

DEVELOPMENT OF AGROTOURISM IN DISADVANTAGED MOUNTAIN AREAS CASE STUDY VILLAGE PEȘTERA BRAȘOV COUNTRY

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Abstract

Disadvantaged mountain areas of Romania include 657 administrative territorial units representing 20% of our country's territorial administrative units, with a total area of 71,341 square kilometers, representing 30% of the national territory. In these areas live 3270793 people representing 20% of the population.

The mountainous areas are distinguished from other regions by natural disadvantages that can't be changed (altitude, climate, slopes, poor soil fertility, shorter periods of vegetation) and structural disadvantages, as the decrease in young population, large distances towards decisional and administrative centers, isolation from communication channels and markets.

These areas through considerable limitation of the possibilities of agricultural lands utilization are considered disadvantaged. This area is ecologically fragile, entraining great efforts, with restrictions in exercising economic activities and land use. These things involve a cost increase of economic activities and works aspects giving animal breeders agricultural producers, a natural right of difference and compensation.

Number of units of accommodation in disadvantaged mountain areas increased with 22% in recent years (2005-2011). Of these, the most significant growth was registered by touristic and agrotouristic pensions (23%) due in great part to the existence of European funds for rural development pre and post accession. The largest increase in the case of accommodation places was registered at touristic and agrotouristic pensions (40%). Although the number of accommodation increased, that of the overnight stays decreased by 6%, the largest decline was recorded in the case of overnight stays in school holiday camps, holiday villages, motels and hotels. There has been an increase of 48% in overnight stays in agrotouristic pensions.

Key Words: *Disadvantaged mountain areas, cyclotourism, national parks*

INTRODUCTION

This development was not realized in a sustainable manner and most often didn't correlate with the development of transport infrastructure, of services and recreation units. Tourism infrastructure is still precarious in terms of tourist markings, mountain chalets, mountain routes, stopover sites, camping areas or servicing of natural and historical monuments. Development of tourism infrastructure in protected areas should be done so that it doesn't harm the environment and residents to be able to benefit directly from respective investments.

The existence of natural conditions (mineral water, thermal, picturesque and varied landscape background) favorable for tourism outdoors (hiking, winter sports, cycling, climbing, equestrian tourism, active tourism, adventure tourism, eco-tourism, observing wildlife, plants and nature in general, hunting and fishing, cultural tourism, etc.) may be an opportunity to increase revenues of inhabitants from the mountain area, but

also for the economic development of certain regions dependent in the past by large industries. Regarding cyclotourism, it can appreciate that the mountain area has a real potential, although this type of leisure activity is less developed compared to other EU countries because of the number of practitioners, quantity and quality of existing cicloturistic infrastructure or the lack of informative and promotional materials. However, "virgin forests and isolated communities of the Carpathians [...] annually attract about 3000-4000 foreigncyclotourists andbelow 1,000 Romaniancyclotourists '. Although official data are missing in this area, organizations that promote cycling / cyclotourism estimate at national level, in addition to mountain cycle tourism practitioners, a number of 4000-5000 Romanian cyclotourists that make weekendescape (maximum 3 days) and about 20,000 Romanian who make occasional bike trips or short / local.

The existence of a functional network of protected areas of national and community can be a strong point for the development of eco-tourism and forest-tourism, observing wildlife, plants and nature in general on condition to improve tourism infrastructure in those areas, considering the observance of the legislation of protected natural areas. Of the 29 major protected areas established in Romania (national parks, nature parks and Danube Delta Biosphere Reserve), 22 national and natural parks are located in mountainous areas. In addition to the above national parks, there are other types of protected areas (Natura 2000 sites, reservations, etc.) attributed to administration or custody, which may contribute to the sustainable development of communities.

Management structures or coordination of national and natural parks as well as Natura 2000 sites provides information about visiting rules, fauna, flora, trails and accommodation places.

Tourism development can't take place without a training program of operators from the tourism industry, as well as at the level communities and, not least, of the tourists

MATERIALS AND METHODS

For this work we used the qualitative method to obtain richer data in content and depth. Qualitative research dispose of methods, techniques and research tools adapted to the specific of the problem studied.

Observation and document analysis was the basis of collecting information about events and pensions.

RESULTS AND DISCUSSION

Moeciu is a small village but very well known for rural tourism both Romanians and foreigners, that's why every year come many tourists, and their number tends to equalize that of the village population.

