

THE MANAGEMENT TRENDS IN THE AGROTOURISM

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Abstract

“Failure means a stripping away of the inessential” (J.K. Rowling). In other words, the role of the management in the field of the agrotourism is to reveal the smile on the clients’ faces while receiving the positive feedback upon leaving the facility. In order to achieve this customers’ state of satisfaction, it takes a lot of work, knowledge and self-development.

Key words: (maximum 6): agrotourism, management, trends.

INTRODUCTION

As any given activity is a result of a blending of resources, its management is considered to be an art and a process all together.

The human kind is in a continuous progression and therefore any activity involving people has a dynamic which is very hard to be predicted but can be easily observed and little anticipated. The agrotourism field which implies the interaction of the customers with the agrotourism system, has its specific evolution and therefore it comes natural to discuss the trends of its management.

MATERIAL AND METHOD

When we think about the management in general, no person in this life sets it out to do, but yet all of us find ourselves sooner or later in the stage of doing it without even sometimes realizing it. And therefore, here comes the natural question: are the managerial skills born, or can they be taught? Many specialists have conducted researches on this matter and the came to many conclusions. To summarize the work on this matter, we admit that there are some specific born abilities and some that can be acquired together with the experience. Louis A. Allen (1958), referring to this subject, brings into the light the concept of personal leadership and the managerial leadership. But let’s define first what are the leadership and its link to the management. The literature presents the leadership as the ability to influence the others to fulfill their tasks in a given context. Is this ability important for a manager? Of course it is, as a manager is constantly preoccupied with the success of the business and the sustainability of the

activity on the long run. Getting back the personal and managerial leadership of the mentioned author, the remaining question on how much of the leadership is a natural given talent and how much of it can be developed? The answer to this matter does not come very easy. The personal leadership cannot be taught and cannot be learned, it is a matter of one has it or not. It operates with the energy of the person, with the leading and the calling out towards a specific goal, followed by the leader. The personal leadership frames the vision in the mind of the leader, which is being conveyed to the team in a well-defined motivation system.

What about the managerial leadership? The good news is that this ability can be acquired, as it refers to the capacity and the willing of the person to help his team to fulfill the two job-related needs: to fully apply its capabilities and to have a fair differential compensation for the assigned work/task. (Harald Solaas y Asociados).

The specific literature sets different trends when analyzing and setting the profile of an executive. There is the trend which states that there is no difference between the two concepts of the management and leadership. The limitation of this trend is that it erases the differences between the two, which cannot be neglected. As we stated above there is a refined drawing line between abilities imposed by each type.

The second trend presents the two concepts as being opposed. The author and the advocate of this trend is Zaleznik (1977) who shows that while the active attitude towards an assumed goal is a specific feature of the leaders, the passive one marks the managers. The author's vision on leaders and managers showing that the first ones are very personal and empathic while the second ones are less personal and more reserved, has its pros and cons, but can be seen as a very good foundation for the academic teaching of the two concepts, as in reality the profile of an executive shows the complex facets of a personality combined with the experience and the expertise of the governance.

The third trend presents the concepts in a subsidiary relationship in both ways (the leadership as being a part of the management or the other way around). The limitations of this trend consist in the fact that the logical reasoning follows the common features of the two concepts which allow the reader to overlap the notions.

In my opinion Mielu Zlate (2007) presents the most objective point of view on the leadership and management. In his opinion there is "a partial coincidence of the two spheres". He justifies his trend through the co-existence of the specific abilities of the leaders and managers which reflect their autonomy and the multitude of the common elements of the two, which "facilitate the interaction and the mutual emphasis".

As in short we managed to picture the trends in the field of management related to the profile of the leader and the manager, we raise the question, why in the agrotourism field do we need to be aware of this aspects and moreover, once we aware of this information how do we mix this ingredient with the specific ones of the agroturism? The answer is very simple, whether we manage an activity with or without a team, the abilities and the skills of a leader and/or a manager are necessary to achieve the best results and meet the assumed goals. And how much of leader or manager is needed to conduct an activity in agrotourism? The answer relies in each individual. There is no right or wrong answer. It all has to do with the executive's vision of the activity and the inter-human relationships. There is no profile for success. Each business is different and unique through its features, climate and environment. What all agrotouristic businesses have in common is the drive for success, the orientation towards meeting the assumed goals and the achievement of the results through the filter of customer's satisfaction.

The executive who combines the role of a leader and the manager has a greater chance for getting where he/she wants together with the conducted organization. But this fact is a very hard situation. Why? Because it means to constantly keep the eye on him/her-self. It means to be open for self-development and to be capable to acknowledge the 'self-ingredients' which are missing but are required to be acquired or developed, regardless of their nature (leadership or management). The executive needs to master the art of self-reflection, to have the courage of accepting what he/she is missing and to have the power to find the solution to overcome this. But what does one do if through self-reflection discovers that an ability, feature or skill which is missing is a 'birth gift' e.g. charisma? This is the toughest situation. Some of them can be acquired, but to a certain degree, through conscious work with him/herself. In the psychology field, the authors state that a new behavior to be integrated, ones need to actively and consciously practice for thousands time. There is no doubt that an executive with a natural born charisma will have a higher performance than the one who has consciously developed it. The author Georgia K. Green states that there are special trainings which teach people on how to acquire charismatic features.

CONCLUSIONS

The research state the importance of knowing the trends in the field of management with an implication in agrotourism. As the market becomes more and more dynamic as a result of the customer's choice towards choosing a vacation in a natural environment which is specific to the

agrotourism, the executive needs to keep one eye on the market trend and constantly adapt his/her abilities, features and behaviors to meet the customer's needs through providing the agrotouristic services at the highest quality.

The premises of following the managerial trends implies a self – exploring process and the identification of the missing leadership or management related ingredients together with the process of find the solution of developing or replacing them.

There is no perfect executive, there are only executives striving for perfection in the business field.

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