

SUMMARY

PhD thesis entitled "Studies on the agrotouristic management in the mountainous and premountainous areas of Bihor county" has 2 parts: first part is a bibliographical study on rural tourism and agro tourism and contains the first 4 chapters, and part 2 includes own research and consists of 5 chapters.

In the first chapter the following concepts are defined: tourism, rural tourism, agro tourism and the current state of tourism, rural tourism and agrotourism in Romania is presented.

Starting from a general definition, Swiss professor W. Hunziker, specialist devoted to the research of tourist phenomenon, defined tourism as *"all the relationships and phenomena resulting from the movement and stay of persons, outside the place of residence, as long as the stay and movement are not motivated by a permanent establishment or a certain activity."* **(Hunziker W., 1940)**

"Rural tourism is a particular form of tourism, covering tourism activity itself (accommodation, hostel, tourist traffic, running programs, basic and supplementary services) and economic activity, usually agriculture, practiced by tourists' hosts (productive activities in the agricultural product processing and marketing of their farm for tourists or business networks), as well the way in which leisure time is spent." **(Alecui I. N., 2006).**

Agrotourism is "a person's moving in a clean rural village, picturesque, with a particular agriculture, completed in residence for at least 24 hours in a peasant household consumption of local products and food and cohabitation observation, assistance and co-participation in local social community by enabling full compliance action." **(Cândeia Melinda, 2001)**

Chapter 2 entitled "Sustainable development, sustainable tourism and ecotourism - needs of economic change" presents the components of sustainable development, the principles of sustainable development and ecotourism.

Sustainable development has the following components:

- resize of the economic growth;
- elimination of poverty;
- reducing uncontrolled population growth;
- conserve natural resources and hence economic development in relation to monitoring the environment;
- diversion of technology;
- rallying from existing decisions on the environment and economy in the world.

(Dumitriu Camelia, 2004; Stoica Maricica, 2006)

Sustainable development of tourism has three principles:

- *development in terms of compatibility with the environment by protecting fundamental ecologic processes, biological diversity and natural resources;*
- *development in terms of compatibility with the local community culture and values, by respecting their right to decide their material and spiritual existence and protection of identity;*
- *development in terms of economic efficiency and effective realization of resources, so that it can be used by future generations.*

(Cristureanu Cristiana, 2006)

Ecotourism, as the main form of sustainable tourism is guided by several principles:

- Focus on nature - the focus is on direct contact with nature;
- Interpretation - integrates opportunities for understanding the nature;
- Environmental sustainability - promoting sustainable tourism practices for environment;
- Contribution to conservation - an active contribution to the conservation of natural areas;
- Involving local communities - helping to increase living standards of local communities;
- Cultural components - protecting local cultures and traditions;
- Customer satisfaction - folding on consumer expectations.

(Benea I., 2005)

In Chapter 3 are presented aspects of rural tourism and agro tourism in some European countries: Germany, Croatia, Hungary, Poland, Austria, France, Spain, and the dimensions of rural tourism and agro tourism in the world: the USA and Asia.

In Chapter 4 are presented the concepts of: touristic market and agro tourism, touristic and agro touristic demand, touristic and agro touristic offer and eco-marketing.

The concept of tourism market means first tourist product market, which is composed of:

- leisure tourism market;
- cultural tourism market;
- historical monuments market etc.

and business travel market in the composition of which enter firms that produce and sell tourism products (tour operators and travel agencies). **(Altman I. S., 2004)**

Tourism demand is the "quantity of a tourism product that various economic agents - individuals, groups - are willing to buy at a time, for different levels of price / rate, other variables are assumed stable." **(Bucur-Sabo Mariana, 2006)**

"The tourist offer consists of the natural and anthropic potential, the production equipment of tourism services, the mass of material goods (food, industry) for tourist consumption, labor specialist tourism activities, tourism infrastructure and marketing conditions (price, facilities etc.). **(Benea M. C., 2005)**

The approach of the environmental marketing concept can be made in light of economic theory and marketing theory. Economic theory approaches the environmental marketing of three perspectives: the concept of sustainable development, innovation and creativity and the role of state in this process. Marketing theory emphasizes social responsibility, social marketing, environmental and consumer marketing mix. **(Dumitriu Camelia, 2004)**

Chapter 5 describes the purpose of research, objectives and methods used in research.