Table 1

Population structure - Moeciu commune (2010)

Specification	MOECIU commune	Brasov county
Total population	5575	643.201
Active population	2444	298.210
Occupied population	1737	280564
Nr. unemployed in evidence	286	17646
Unemployment rate (active pop.)	11,7%	5,9%

Source: Statistical data processing Bran Hall (2010)

In the year 2010, the total population of commune Moeciu was 5575 inhabitants, with a density of 54 inhabitants / km². On the age categories between 16-30 years were 1201 inhabitants and between 30-62 years, 1243 inhabitants. Active population colligated 2444 inhabitants; employees in industry in neighboring towns 1281 people, and individual workers in agriculture were 409 inhabitants. The occupied population counts 1737 inhabitants, and the number of unemployed in evidence was 286.

From the data provided by Table I. can be drawn the following conclusions: active population represented 43% of the total population; the ratio between population employed in industry at the commune level and the total population was 21%, the unemployment rate is 11.5%, but with the perspectives of reaching 25% due to industry restructuring; exposed categories in unemployment are youth, population aged up to 30 years, especially women.

Until not long, main occupation of Moeciu inhabitants was mountain agriculture, the main focus falling on the animal husbandry. In the Village Peștera there are currently a number of 3480 sheep owned by locals but which are in those two sheepfolds of the mountain and for them owners receive share of wool and cheese; 1,200 cows of them and those without calves are in sheepfolds and the rest are at owner's home. Pigs and chickens are fewer in households for family consumption. Most locals occupies with mowing and gathering the hay and aftergrass. In recent years an unprecedented development has taken agrotourism which tends to become the main economic activity from all over Bran area. Moreover, within the commune Moeciu there are some of the most famous rural locations.

The most developed form of tourism in the surrounding areas of Peștera village is agrotourism which functions both within the regional tourism associations and national as well as individual levels.

According to data obtained from the Ministry of Tourism in Bran, Zărești, Predelut, Moeciu, Pestera, Magura, Fundata, Șirnea are about 161 officially approved pensions. A quite large number of pensions are not yet approved or are in the process of authorization. Classification of pensions is from one to three "flower" with the average at two "flower". Among the national associations the most representative is ANTREC with a number of 93 accredited pensions in Bran area, Moeciu, Predelut, Șirnea. Classification system of pensions Antrec is similar to the official, instead of stars are classified symbolic with daisies.

Average category is the "two daisies" (bathroom, hot water, heating with wood in terracottastoves). A part of pensions are classified within "three daisies" with excellent accommodation conditions.

From theoretical point of view, any of the existing pensions could serve tourists visiting the area. Approximately 10-20% of existing pensions in the area have accommodation conditions close to those in Europe.

Accommodation capacity in the area has increased in recent four years, existing in present 15 agrotourist boarding houses between 2 and 4 daisies.

The first guesthouse in the village is called Folea House It was built in 1932 and it is considered the oldest guesthouse in the area.

Tabel 2

Accommodation capacity existing in 2014 in the village Peștera

Nr.crt	Pension's name	Nr of rooms	Accommodation capacity in function
1	House Folea	10	30
2	House Ema	9	18
3	Villa Estefania and Alexandru	4	8
4	Pension Mamina	7	14
5	Pension Coliba Haiducului	4	8
6	Pension Daneluta	5	12
7	Pension Pestera	5	10
8	Pension Garofița Pietrii Craiului	9	20
9	Pension Padina	4	8
10	Pension Poiana Stânii	6	14
11	Villa Măriuca	7	18
12	House Tăbăcaru	9	18
13	House Boierească	12	36
14	Pension Prestige	9	18
15	Hotel Nobillis	10	24
	Total		256

These pensions are 12 of two daisies, Casa Boierească and Prestige of three, and Nobillis hotel 4 daisies.

In the mountain area of the village Peștera there are a number of mountain shelters intended for tourists housing for short period: Ref.Vf.Ascuțit, Ref.Grind, Ref.Șaua Grindului, Ref. Diana, Ref. Șpirlea, Ref.Șaua Funduri.

CONCLUSIONS

This development was not realized in a sustainable manner and most frequently was not correlated with the development of transport infrastructure, of services and recreational facilities. It is still precarious tourism infrastructure concerning tourist markings, mountain chalets, mountain routes, stopover places, camping areas or of servicing natural and historical monuments. Development of tourism infrastructure in protected areas should be done so that it does not harm the environment and residents can benefit directly from respective investments.

Cultural tourism potential at the level of Peștera village is attractive and varied being represented by the original ethno-folk fund, folk manifestations and traditional festivals, Bran castle, medieval art museum, the Church of wall dedicated to "Assumption of Mary" or the old customs building in the eighteenth century. Inside Bran Castle there is a major open-air ethnographic museum which includes peasant households, technical installations, and objects specific to the villages in the area.

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