

RURAL TOURISM. STUDY ON PESCĂRIA MARCEL "LA BALTĂ", PECIU NOU, TIMIȘ COUNTY

Marco MATICI ¹, Cristian STANA ², Andrei TUTAC ³
Associate Professor PhD. Sava Cipriana^{4#}

^{1,2,3,4} Faculty of Computers and Applied Informatics, "Tibiscus" University Timisoara

Abstract

The modern man, the man of our days seeks to spend his free time in the most pleasant way and in the cleanest natural setting. Free time is one of the factors that influence the duration of the vacation, but also the distance that a person travels to relax. The rural environment is increasingly attractive for the population of urban agglomerations, especially in the current context of pollution, stress, social distancing, and the search for cultural identity.

The tourist product is composed of the following elements: transport, accommodation, public food, entertainment, treatment, etc. They can be sold separately or as a tourist package. Public food is of major importance in the tourist activity in an area, it can even be the main motivation for tourists to travel.

Public catering units open in rural areas can attract a significant number of tourists, either due to the special location, the architectural elements, the organized events or the culinary products sold.

An example of the sustainable development of a public food unit in the rural area is the Marcel "La Baltă" Fishery in the town of Peciu Nou, Timiș county, a town located in the metropolitan area of the Timișoara municipality. This public food unit attracts many tourists every year and for better visibility and accessibility we created an interactive map.

Keywords: rural tourism, public food, sustainable development, greening, digitization

#Corresponding author: cipriana.sava@gmail.com

INTRODUCTION

Tourism is part of the life of today's man, it is an economic activity that has experienced continuous development over the years. A number of factors were highlighted that influence the development of tourism, but also the choice of destination by tourists. The most relevant factors of tourism development are free time, income and standard of living, technical progress, including the development of means of transport, the process of urbanization and the appearance of pollution, the increase in the degree of culture, the increase in life expectancy. The disruptive factors of tourism development are armed conflicts, economic recession, natural disasters, totalitarian or unstable political regimes, pandemics, pollution of the natural environment.

A development of tourism in accordance with the environment and the preservation of local cultural values means a sustainable development of tourism. The World Tourism Organization (WTO) considers that

"sustainable tourism develops the idea of meeting the needs of current tourists and the tourism industry and, at the same time, protecting the environment and opportunities for the future. The satisfaction of all economic, social, aesthetic needs, etc. is considered. of the "actors" in tourism, maintaining the cultural and ecological integrity, the biological diversity and all the systems that support life".

The principles of sustainable tourism development are:

- "the environment is the main element that supports tourism, it must remain for future generations;
- by practicing tourism to obtain benefits for the environment, local communities and tourists;
- to have a long-term environment-tourism relationship;
- preserving the characteristics of the place;
- finding a balance between the needs of the participants (tourists, their hosts and the destination);

- compliance with the principles by all those involved in the tourist activity and their responsibility".

Rural tourism has experienced a development in recent years because it tends to respect the principles of sustainable tourism and does not create a state of agglomeration. It takes place in the rural area and has developed several variants, namely: rural tourism (tourism in the rural environment close or not to urban areas, preserves green areas, agricultural crops), agritourism (tourism in the households of local residents, on farms, agritourism guesthouses - contact with the host and with the peasant occupations specific to the area), green tourism (rural areas far from urban ones, authentic natural setting).

Rural tourism attracts the urban population through the natural setting, local culture, leisure facilities, public catering units and gastronomic products, traditional events and manifestations, the possibility of practicing some activities, the lack of pollution.

MATERIALS AND METHODS

For this work, we went to the site for information and to collect some statistical data, and we applied some indicators of tourist traffic (number of customers, of which tourists, distribution by month and day of the week, tourist density, number of seats)

In order to increase visibility and accessibility, we used an interactive map that

RESULTS AND DISCUSSION

Timiș County is located in the western part of Romania, being the westernmost county of the country. It borders the counties of Arad, Caraș-Severin and Hunedoara, as well as Serbia and Hungary, with which they form state borders. Its residence is the municipality of Timisoara, the largest and most important city in the Western Region.