This doctoral thesis has proposed a detailed analysis of the factors in the mountainous and premountainous areas of the Bihor county identifying opportunities for effective realization of the existing tourism potential.

The main objective of the investigations was to highlight agro touristic potential of mountainous and premountainous areas of Bihor county, agro tourism supply characteristics and effects of agro tourism development on local communities.

Other complementary objectives pursued in developing this study agrotouristic concern:

- development of rural tourism trends worldwide and in Romania;
- the role of infrastructure in rural tourism development;
- agro-tourist potential of the mountain region;
- utilizing local resources in agro tourism;
- economic efficiency of agro tourism and rural tourism;
- strategies to develop rural tourism and agro tourism.

In studying the phenomenon of rural tourism, the agro tourism and its management is remarkable both nationally and internationally using a number of ways. None of them is

considered ideal. Each method presents both advantages and disadvantages, which make it necessary to find ways to contain the phenomenon of tourism as a whole.

To know and analyze the phenomenon of tourism the following methods are used: statistical monograph, surveys, statistical report, records, survey sampling, extrapolation, covariation, correlation, questionnaire.

In Chapter 6 entitled "Factors influencing the development of agro tourism in the mountainous and premountainous areas of Bihor county" the natural factors and anthropogenic factors influencing the development of rural tourism in the area studied are given.

Based on discussions with the management of agriculture in Bihor county, on the basis of Order No. 328/18.05.2004 and Order No. 355/10.05.2007, in that county there have been designated the mountainous and premountainous areas taking into account climatic conditions, how to use the land (the share of arable land, the meadows and forests), land slope (over 15% for mountain area), elevation terrain, population density and structure of production, taking advantage of the statistical records at county and village level.

Based on this methodology there has been concluded that the mountain area of Bihor county includes 16 municipalities and 3 cities, with 70 villages.

It may be noted that in the mountain area of Bihor County there are communes with a variable number of villages 1 in Roşia, 2 in Bulz, 3 in Lazuri of Beiuş, Şinteu, Şuncuiuş, Târcaia communes, 4 in the Budureasa, Câmpani, Căbeşti, Criştoru de Jos, Curăţele, Finiş communes, 5 in the Borod, Bratca, Lunca communes, 6 in Pietroasa commune.

In the premountainous area of Bihor County there are communes with a variable number of villages, 3 in the Cărpinet, Vadu Crişului, Vârciorog communes, 4 in the Derna, Remetea communes, 5 in the Rieni commune, 6 in Popeşti, 7 in the Brusturi village, 8 in Bunteşti.

Natural factors influencing the development of rural tourism in the area studied are: topography, hydrography, climatic and touristic potential, vegetation, wildlife, nature.

In the mountainous and premountainous area of Bihor county, anthropogenic factors are highly variable and can be divided into: ethnographic elements, local events, historical monuments.

Chapter 7 presents the current state of agro tourism development in mountainous and premountainous areas of Bihor county.

According to statistical statements from local and national bodies and the information gathered from the field, in the mountainous and premountainous areas of Bihor county there are over 50 households and guesthouses. Localities where there are households and guesthouses are Peştiş, Bratca, Bulz, Remeţi, Finiş, Chişcău, Bălnaca, Zece Hotare, Târcaia, Rieni, Vadu Crişului.

In localities of Bihor county's mountainous areas there have been identified and described 22 representative guesthouses and households, while in the premountainous area there were described in 3 representative guesthouses.

Chapter 7 is presents the agro touristic development of the Remetea commune, commune located in the premountainous area of Bihor county. There are presented: natural conditions, community resources, population, health, education, infrastructure, industry, agriculture.

Prevailing topography of the Remetea village is hilly, piedmont, standing in the Meziadului Hills. Remetea village is located in a very picturesque area in the foothills of Pădurea Craiului mountains and average altitude is between 400 and 800 m.

