

INCREASE EFFICIENCY ISSUES IN AGRICULTURAL AREA FARMS MOUNTAIN BY IMPLEMENTING TOURISM

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Abstract

Today we cannot talk about one agricultural household economy, which are based just on agriculture. The diversification process and integration of more economic branch give essential change in agricultural household economy structure in the life of the rural and the habitants of this. Among a lot of activities that are presented now in mountain region of Romania one important role and with expansion tendency are represented by Agri-tourism activity. Also, agri-tourism activity has become a new type of agricultural management in rural, which helps farmers break through current management difficulties for medium size farms.

The goal of the study is to calculate the economic possibility for development of agricultural households from mountain region in Romania. They can develop by increasing farm size or by introducing new activity (e.g. agri-tourism). Last possibilities will be analyzed in this study.

The initiation of agro tourism activity at one pension 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. Agri-tourism is special, nothing compares with all the possibilities given and the content after such a trip. You will come back to the authentic vibe and the friendly hosts. The accommodation is made in agro touristic pensions with a capacity of maximum 20 rooms, this means that the population from a particular accommodation unit is not too numerous, offering the chance of making new relations, friends.

Agri-tourism offers different possibilities of entertainment, more than in urban area. I enjoy everything connected to the touristic arrangement because it involves a thorough research of an area and a lot of imagination.

I consider tourism an extremely beneficial activity for the tourists who can relax and forget the daily stress and worries and also for the service performers in this field who obtain economic advantages.

Key words: agrotouristic activity, pension, management, traditional

This paper brings to discussion the manner in which the agrotouristic farm from the mountainous region should be arranged. At the beginning, theoretical notions about the subject were presented, starting from general to particular and then the way in which these things are found or not in reality. For a more practical study of this theme we have chosen the agrotouristic farm „Stanisoara” from Malini, Suceava county.

We consider tourism an extremely beneficial activity for the tourists who can relax and forget the daily stress and worries and also for the service performers in this field who obtain economic advantages.

MATERIAL AND METHOD

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

- Identify and elaborate, 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 the way in which they can integrate;

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

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

RESULTS AND DISCUSSIONS

The market to which the tourism operators address to in the mountainous area is represented by the population (local or not) which visit these places. Among these, the majority are persons of different ages, but less old persons, with education level which is not the same for all, having average

and high incomes, persons who love nature and sport, practicing different sports. This, it means they are full of energy and always searching for something new.

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 favorable conditions for fruit tree growing and orchard made that 21,70 % of the exploitation land to be affected for fruit trees.

Table 1

The way of using the land

Nr.crt	Land use	Area	Weight
		ha	%
0	A	1	2
1	Agricultural land:	3,47	98,02
	- arable	1,5	42,37
	- hay field	1,2	33,90
	- fruit growing	0,77	21,175
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 household's ensemble of the locality (*tab.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 analyzed 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 posing 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	Agro-turism	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	Total agricultural land							8288

In this table are presented all the agricultural produce of the exploitation which contributes to

ensuring the exploitation selfconsume and the family's as well. 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 Malini . Anyways, the exploitation has agro-alimentary produce cover the needs of tourists feeding, in case of its development of agro tourism in the farm.

In order to perform an efficient activity which can integrate in the touristic development of the social-economic system in the area, some principles must be followed in the touristic arrangement:

- The principle of harmonious integration of constructions, infrastructure and touristic equipment with the conditions of touristic natural outfit must increase and not diminish the value of resources through location or inadequate architecture;
- The principle of flexibility or of evolutionary structures – according to which the building must possess multifunctional outfits;
- The principle of colligating the main activities with the secondary reception – in accordance with which it is pursued the proper development of activities and outfits with relaxing character, able to fulfil the demands of contemporary tourism, a type of active tourism;

The efficiency of agricultural mountainous household

Presentation of agrotouristic farm „Stanisoara”.

The agrotouristic farm „Stanisoara” is situated in the centre of mountainous locality Malini in Suceava County, 34 km away from Falticeni town.

In Malini locality there is a wide range of mountainous household dimensions. Out of the total number of 2135 mountainous 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 these with 3 ha can produce

income that is able to cover the current costs of the family members, owners of those households.

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, and then the analysis goes further, studying the agricultural land and its division on crops and production. As the unfolded analysis shows, the land of exploitation is divided in the following categories of use: agricultural land and non-agricultural land.

The agricultural land is also divided in: arable land, land for trees, orchard, meadows, hay fields and the non-agricultural land can be: forest, waters, roads, unproductive.