This year, 2023, Timisoara is the European Capital of Culture, a fact that leads to the organization of more cultural events and the

The tourist product is composed of a set of material goods and services, which can satisfy the tourist needs of a person from the moment of departure from his basic residence to the chosen destination and vice versa. The material assets include the natural and anthropic tourism resources, the technical-material base specific to tourism and the general infrastructure. In the second category we find the services of transport, accommodation, public food, leisure-entertainment, treatment, etc.

Each of the components of the tourist product has a well-defined role, being important, both for the tourist and for the economic agent active in the field.

For the population of an urban area, the setting up of an oasis of peace, of a public food, leisure and relaxation facility in a nearby rural area is very welcome.

The possibility of serving the meal in a natural setting can "charge the batteries" of every customer, every tourist who wants to see life beyond the city.

we created with the help of an online software <https://maphub.net>, which can be accessed by any user. On the map with the help of some markers, I have highlighted, by attaching some images and text, the beauty of the place, the activities that can be practiced as well as the culinary products that can be tasted at the restaurant with premises and terrace.

attraction of a greater number of tourists, both from bad, as well as from abroad.

The town of Peciu Nou is located 25 km south-west of the municipality of Timișoara, near the borders with Serbia and Hungary, in the Timiș-Bega plain. The territory of the commune is part of the river basin of the Timiș river in the southern part over a distance of 6 km. Its first documentary attestation is from 1333, when the locality was called Veybech.

The localities belonging to the commune are Peciu Nou, Diniş and Sînmartinul Sîrbesc.

The population of the commune is 5120 inhabitants, and the area is 13525 ha.

The relief of the commune is flat, slightly undulating, the relief forms being represented by slight, relatively high beams, as well as by a series of eroded depressions occupied by swamps, most of which lead to the Timiș river valley.

Due to its position, Peciu Nou Commune is part of the transitional continental climate with influences of the sub-Mediterranean climate with mild winters and warm summers.

The relief of the plain also influences the existing vegetation and fauna in the area. Thus, we meet a part of an old deciduous forest (brumăriu oak, garniță), bramble or in small clumps we meet mulberry species, acacias, poplars, dovecots, ash trees, maples. Spontaneous vegetation is represented by: bonito, field poppy, pear, blueberry, swallow's dress, field rosmarin, pear, heather, burdock, nettle, meadows, reeds, rushes, pipirig, sedge.

The fauna is not very varied, in general you can find here mammals (deer, foxes), rodents (voles, mice, rabbits), birds (pheasants, quails, starlings), insects and small reptiles, as well as fish (carps, barbels, bream) .

Within the radius of the Peciu Nou commune is the Natura 2000ROSPA0144 Uivar-Diniş site (declared by GD no. 971/2011 for the amendment and completion of Government Decision no. 1,284/2007 regarding the declaration of areas of special avifaunistic protection as an integral part of the European ecological network Natura 2000 in Romania) and which can be considered the area of tourist interest (ecotourism).

The main activities that support the development of the locality are agriculture, the wood industry, clothing and metal products. In recent years, other activities have appeared in the sphere of services.

Pescăria Marcel - "La Baltă" is a commercial company with limited liability established in 2010, when they began the steps to dig the current pond, after which the current restaurant was built. Once the pond is populated with fish, the fishermen are served with barbecues and refreshing drinks, and later, year after year, investment

is made in the outdoor dining space (pavilions, terraces) as well as in the interior space of the location.

At the moment, the water eye is approximately 1.5 hectares and the whole location is 2.5 hectares.

The services offered are public food and sport fishing.

The fishery has 3 permanent employees, but in the summer season when the clientele increases, the team of waiters and kitchen helpers also increases to cope with the demand.

