THE TOURISM, ONE OF THE MAIN FACTORS IN ECONOMIC DEVELOPMENT

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Tourism represents today, undoubtedly one of the phenomena which dominate the all world, one of the most profitable segments, of the global economy, unique, in its dynamics, multiple motivations and great variety of ways of manifestation.

The effect of the fund Lawn our country was the development of over 4 million households, most of them with a sustenance character.

The agrotouristic politics favorable to develop exploitations of economic dimension, the liberalization of the land market and the development of co-operative relations, all ensure proper conditions for the households.

The rustic household in the mountaneous area of the Suceava County is strongly anchored in the natural environment, socio-economic and traditional conditions having viable economic alternatives in future.

In order to make it diverse and efficient, the agrotourism activity at the level of studied farms should respect the following:

Elaboration, at the locality level of a small touristic guide (at the tourists disposal), which should contain: the presentation of the area, the map of the area, possibilities of hiking, museums, marks, beauty spots, springs etc., which must give the tourists complete information about the offer, as well as about tha may in which they can integrate;

Improvement of personal touristic folder, by its printing in more languages of international use;

Hoping that the agrotourism will develope, more and more, at the analysed farm, we suggest the organization of information and proposals of diversification in the agrotourism activity of the farm, things which should be given to tourism agencies through different tourism intermediaries in the whole country.

Analysing the current situation, we can assert that agrotourism is developing in satisfying conditions, with results north to be mentioned.

***Key words**: tourism, economic development factors, analysis, touristic guide*

Agroturism comprises all the touristic activities unfolded in the rural area, outside the areas destinated to”the tourism of lights” (in cities),”the blue tourism” (seaside), ”the health tourism” (in spas), and ”the white tourism” (in mountaneous areas).

The agro-touristic potential in the Romanian village is extremely complex, comprising natural and cultural-historic elements of great variety and touristic attraction.

Thus, two agricultural households were analysed, each of them having different activities, one of them performs the agro-touristic activity besides the agricultural one.

The analysis of income and costs at the agro-touristic pension (household A)

The agro-touristic pension is situated in Chiril Village, Crucea commune, 29 km away from Vatra Dornei municipality. It is located at the feet of the Rarău Mountains and also on the course of Bistrița River.

The pension is placed in an area that offers very good conditions of spare time spending. It has an accommodation capacity of 20 places, in 2 and 3 persons room as it follows: 4 family rooms, 4 double rooms, equipped with all utilities necessary to perform this activity. The management staffs are represented by the members of the family and there are two more persons hired, one full time and one part time.

Table 1

Total investment in Agrotourism activity

	Investment in:	Unit-$	Value	Percents
1	Pension building	$	26052	91,59
2	Facilities (showers, etc)	$	1302	4,58
3	Fence (wall)	$	466	1,64
4	Inventory	$	622	2,19
5	Other	$		
	Total		28443	100,00

The initial capital requirement is usually higher in relation to average agricultural household income. Because the agricultural household A can not be afford it is need barrow money from bank or other sources. For payback of the investment value in this projection was use the actual interest rate (14 %) from Romanian Bank from investment in RON currency.

Because the risk is increasing in case of borrow money, farmers who want to implement agrotourism activity in agricultural household should examine the particulars of their own situation; the agricultural household location, the characteristics of their land and natural resources and the potential consumer population of the surrounding area. They should also assess their own individual strengths and interests regarding agrotourism activity. The implement new activity may also reflect the financial needs and liquidity problems of the agricultural household.

Table 2

Agrotourism expenditure (4 double rooms)

	Item	Unit	Value	Percents
1	Energy	$	397	11,35
2	Employers expense	$	2239	6,39
3	Tax for social protection	$	671	1,92
4	Medical fees	$	156	0,448
5	Raw materials	$	13435	38,391
	Drinks	$	10076	28,79
	Repairs, maintenance	$	622	1,77
	Tax for added value	$	4467	12,76
	Total direct costs	$	21210	60,61
	Interest rate	$	12738	36,39
	Administrative expenditure	$	933	2,66
	Miscellaneous	$	113	0,324
	Total variable costs	$	13784	39,39
	Total	$	34995	100,00

The surface of agricultural land owned by the agro-touristic farm is 2,50 ha, of which 96.8% arable land that is exploited in order to obtain produce, part of them for domestic consume, and the difference for capitalization through agri-tourism.

Table 3

Land use

Land use	Surface of agricultural land	%
Agricultural land	2,42	96,8
Non- agricultural land	0.08	3,2
Total	2,50	100

The animal force is formed by 2 cows, 2 calves, 2 pigs, 20 hens and 20 chickens (*table 4*). The only produce sold on the market in order to obtain profit, are the dairy produce and a part of meat production.

