

## **THE DYAGNOSTIC ANALYSIS OF THE AGROTURISTIC OFFER FROM VILLAGE PESTERA DISTRICT BRASOV**

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### **Abstract**

*The dyagnostic analysis of the agroturistic offer from village Pesteră, District Brasov is presented in a synthetic way the dyagnostic analysis of the agroturistic potential which especially highlights the favorable factors for the development of the tourism in the studied area, characterising in this way a number of elements like: geographical location and the relief conditions, the agricultural and forestier potential, the touristic and agroturistic potential and also the evolution of the main touristic indicators.*

*Tourism activities in rural areas work on farms and rural pensions with varied agricultural activities, small size, which also dispose of an attractive natural environment and a more active implementation of local government in providing infrastructure, minimum commercial services, recreational, health. Intensity of agrotourism activities constitutes a result of many factors that constantly change.*

*The local guesthouses are increasing their accommodation capacities from one year to another and new guesthouses are being established, even if the occupancy level from the company's registers is quite low, which basically indicates that in reality the profit is much higher than in the accounting documents. The analysed area has under no circumstances agroturistic potential from the natural and antopic point of view and the accommodation capacity increases from one year to another. The location of the village, 7 km away from commune Moeciu, which was and still is the place where agrotourism had the biggest increase in the last 20 years, this brings to this village real possibilities of attracting the clients, having already a model.*

**Key words:** agroturistic potential, occupancy level, geo-environmental factors

### **INTRODUCTION**

Peștera Village is part alongside other five villages Moeciu de Sus, Cheia, Moeciu de Jos, Drumul Carului, Magura, of the Moeciu commune. The commune was founded in the current administrative component, in 1968 when in Romania was made the administrative reform. Commune Moeciu administrative headquarters is in Moeciu de Jos village.

This village is situated at the bottom of Piatra Craiului, is a village with households scattered upon edges and rib with an elevation ranging from 900 to 1200 m.

From the old village hearth Church Hill are swarming young families who settle down new households on the hills edges that will bear the the family group name of the founder of the new hearths of the village; Oltenians edge; DUICA edge; MOTOC edge; NANESTI edge. The village

Peștera is famous for the existence of households with enclosed courtyard that are part of the patrimony of open air ethnographic museums in Romania.

The village has blossomed during the communist dictatorship regime for here couldn't be done the cooperativization of agriculture, though the previous regime tried a form of cooperatives in the form of companionship, but it failed. Events in late 1989 surprised the village in a time of real economic prosperity, which allowed the entire area to grow on an accelerated time, coming to be one of the most popular tourist areas in Romania.

According to the census conducted in 2011, the commune Moeciu population rises to 4,892 people, increasing as compared to the previous census in 2002, when it had registered 4,784 inhabitants. Most people are Romanian (97.2%). For 2.68% of the population, ethnicity is not known. From the religious point of view, most of the inhabitants are Orthodox (96.71%). For 2.68% of the population is unknown the confessional affiliation. In the Peștera village are 1010 inhabitants.

Not so long ago the main occupation of the Moeciu inhabitants (which in the last census in 2002 reached the number of 5,000 inhabitants), was mountain agriculture, the main accent falling on animal breeding. In the Village Peștera there is currently a number of 3480 sheep owned by locals but which are in the 2 sheepfold mountain and for them the owners receive share of wool and cheese; 1,200 cows and of them those without calves are in the sheepfolds and the rest at the home owners. Pigs and chickens are fewer households for family consumption. Most locals deal with mowing and gathering hay and aftergrass. In the last years an unprecedented development has taken the agrotourism which tends to become the main economic activity all over the Bran area. As a matter of fact, in the commune Moeciu there are some of the most famous agrotourist boarding houses.

## **MATERIAL AND METHOD**

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**

Among the most important issues presented in the European Charter of rural areas, the development programs must rely on local advantages and

regional factors, to sustain private initiative and to promote by any means the development based on their own.

The natural cadre of the area is part of the picture of tourism potential with great complexity, diversity and attractive landscaping, this being reflected in its structure and value.

The natural potential of the area is special. From the altitude of 1,100 m Mountains Piatra Craiului can be seen in all their glory in the northern of the village; Magura saddle in the east, and in the south Bucegi Mountains.

From genetic point of view Mountains Piatra Craiului are very closely related to lowland or mountain corridor Bran-Rucar. Thus, Piatra Craiului Mountains represents the recovered flank of a suspended synclinal, the western, higher than Eastern.

Interconditionality of geo-environmental factors (rock, relief, climate, water, vegetation, soils) has had its specificity, generating a unique geosystem with unique character. The Massif synthesizes a range of morphogenetic traits, which represents, actually, geological, geographical, speleological and biogeographic superlatives. The result of their association, specificates, in essence the uniqueness of Piatra Craiului geosystem.

The most ancient traces of habitation in our area dates back to prehistory, since Middle and Upper Paleolithic in Pestera Liliecilor and Pestera Mare in the village Pestera. Pestera Liliecilor so named because of the presence within it of a fauna relatively rich in bat colonies. The cave is also known by locals Pestera Badichii. Situated at an altitude of 950 m above the valley with the way, the cave has a length of 162 m and has one main gallery with heights ranging between 1.2 m to 8 m. A characteristic element of this constitutes the presence besides stalactites and stalagmites of a parietal flow of some thin stalactites of ice with the aspect of some sticks stuck in the floor surnamed; Cold organ.

