

THE EVALUATION OF AGRO-TOURISM EXPLOITATIONS PROLEGOMENA IN ORDER TO DEVELOP THE AREAS WITH AGRO-TOURISM VOCATION

I. BRAD¹

¹Facultatea de Management Agricol, USAMVB Timișoara
e-mail: i_brad_tm@yahoo.com

The worldwide social development, the tendencies concerning the need to spend the leisure time in a pleasant and diversified way generates the premises of the organized development of the rural tourism. For these requests the rural tourism should develop a management system whose objective function is to be ready to harmonize the natural environment and the farm household to meet the needs of modern tourists. Starting from this realistic premise, this form of complementary activity, with a pronounced seasonal characteristic of reception and hospitality, made by individual farmers or associates, but also by members of their families using their own household / farm or a rented one so that the activity should be in a complementary relationship with related activities like land cultivation, forestry and livestock, which should still be the main activity.

Key words: *rural tourism, the Romanian village, social phenomenon, restrictive factors*

By its millenary existence, the Romanian village represented the continuity line of our people on Romania's territory, as an adaptation to the geographical environment, which was the crucible of its formation, of its culture and civilization. For millennia the traditions, customs, folklore, folk art have perpetuated, transmitted by the contemporary folk creators who take forward the ingenuity and accuracy. This treasure is kept in most of our villages, but particularly in those in mountain and hill areas, so it is necessary that the village remains the keeper of the Romanian authenticity.

The agro-tourism potential of the Romanian village is particularly complex, containing a variety of attractive natural, cultural and historical elements. Along with the natural, the Romanian rural area benefits from an ethnographic potential of great originality and authenticity. Considered to be a specific social and economic phenomenon of modern civilization, tourism is strongly anchored in society's life and as such, it is influenced by the evolution of the society.

MATERIAL AND METHOD

The purpose of this study is represented by the scientific foundation and development of solutions, methods for sustainable development of farms, food

production, improvement of quality of life and sustainable rural development in Romania. The establishment of modern methods for increasing the competitiveness of individual farms, of agricultural products and the improvement of services adapted to the requirements of internal and external market in conformity with the requirements of a sustainable development.

Adapting a management system concerning the agricultural production, the optimal size of the farms for total tourism, the introduction of integrated systems to ensure agricultural activities and services, and not least the development of marketing strategies for the recovery of products / services.

RESULTS AND DISCUSSIONS

The specific legislation of the Romanian rural tourism. The development of rural tourism, including agro-tourism, required, and still requires legal rules governing the conditions, forms, territories, relationships and other aspects that characterize this activity. These rules represent a package of laws, regulations, instructions, etc., in larger or smaller number, with greater or lesser influence on the tourism activity and with a specific content for each region and differentiated in areas, influenced by natural, economic, social, traditional and practical effect on those who practice tourism.

The agro tourism pensions are considered receiving structures which will not have an accommodation capacity of more than 8 rooms, operating in the homes of farmers or in independent buildings that provide tourist accommodation in specially designated areas and conditions to prepare and serve meals, and also the possibility of participation to household activities, or crafts. In the agro – tourism pensions, the consumers of this type of tourism are offered meals prepared with natural products, mainly from their household or other authorized local producers and the hosts / farmers receive directly the tourists and they are responsible of the tourists program during the stay. To not move, or even replace the main object of activity in the agro – tourism hostels at least one form of activity must be deployed related to agriculture, livestock, cultivation of different types of plants, orchards or carrying on a craft, with a workshop which shows different items of crafts.

Also, in order to meet these demands, those activities must be conducted continuously or according to specific and seasonality, and to have a recurrence characteristic. In order to respect the motivation of the occurrence of this type of tourism, from the consumer's point of view, the placement of the tourism hostels must be in pollution free areas and far from any other element which could harm the health or life of tourists. The equipments from the rooms and from the sanitary areas which are meant for tourists will be used only by them. In the tourists' territory, the personal things of the owners are not allowed (cloths or shoes, trinkets or any other object which could disturb the tourists). In case when the spaces for the meals reparation and serving are also used for consumers from outside and the number of places for dining is larger than the accommodation places, but not lower than 40 places, those spaces are classified as public food units, according to the regulations of the Ministry of small and average enterprises, commerce, tourism and free professions.

