

THE KIND OF AGROTOURISTIC PENSION ORGANISATION FROM MOUNTAIN REGIONS

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The work is emphasising one the kind to arrange of agrotouristic pension from mountain regions. The agrotouristic mountain pension is a production and consumption unit, its income having the purpose to satisfy totally or partially, the needs of the family. The agrotouristic farm with a sustenance character, generally small sized, produce for self consumption or combines consumption, the autarchy of production with marketing variable quantities of products.

The analysed case allows highlighting some aspects which must be taken in consideration when an increase of tourists in the mountain area is wanted:

1. The quality of touristic services which include fitouts, but entertainment and diversification of the menu too.

Regarding this aspect it is necessary the continous forming of the staff and family in order to perform a very good touristic reception (eg. foreign languages courses).

2. Concerning the necessary equipment, which must be in accordance with the questions a tourist may ask when he gets to the host, it is necessary the permanent attention to small details which are of great importance (night lamps, curtains, silence on the hallways, the noise generated by the children s playing ground.

3. The touristic promotion must be a continous process. This can be made by the owner or by a specialized organization.

Key words: *agrotouristic, pension, mountain, consumption, efficiency*

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

Once they get here (a place situated between The Red Lake, Cheile Bicazului, Durău and Toșorug. Care where many traditions are preserved), the tourists have multiple touristic spots at once, thus the success of our farm is guaranteed.

The efficiency of agricultural mountaneous household

In Bicazu Ardelean locality there is a wide range of mountaneous household dimensions. Out of the total number of 1748 mountaneous households, more than 75 % of them have surfaces of agricultural land smaller than 2 ha.

At these households, the arable land is of maximum 1,5 ha and the analysis performed proved that only the households owning over 2 ha of land and especially those with 3 ha can produce income that is able to cover the current costs of the family members, owners of those households.

So that we prove the above assertion, we made a study on a household, part of the third group concerning dimension, whose surface is about 2 – 3 ha.

The analysis of agricultural production

If we consider the agricultural production of the exploitation as a system we can notice the two smaller parts of it: the vegetal production and the animal production.

The analysis of the way of land use: the analysis starts with a general view which shows the way in which the land is divided, on the main categories of use, then the analysis goes further, studying the agricultural land and its division on crops and production. As the unfolded analysis shows, the land of an exploitation is divided in the following categories of use: agricultural land and non-agricultural land.

The data in the *table 1* show that the biggest surface of the land possessed by the exploitation is agricultural, being used for field crops, vegetables, hay, trees, vineyard. The biggest part is represented by the arable land (42,37 %) and hay field (33,90 %), meaning together 76,27 % out of the total land. The favourable conditions for fruit tree growing and vineyard made that 16,10 % of the exploitation land to be affected for fruit trees and 5,65 % for vineyard.

Table 1

The way of using the land

Nr.crt	Land use	Area ha	Weight %
0	A	1	2
1	Agricultural land:	3,47	98,02
	- arable	1,5	42,37
	- hay field	1,2	33,90
	- fruit growing	0,57	16,10
	- wine-growing	0,20	5,65
2	Non-agricultural land::	0,07	1,98
	-buildings and courtyard	0,070	1,98
	Total	3,54	100,00

It is noticed the will to cover the family consume needs and also the animal's needs also in order to ensure the human necessity of animal protein in the family.

The structure of crops in the household which is typical for the households ensemble of the locality (*table 2*).

The main crops are represented by corn, autumn potato, and sugar beet. Also, the household has a small vegetable garden (0,05 ha) where are tilled species of plants which are not sensitive at high or low temperature (tomatoes, carrots, parsley, autumn cabbage, onion, garlic, radish and lettuce).

The household has a surface of 0,25 ha tilled with beet and 0,15 ha with oat, this production being used to feed the cows. Besides the arable surface, the household also has a surface of natural meadows of 1,2 ha, used is hay field.

Analysing the purpose of the vegetal production is very important in the study we make because it allows us to see if the analysed exploitation has alimentary resources exceeding the needs of self consume, for tourists feeding at the farm and the possible selling of produce "at the farm" directly to the tourists hosted or to those passing through the locality. In table, can be seen the distribution of production on its two destinations.