Every year the fishery has had an increasing number of clients, and at the moment, when the number of requests is very high, the administration of the fishery encourages clients to make reservations in advance on weekends. In general, winter-autumn are the weaker seasons, but starting with May, when the weather warms up and the summer season begins, the busiest months are June-September.

The location has 80 seats inside, and the gazebos and the 2 terraces that the fishing has, increase the number of seats to 200 (Table 1). There are around 150 seats for fishermen.

With the start of the summer season, the flow of people, both tourists and fishermen, during the week reaches from up to 250 daily, and on weekends up to 1000 people per day. During the winter season, the number of customers visiting the location is much lower, being between 20-40 during the week, and somewhere between 70-100 people on the weekend (Table 2).

Most of the clientele are from Timisoara, 80%, and 20% are loyal customers from Peciu and nearby. Starting with 2020, the number of foreigners visiting the fishery is also increasing slightly (Fig. 3).

As a fishing objective, the pond is intended for both amateur and professional fishermen. Although at the moment no competitions are organized, the administration thought of opening this opportunity to fishermen. Their number is higher during the summer season when the temperature is more inviting, although you can also practice carp fishing during the winter.

The indicators of the tourist circulation that we tracked and calculated highlight the

customer profile, the number of tourists and their preference, as well as the tourist density in the premises of the public catering unit in Peciú Nou.

No. of tourists (Nt) is a quantitative indicator for quantifying the people who carry out tourist activities.

Table 1. Evolution of the number of places at Pescaria Marcel- "La Baltă"

Indicator	Year 2019	Year 2020	Year 2021	Year 2022
No. seats total	200	230	250	280
From which:				
- permanent	50	80	80	80
- seasonal	150	150	170	200

Source: Pescăria Marcel "La Baltă" Administration

Table 2. The evolution of the number of customers at Pescaria Marcel- "La Baltă"

Indicator	Year 2019	Year 2020	Year 2021	Year 2022
Nr. clienți	43560	20690	50980	61070
From which:				
- residents	15246	6207	12745	12214
- tourists	28314	14483	38235	48856

Source: Pescăria Marcel "La Baltă" Administration

The flow of customers is greater during the summer period, especially due to the outdoor space.