The data in the table 3 show that the biggest surface of the land possessed by the exploitation is agricultural, being use for field crops, vegetables, hay, trees, and orchard. 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 favorable conditions for fruit tree growing and orchard made that 21,75 % of the exploitation land to be affected for fruit trees.

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The majority of vegetal produce is designated to self-consume 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, itself has a great marketing power of agricultural produce such as potato (8600 kg), taking advantage of the small distance to the market in Malini . Anyways, the exploitation has agro-alimentary produce cover the needs of tourists feeding, in case of its development of agro tourism in the farm.

In other words, cause of the less favorable 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 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.

As it was mentioned at the beginning, the exploitation taken as example has a zoo technic 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.

The biggest part of animal production is consumed by the family. The ware animal production is just 42, 4 % out of the total animal production.

This means that the exploitation has though alimentary resources which are enough for the tourists feeding. In the total animal production and ware, the main place is taken by milk, followed by pork.

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

A. Indicators of the accomodation efficiency

Taking in consideration the accomodation capacity of the agrotouristic pension „Stanisoara”; 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 „Stanisoara”, the necessary data

gathered from the unit must be presented as it follows.

The data are linked to a period of one year. Calculus of the indicators through which the achievements of the pension are determined.

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 (Pn) – part of the gross profit registered after taxes and probable loses.

$$Pn = Ci - Tp = 119780 - 19164,8 = 100616 \text{ lei}$$

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

$$R = \frac{Px100}{Rs}$$

where: R – rate of profit;

P – profit;

Rs – rate of sales.

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

Taking in consideration the results of the calculated indicators which express profitability 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 analysed studying the economic profitability (the efficiency of using the total asset or a part of it) and the financial profitability (the efficiency of using the capital).

The rate of economic profitability 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 profitability 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 profitability 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.

The rate of profit depending on the means which determined it

$$R = \frac{\text{Gross profit}}{\text{Total cashing volume}} \times 100 = \frac{119,780}{168,680} = 71,01 \%$$

$$R = \frac{\text{Gross profit}}{\text{Total costs volume}} \times 100 = \frac{119,780}{48,900} = 244,94 \%$$

As it is showed, the efficiency of the activity is generally determinate by the reduced level of costs.

Productivity of work (w) – the level of use of labour:

$$W = \frac{Vt}{N} \times 100 = \frac{168,680}{5} \times 100 = 33,736$$

The productivity of work at the pension is of a high level.

Indicators of accommodation activity efficiency

The most important – coefficient of capacity use (ccu) – the level of occupancy of the accommodation capacity.

$$ccu = \frac{NAT}{Cmax} \times 100 = \frac{170}{365} \times 100 = 46,57 \%$$

Considering the obtained result, at the moment, the annual capacity accommodation is occupied 46,57 %, although the prices are accessible for a variety of social categories, and the offer is attractive. The solution is the development of promotion.

B. Indicators of the alimentary activity efficiency expressing profitableness of this service:

$$R = \frac{P}{D} \times 100 = \frac{84,340}{133,640} \times 100 = 63,10 \%$$

The level of profitableness in the alimentary field is good, as the result of the indicator shows.

C. Indicators which analyses future investments

The pension starts building a new tennis court.

Indicators which analyses this investment:

- the value of the investment – 170.000 lei
- the duration of the project – 1 year
- the volume of the total cashing after it starts functioning

• the determination of this income is more difficult to make because the construction represents a new base for a new entertainment activity at the pension but for which a fix tax (like in the case of tenting) is not required. It represents a new way to attract tourists whose presence will registered in the overall cashing.

Profitableness of the objective gets higher in case that the forssen advantages will be obtained.

• the duration of recuperating the investment:

$$D = \frac{\text{the value of the investment}}{\text{volume of annual profit}} = \frac{170,000}{100,616} = 1,7 \text{ years}$$

According to the foreseen results, the investment is welcome.

Maximum income of the pension with prices of 100 RON per night.

Number of unoccupied rooms 20

Total number of unoccupied rooms per year (100 %): 365 x 20 = 7300

Best charge for a room. 100 RON

Maximum income generated by the pension during one year:

7300 x 100 = 730000 RON

Number of rooms at a level of 60 % occupancy: 60 % 7300 = 4380

Best price for a room 100 RON

Maximum income during one year 4380 x 100 = 438000 RON

CONCLUSIONS

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

Being close to Malini (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.

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. 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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