Table 2

The destination of vegetal production for self consume and marketing

No	Crops	Quantity of production	Which from:				Index of sold production %	Value of production lei
			Foragers	Autoconsumption	Agroturism	Sell		
		Kg	Kg	%	lei	Kg	%	
0	A	1	2	6	4	5	6	7
1	Maize	1425		0	1125	0,00	0	787,5
2	Beet	1250	1250	0	0	0,00	0	0
3	Potato	17600		84,46	7000	8600	84,46	7000
4	Oat	480	480	0	0	0,00	0	0
5	Kitchen garden	750		0	550	0,00	0	1100
6	Which from : tomato	500		0	0	0,00	0	0
7	Total arable	0		0	0	0,00	0	0
8	Hay field	8400	8400	0	0	0,00	0	0
9	-fruit growing	8550						
10	-wine-growing	1400						
11	Total agricultural land							8288

In this table are presented all the agricultural produce of the exploitation which contribute to ensuring the exploitation selfconsume and the family's as well. As it is noticed in table 5, the majority of vegetal produce is destined to selfconsume and selling – 50 % and more, up to 95 % of plum production volume which turns into alcohol in order to be consumed or sold. The big quantity of tomatoes held in the exploitation serves to consume in fresh shape or to be preserved as tomato sauce, tomato juice and tomatoes in sauce. From the data presented above can be conclude the fact that although the exploitation surface in the mountains is reduced, the exploitation, it self has a great marketing power of agricultural produce such as potato (8600 kg), taking advantage of the small distance to the market in Bicaz. Anyways, the exploitation has agro-alimentary produce cover the needs of tourists feeding, in case of its development of agrotourism in the farm.

In other words, cause of the less favourable conditions for agricultural crops, the lands of the locality, being situated in area III of fertility, the production obtained on ha are relatively low, the soil fertility being improved by fertilizers.

The analysis of animal production

The value of annual production is calculated by multiplying the volume of production obtained in the exploitation with the price on the market of one measure of these.

We present in *table 3* the dimension of average production at animal produce.

Table 3

Average and total animal production

No.	The structure of animals	Number of animals	Production	U.M.	Production	Total quantity
1	Cows	2	Milk	l	4500	9000
2	Bull-calf	2	Veal	kg	60	120
3	Pigs	2	Pork meat	kg	100	200
4	Birds	50	Chicken meat	kg	20	1000
5	Birds	50	Eggs	No	170	8500

As it was mentioned at the beginning, the exploitation taken as example has a zootechnic sector as well and that is formed of 2 cows which have about 4500 litres of milk per year each, 2 pigs which give a total of 200 kg meat, 20 chicken which mean about 20 kg meat and 50 hens which make about 8500 eggs per year.

The animal production obtained in the household ensures only partially the necessary for the personal household. A part of these needs are ensured by shopping from other regions of the county.

Table 4

The net result analysis

No	Specification	U.M	Value (ROL)
1	Income from vegetal and animal production	Lei	33.078
2	Income from animal production	Lei	14.705
3	Income from vegetal production	Lei	18373
4	Income from agroturism activity	Lei	248400
5	Total income	Lei	281.478
6	Total expenses for accomodation	Lei	27.200
7	Total expenses for accommodation	Lei	26143
8	Total expenses for prepare of meal	Lei	1057,13
9	Profit from agricultural activity	Lei	5.878
10	Profit from agroturism activity	Lei	221200
11	Profit from total activity	Lei	227.078
12	Tax on profit	Lei	36332
13	Net results	Lei	190.745
14	Rate of profit	%	350,63

The analysis of income and costs

In the incomes groupe we included those incomes obtained through produce selling. In the analyzed household, these incomes are completely consitued of animal produce marketing. The rest of the produce obtained at the household is destinated to selfconsume.

During the summer of 277, the farm was fully occupied the entire 92 days (June, July, August, September). We take in consideration the fact that each day there were accommodation and that each paid 25 euro per day for accommodation and complete service.

The income from the touristic activity : 25 euro (tariff) x 30 (tourists per day) x 92 (days) = 69.000 euro. The currency being 3,6 lei an euro, we come up with the sum of 248400 lei. So the incomes are higher than the cost.

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 study 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.

CONCLUSIONS

Being close to Cheile Bicazului (which are visited not only by the common people, but also by the alpinists), it would be profitable to create a renting facility, next to the carpentry shop, which to possess climbing equipment. Thus, a new segment of potential consumers is drawn.

Because in the area close to the pension there are three possible touristic spots: Poiana Stănilor, Poiana Sură and Trei Fântâni, many hikes can be organized. The region is also rich in mineral waters and this should be exploited. During winter time, a renting centre for sleighs and a safe slope should be arranged.

During holidays, in the living – room or in the orchard, a special place could be arranged for plays performed by the local theatre group once a month. On a surface of 1,5 ha, an agrotouristic halt should be constructed; the land belongs to the farm which can use it for humanitarian causes sheltering poor children. It would be better if other farms join these activities, especially young intellectuals who can realize projects meant to promote the region and to properly arrange two caves: Toșorog and Muncicelu and the ethnographic museum Pârâul Caprei. In order to improve, the renown of the agrotouristic farm and to have a better exploitation of personal products, the owner will always be looking for novelty, new touristic arrangements, will personalize and diversify their offer. Thus, the tourists will always be pleasantly surprised and eager to stay at the pension.

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