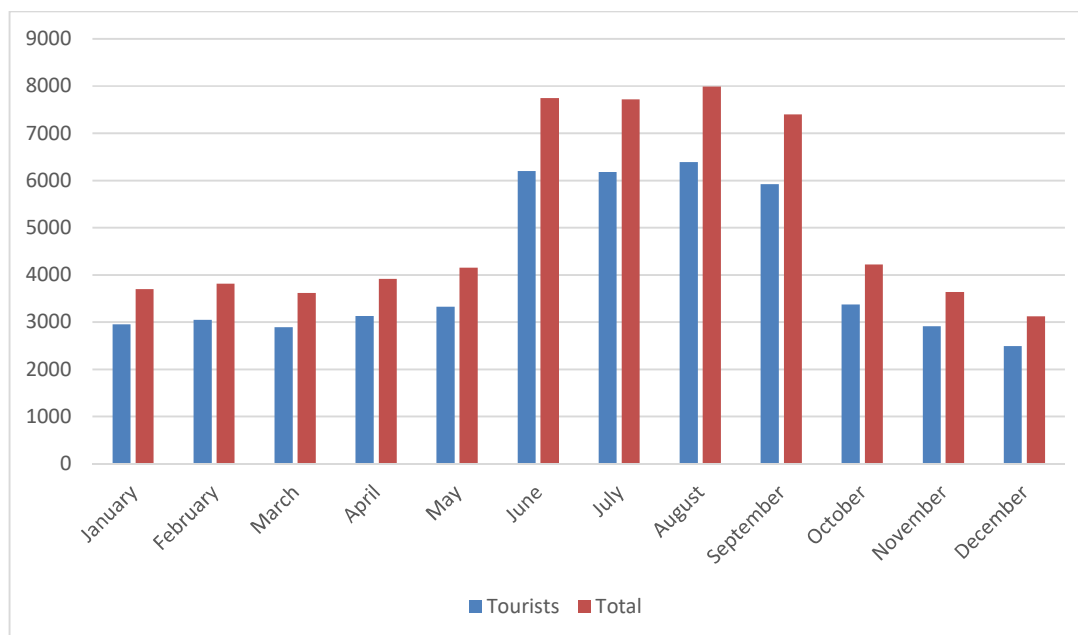


Fig.1. Distribution of total customers and respectively tourists by month in 2022

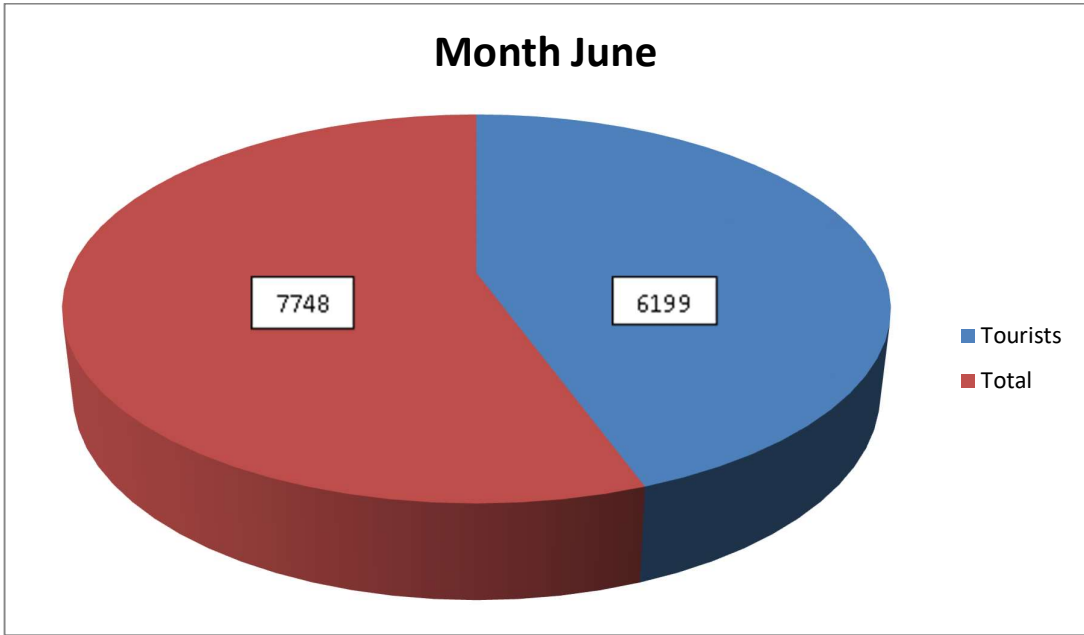


Fig. 2. The total number of customers and respectively tourists for the month of June, 2022

The share of tourists arriving according to the place of residence in this public catering unit in the immediate vicinity of Timișoara shows us their diversity