The main soil types present in the village are: reddish brown forest soil, brown forest soil, podzolic clay-iluvial. Reddish brown forest soils and brown forest area are found in deciduous forests and in their environment, podzolic clay-iluvial is found in the premountainous hills region.

The most important community resource available in the Remetea village are:

- Meziad Cave, a natural monument, many years was considered the longest cave in Romania;
- Surplus of agricultural products (milk, eggs, meat, wheat, corn, fruit);
- Berries, mushrooms;
- Old wooden churches Petreasa, Remetea and Drăgoteni;
- Qualified human resources;
- Women skillful in weaving;
- The Days of Remetea village has reached the tenth edition in 2009.

On the census of 2002, in Remetea there were 3259 people, of which 1589 men (48.76%) and 1670 women (51.24%). (Source: Statistical data Remetea TownHall).

Between 2000-2006 in Remetea village the following three projects were implemented:

- "Promotion of local traditions" in the amount of 2000 EUROS;
- "Water supply for the following localities : Remetea, Petreasa, Drăgoteni worth 8,300,000RON;
- "Building new bridges in the Meziad village " worth 240,000 USD.

Of the 4512 ha, as is the Remetea village agricultural area, arable land covers 2711 hectares, including 1296 ha grassland, grassland cover 430 ha.

In the 1105 houses recorded at the census there are only 1025 active households. 91.21% of households have up to 5 hectares. In the opinion of experts these households are considered as subsistence family farms where the products are designed, mostly for self-consumption.

The situation of livestock in 2007 compared to 2005 is presented in Table 7.8. (Source: Statistical data DADR Bihor). It is noted that the number of cattle in 2007 is lower than 110 heads in 2005, the number of goats has declined by 20 heads to the year 2005. Sheep numbers increased by 350 heads, number of horses increased by 20 heads, and the number of pigs increased by 580 heads in 2007 compared to 2005.

SWOT Analysis of agriculture in Remetea village

Strengths:

1. existence of a centre of artificial insemination in cows;
2. land restitution issues were resolved 95%;
3. there is an old tradition of animal breeding.

Weaknesses:

1. excessive fragmentation of land;
2. small properties (arable land);
3. agricultural machinery physically and moral used.

Opportunities:

1. setting up of collection and processing centre of agricultural products;
2. promoting an improvement program of livestock .

Risks:

1. The possibility of physical degradation of soil;
2. Community indifference to projects on agricultural development.

Anthropogenic factors of Remetea village vary widely.

In addition to anthropogenic factors, Remetea village enjoys the following tourist attractions:

- Meziad Cave, monument;
- Meziad and Roşia valleys with special keys and karst formations;
- Century oak located on the road Remetea-Meziad (over 400 years old);
- Ostriches Farm of Turul guest house.

In Remetea village some crafts, traditional folk art (port seams), traditional architecture (gates, houses) are kept, but they are increasingly rare. Among the crafts, the most represented today are: weaving, torsion fork, blacksmiths, besom making, manufacture lime lumps and other less well represented.

Within picturesque and clean, microclimatic features, the existence of numerous points of tourist interest, makes the tourists find the optimum conditions for Remetea village physical and mental comfort.

In Remetea, although there is the possibility for agro tourism, there are few households which are certified for that purpose. More recently, it is shown that more and more managers are interested in practicing agrotourism.

Chapter 7 presents the types of tourism practiced in the mountainous and premountainous areas of the Bihor county: mountain tourism, adventure tourism and speotourism, cycling, fishing, ecotourism, cultural tourism, curative tourism, religious tourism, agrotourism.

Chapter 8 includes a case study: the economic efficiency of the agro tourism business of Turul guesthouse. It is presented the accommodation, catering, volume and composition of expenditure and revenue, the profitability of Turul guesthouse.

In Chapter 9 are set strategic directions for 2007-2013 development of rural tourism and agrotourism in the mountainous and premountainous areas of the Bihor county.

Chapter 9 also contains the proposed projects to develop rural tourism and agrotourism in the area investigated.

The thesis concludes with the presentation of conclusions and recommendations and references used.