist}} \times 100 = \frac{168,680}{170} = 992,25 \text{ lei}$$

In average, the agrotouristic pension cashed in 992,25 lei per day/tourist. The value of the indicator can rise if the action of promoting increase which they intend to), it would also reduce seasoning of the activity.

CONCLUSION

After analyzing the method of arranging the agrotouristic farm „Poiana” it was noticed that it is advantageously situated in a territory with an extremely valuable patrimony.

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The analysis of the net result of the agricultural activities showed that after making a calculus based on the foreign currency, the conclusion is that this type of household can become economically successful.

The calculus can be applied to all households, but in the paper it is presented the steps that each group of farms must undertake in order to develop in the agrotouristic system.

We consider this studies to be very useful for the localities in the mountaneous area because the obtained results by countries with tradition in the development of agrotourism can represent a very example for our country which has a strong agrotouristic potential.

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