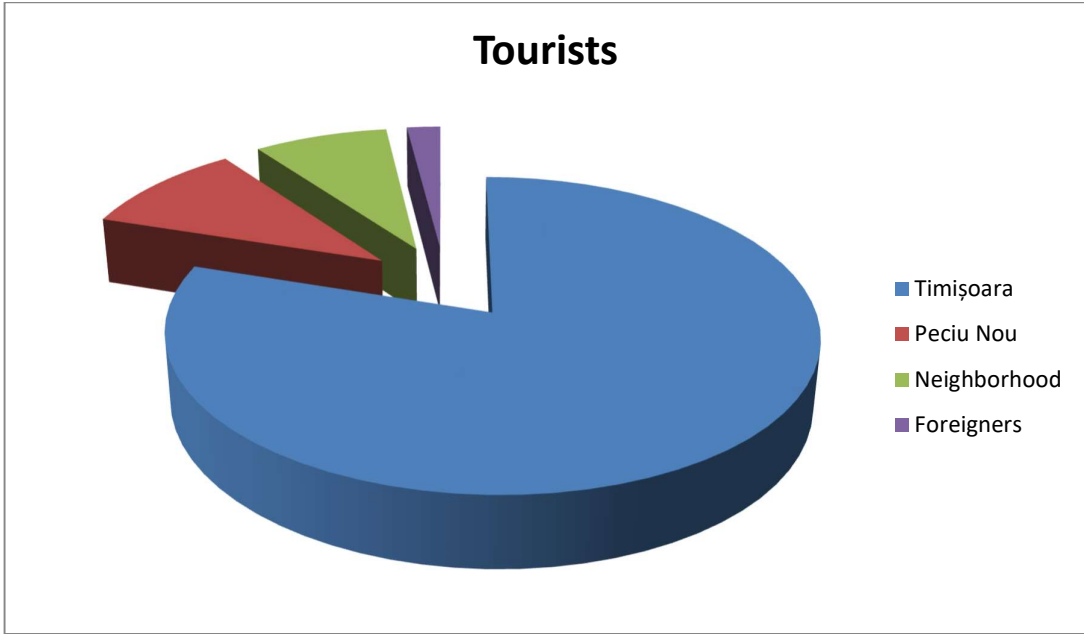


Fig. 3. The share of tourists arriving at Pescaria Marcel-"La Baltă", depending on the place of residence

Tourist density refers to the pressure exerted by tourists on the territory or on the

local population. The density of tourist traffic ($D_t = N_t / N$ of the resident population) - is a

ratio between the number of tourists and the number of the resident population

This indicator expresses the connection between the flow of tourists and the resident population of a tourist area. The indicator can also be calculated as a ratio between the

number of tourists in an area and the area of that area ($Dt=Nt/m^2$)

In the last four analyzed years, there is an increase in the tourist density in this public catering unit, but we cannot yet speak of too much pressure neither on the inhabitants nor on the land (Table 3)

Table 3. The evolution of tourist density at Pescaria Marcel "La Baltă"

Indicator	Year 2019	Year 2020	Year 2021	Year 2022
Tourist density depending on the resident population (tourist / resident)	5,66	2,89	7,64	9,77
Tourist density depending on the area (tourist / m ²)	1,13	0,57	1,52	1,95

Taking into account what was presented, we considered that the creation of an interactive map is useful for better informing the tourists. The chosen application is one that is easy to use by anyone who has minimal knowledge of using the Internet.

To access the user needs a device with an internet connection, and to reach the destination he will need a link to the internet

page or by using a search engine to find the Pescăria Marcel location.

The information provided by us are pictures and descriptions of the location and the activities that tourists can carry out.

Currently, it is operational at <https://maphub.net/PMB/pescaria-marcel-la-balta>

CONCLUSIONS

In conclusion, the location presented by us has high tourist potential, a fact that we can see from the statistics and graphs presented above, which show us an increase in the flow of tourists compared to previous years.

A difference can also be observed between the two seasons, hot and cold, when the

number of tourists has a visible increase, almost double, when we compare the two seasons.

We cannot fail to notice the influence that tourists have on the local economy, this location being a very good example for the development of the Peciu Nou commune and the neighboring areas.

REFERENCES

Sava, Cipriana, Tourism and the Mineral and Thermo Mineral Waters of the Timiș County, (Mineral and thermal-mineral waters as touristic potential), Ed. LAP LAMBERT Academic Publishing, Saarbrücken, Germany, 2012

WTO, WTTC, The Earth Council-Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development, 1995.

www.primariapeciunou.ro
www.maphub.net