The importance of implementing a efficient management system in the agro-tourism farms. The main objective of the organization of rural tourism is the

rational combination of the three major resources, namely land, capital and labour. Regardless the size, they are found in each Agro-tourism unit. Their level of intensity depends on each farm capacity. Thus, an agro – tourism unit that uses more the natural capacity of the land and labour will be doomed to conduct an extensive production activity, while the unit valuating the land and labour potential by investing capital, its activity will have a highly intensive character, especially if the amount of capital will be higher per unit of output.

In general, according to the legislative framework, an agro-tourism household must have an area between 200-600 m², consisting of the following elements: living house, household annexes and stable. The residential house occupies an area between 50-200 m², including sleeping quarters, kitchen, bathroom, corridor, all rooms with heating source. The household annexes make the transition between the house and the stable and are composed of a workshop (for woodwork, pottery, etc.) and a storage room. Here are kept also the tools needed for field work and the household inventory. The stable should include the compartment for large animals (cows, horses) and for small animals (poultry, pigs, sheep) having electric lighting and the garbage disposal is done manually. As for yard it is recommended to be limited by a wooden fence and at its extension to have a garden to grow vegetables for the need of the owner and his family. In the garden the owner can also have different fruit trees and at their shelter to have several hives of bees. The agro – tourism household family usually consists of 4 persons (husband, wife, son and daughter) and can also own arable land or forest, thereby achieving an average living standard. The production structure is characteristic for peasant households which can provide the most for their consumption. In an agro -tourism household from the products obtained the owner should offer tourists home made products like: bread, fresh vegetables, fruits and especially dairy products and fresh milk, eggs and poultry.

Therefore, the agro – tourism household must calculate technical and economic indicators structure. The calculation of these indicators can be achieved by means of recording sheets of material and human resources consumption, in the form of material and labour costs, founded from technological and economical point of view. The incomes are registered in the same document, specifying the production income realized from primary and secondary production, from the two branches (vegetable and animal). The material and human consumption are registered in the technological sheet in the chronological order of the production technology realization, specifying the required amount per unit area and the price for the services realized by third parties.

Romanian tourism prolegomena. The rural tourism and agro-tourism, unlike other forms of tourism, should be based on the natural, religious, folkloric and ethnographic, architectural and gastronomic heritage which is specific to each agro – tourism area. Today, although there are some positive signals for extending the rural tourism, however some restrictive factors are blocking the development of rural tourism at the capacity offered by the landscape and traditional culture. Thus, part of the present study was focused on identifying the restrictive factors, which

block, I would say, on "purpose" the development of rural tourism and agro-tourism. As a first aspect, and perhaps the most important, is the infrastructure represented by roads, railways, banking, postal and phone, fast and reliable internet services, etc, which creates a barrier between the consumer and agro – tourism service offer, in the conditions where in EU -15 these restrictions have been eradicated since the late '70s of the last century. Another limiting factor of rural tourism development in our country is the quality of housing conditions at the farms and buildings in the Romanian village from hills and mountains, which are modest and not rarely, are even unacceptable even for the less demanding tourists segment.

In the context where after the post-December events the education level and the degree of qualification and professional formation fell across Romanian society, also this area was marked by these events. Today the vast majority of agro – tourism households where this type of rural tourism is deployed, the human resources is poorly trained with minimum knowledge in this field and the most of them don't know a foreign language.

All restrictive elements discussed above come to support the fact that the insignificant percentage of 0.1% of Romania's rural economy comes from agro-tourism, compared with 4.4% in EU countries, is an important economic indicator for the state of Romanian rural tourism.

CONCLUSIONS

The investments are needed in rural tourism, in the allocated resources field (educational, financial, infrastructure, etc.). The agro-tourism, by its specificity of internal food consumption in the household where it was produced, has the function of boosting the economic capacity of peasant households.

The agro-tourism policies must stimulate the advantages of rural tourism, meaning tax exemption, reducing tax pressure for decreasing the prices and maintain the traditional customers, the individuals from urban areas with modest incomes, or, why not, the foreign tourists who want to know and interact directly with the area's rural traditions.

The development of rural tourism is based on the need to find solutions for rural households, meaning the increase of the incomes by valuating their economic potential, developing the hosting services and valuating their own and local products.

BIBLIOGRAPHY

1. Neacșu, N., 1999 – *Sustainable development and tourism*, Editura Expert, București.
2. * * * – ANTREC – *Methodology standards concerning the classification of receiving structures*.
3. * * * – ANTREC *Newsletters* – București, 2000-2009.
4. * * * – Romanian Academy – *The National Institute of Economic Research*, The Agronomic economy institute.