Table 4

Land use

Effective structures	**Number**	**Stock Value (RON)**
Cows	2	5400
Calves	2	3000
Pigs	2	600
Hens	20	240
Chickens	30	90

The value of a cow is 2,700 RON, thus the value of cows stock is 5,400 RON, also 1 calf represents 1,500 RON, resulting, thus, a value of 3,000 RON for 2 calves. The value of pigs stock is 600 RON which represents that a pig costs 300 RON. Concerning the value of bird stock, a hen is 12 RON and chicken is 3 RON/piece. Thus results the total value of animal force income is 9,330 RON.

The touristic activity performed by this household leads to an annual revenue influenced by the accommodation cost which includes a meal, and by the pension's extent of occupancy, as it follows:

The extent of occupancy

When establishing the accommodation costs, there must be into account the personal expense and the costs perceived by the other pensions in the area, as well as the expenses of raw materials and consumer goods.

Out of 365 days in a year, the pension is occupied only for 205 days; nevertheless, the profit obtained from accommodation is of 52,550 RON. The household has total annual revenue or:

Ti = income from zootechnical production + Income from agricultural production + Income from tourism activity

Ti = 11,100 + 15,202 + 52,550

Ti = 78,852 RON

The household costs are distributed and the incomes too, an categories: costs of zootechnical production, costs of agricultural production and costs of tourism activity.

Costs of animal production

The total costs of animal production are of 6,161 RON, with annual revenue of 11,100 RON. Regarding the costs of production on crops, these are determined: costs of fertilizers and seeds or saplings, of transport of the products from the harvesting place to the3 storage one, these costs include costs of fuel, labour, costs of mechanical field works (weding, harvesting), costs of seasonal labour, all these depending on crop and on fluctuating costs.

The structure of the costs of production on crops

The highest costs of production are recorded at fodder plants, 1,545 RON, followed by potato crops with 1,125 RON. The fee on property is 450 RON, total on the whole arable surface.

The value and structure of costs in tourism activity

The presented data shows that the highest weight (one third) is represented by costs of salaries, followed by the costs of electricity (16.38%), costs of food acquisition (12.72%), annual liquidation (11.37%), insurance and social services (9.10%), restorations (2,95%) and advertising (2.28%) out of the total costs.

At the agrotouristic pension, the costs added are those of agrotouristic activity: 43.940 RON, thus the total costs are of:

c = costs of zootechnical production + costs of crops production + costs of agrotouristic activity

c = 6,161 + 3,884 + 43,940

c = 53,985 RON

Analysis of profit and costs in an agricultural household (household B)

In the first household practises, the agro-touristic activity and owns a land surface of 2.50 ha, the second analysed household practises only agriculture, the income resulting from agricultural produce marketing (milk, meat, potatoes, vegetables).

Among these is remarked the rate of profit calculated according to the formula:

R = P/RS x 100 or R = P/C x 100 where:

R – rate of profit; P – profit; RS – rate of sales; C – total costs

- household A has a rate of profit of:

R = P/C x 100

R = 24,867/53,985 x 100

R = 46.06%

- household B has a rate of profit of:

R = P/C x 100

R = 9,795/8,423 x 100

R = 116.28%

The economic profitability means the efficiency of total or part of the assets utilization. It is expressed through the rate of economic profitability which should be superior to the rate of inflation. A sufficiently high rate of economic profitability should allow the renewal and increase of fixed assets in a short time. The rate of economic profitableness is based on the profit for the period and the total assets, thus:

PR = (profit for the period before taxation/total assets) x 100

- household A has an economic profitability of:

PR = (24,867/35,600) x 100

PR = 69.85%

- household B has an economic profitability of:
- PR = (9,795/11,750) x 100
- PR = 83.36%

The financial profitableness is estimated through the rate of financial profitableness of long term capital, and through the rate of profitableness of personal capital calculated according to the formulas:

FPr = (Profit for the period before taxation / long-term capital) x 100, where: long-term capital = personal capital + medium or long-term credits

- household A has a financial profitability of:

FPr = 24,867/42,750 x 100

FPr = 58.17%

- household B has a financial profitability of:

FPr = 9,795/21,400 x 100

FPr = 45.77%

From the presented data can be noticed that both of the households are lucrative, but the agro-touristic pension has a higher profitability compared to the common household. Having a net profit of 3978.72 RON and a rate of economic profitability of 69.85%, the pension can afford to invest in new objectives.

CONCLUSIONS

The standard small agricultural household can be motivated to implement new activity because there is a lot of other advantage: Agrotourism activity build rural development and increase the job opportunities;Assure continuity of agricultural activity in mountain region where the agriculture is very poor; Authentic products and unique experience are made available to the agricultural households; Provide opportunities to show which products will be important in future, established crops that are needed for consumption in restaurant; In conclusion Agrotourism activity can provide additional income to farmers and rural community. It can provide additional supplement revenue that can make a difference between a profit loss for agricultural producers, agribusiness and rural community. It is a way to “add value” to crops and livestock currently grown on the farm. It also has the potential for building relationship between agriculture and industry.

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