The climate is moderate montane, being influenced by the the high massifs of Carpathians. Deployment of climatic elements is generated by general circulation of air masses which is made on the predominant direction northeast - southwest. The variety of the relief, the increasing altitude, double meaning, from the periphery to the watershed and from the corridor axle to the mountainsides up to about 1 000 - 1 200 m, generate vertical gradients in temperature decrease, increasing the amount of precipitation, cloudiness and atmospheric pressure. The vegetal carpet, particularly forest vegetation, alongside different versants exhibition, depression basins etc. prints sensitive variations in topoclimate settlement.

The natural cadre specific to mountain village is particularly favorable for a rich and diverse fauna that inhabits forests, mountain meadows and pastures, insurgent waters or the mysterious caves, until the peaks bathed in clouds. In the shadow of beech and pine forests find their

ideal shelter numerous species: wolf (*Canis lupus*), lynx (*Felix lynx*), marten (*Martes martes*), squirrel (*Scirius vulgaris*) or pars of hazel (*Muxardinus avelanorius*). Some mammals shows a cynegetical interest, which have brought their fame everywhere. There are great specimens of bear (*Ursus arctos*) and wild boar (*Sus scrofa*), or an amazing beauty like that of deer (*Cervus elaphus*), alert to the slightest sound emerged.

On the highest peaks of the mountains, on the wild paths of Piatra Craiului, solitary or in groups, lives a jewel of Carpathian nature, the chamois (*Rupicapra Rupicapra*), a species protected by law.

Many species of birds delight us through the plumage color or by the mysterious and disturbing songs; there are species of tits (*Paris montana*), small flycatcher (*Ficedula parva*), sizzling wren (*Philoscopera dibilatrix*) or white-backed woodpecker (*Dendrocopos*).

In the anthropic cadre two major achievements are noted, households with strengthened grounds and local church. Last specimen of closed court house was taken to the open air museum in Bucharest. Orthodox Church with titular saint of St. John the Baptist Nativity which was built in 1793 on the stone foundation and brick walls has ship shape composed of porch, nave and semicircular shape altar.

Household with strengthened grounds is a good adaptation of the human habitat to the specific conditions of agropastoral economy of these places. Having a polygonal shape (between five and seven sides) household with strengthened grounds is a particularly harmonious ensemble, a culmination of Romanian folk architecture, in which the functionality of the whole is happily combined with the requirements of the rural economy. The entire assembly is made up of the actual house, stables, heaters, shelters of feed and tools. The inner courtyard is often cobbled. Household with strengthened grounds is a genuine peasant fortress of stone and wood, with a remarkable architectural accuracy, specific to Romanian, in which anonymous craftsmen have found ingenious technical solutions to ensure the durability of the construction.

Traditional folk celebrations represented the perpetuation along the time of the traditions and ancient customs and represent today the open book to tourists for understanding the spirituality of an area. Besides habits over the year: Christmas carols, New Year wishing (Plugusorul and Sorcova) Sânzienele (June 24) - harvesting medicinal plants, specific habits are related to: Nedeia Muntilor (July 20), sheep scattering, The fire of Sumedru (October 26).

Skilled artisans, inhabitants of the village Peștera used force of fast mountain rivers with rich debit, building simple but ingenious installations to facilitate their work and life. Wool processing require facilities simple but effective: fulling mill or mill machine with whirlpool and today may also be

admired as many centuries ago. Woodworking, a great richness of these places, determined saw arrangement for making lumber.

Local cuisine has the specialities such as shepherd clot made of a stronger polenta which shepherds cut a with thread in pieces, get inside it the bellows sheep's cheese in fir bark and make it a little ball they put on the grill until cheese flows from the inside.

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 1*

Accommodation capacity existing in 2015 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 Petrii 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.

Pensions of three and four daisies were opened in 2012, respectively 2013.

*Tabel 2*

Occupancy degree for the year 2013 at Pension Poiana Stânii

Month	Occupancy degree
January	37%
February	33%
March	28%
April	12%
May	29%
June	30%

July	38%
August	89%
September	46%
October	25%
November	14%
December	78%

*Source: Company records*

Analyzing the infrastructure of the village we can notice that the drinking water networks is present in over 90% of housing, no sewage, pensions having septic tanks, the telephone network is not present than in 47% of households, household garbage is collected twice a month from a fixed point of collection. The main road is paved on the a 70% proportion the rest is gravel or paths.

## **CONCLUSIONS**

Among the most important aspects presented in the European Charter of rural areas, the development programs must rely on the local facilities and on regional factors, to sustain private initiative and promote by any means the development based on their own.

The potential of agrotourist development of the area is based on attractiveness of the area determined primarily by the geographic natural environment. Under these conditions, in area has developed the rural tourism (agrotourism), which gives those interested, besides the beauty of places and traditional dishes, special warmth of the people in these places.

The ratio between supply and demand in the cadre of agrotourist market is always subject to change. This problem is however strictly related to agro product, whose demand is dominant, but to which is required and increasingly better quality, which the offer doesn't always succeed to satisfy (the degree of comfort offered by housing and auxiliary elements such as transport, excursions, leisure activities and adequate material basis, alongside mental attitude of villager to attract the citizens in specific activities - considered traditional - in rural areas).

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