

CONSIDERATION REGARDING RURAL TOURISM IN THE MODERN ERA

Ramona Vasilica BACTER¹, Elena Manuela CLIMPE², Rebeca Claudia CHIRILA³, Călin Florin BACTER⁴, Zsolt CZIRIJAK¹

¹ University of Oradea, Faculty of Environmental Protection, Oradea City, Maghru 26, 410087, Romania Institution

² Wenford Academy Theoretical High School Oradea,

³USAMV Cluj Napoca,

⁴Iosif Vulcan National College Oradea

RESEARCH ARTICLE

Abstract

Agrotourism is the expression of the orientation of a significant part of tourists towards nature, as a result of the implication of post-industrial civilization. Today, nature becomes a pretext for reflection, for discovery, for education but also for treatment, sports performances and implicitly for a new life. Through its content, agrotourism presents a series of particularities that intertwine to a large extent with other forms of tourism, complementing and stimulating each other. In this sense, we have in mind hunting and fishing tourism, tourism related to the Danube Delta or tourism in mountain areas. Accordingly, researchers distinguish several types of tourist villages: ethnographic-folkloric, artistic and craft creation, climatic and landscape, fishing, of hunting interest, vineyards, etc.. The development of these tourist villages offers the special possibilities of balancing the tourist market in a territorial profile, with numerous positive incidents on agrotourism.

Keywords: Agrotourism, sustainability, tourists;

#Corresponding author: rbacter@uoradea.ro

INTRODUCTION

Being within the scope of services, agritourism will present all their particularities, having some of its own characteristics, such as:

- seasonality, its extent and intensity being very different from one period to another, the interdependence of tourism products (the tourist being most often the beneficiary of several material goods and services that are chronologically and causally linked to each other), as well as the high level of fixed costs (determined by the rigid nature of the offer and the non-stockable nature of the services).

A peculiarity of agritourism consists in the fact that, through the presence of favorable development conditions in over 60% of the country, it contributes to the introduction of a significant part of the tourist potential of our country into the domestic and international circuit. It can be said that the chance of Romanian tourism depends on a large measure of the appropriate development of agritourism. Compared to other forms, agritourism does not require too much investment for infrastructure or other facilities and does not produce agglomerations that create various problems for urban localities. Farms and agricultural guesthouses can be used for reception structures in addition to some villagers' households.

MATERIAL AND METHOD

We used for data collection, reception registers, conditions of Suggestions and complaints as well as statistical yearbooks, magazines and Specialized bulletins published by the national tourist offices or other Bodies.

Observation is a way of gathering information that involves the Supervision, by the people in charge of the company with something like That (guides, receptionists, market agents, etc.), of the way people behave. Before and during their time as tourists, to notice how they react to certain levels of tourist tariffs, to the comfort classes in which the vehicles, hotels and restaurants made available to them fall, to the physical and social environment ensured during travel, accommodation, leisure, etc., making use of by some specific methods (tourist audit, mysterious tourists method, Mechanical observation, etc. In this way, the information collected has the advantage that they are relatively objective (not influenced by the goodwill of the investigated subjects), while eliminating the stress specific to other Methods.

RESULTS AND DISCUSSIONS

Ensuring a quality tourist product requires the enhancement of the tourist heritage, through the combination of natural and anthropogenic

factors; of the general infrastructure, determined by the economic development of the destination area; of the tourist infrastructure (transportation facilities, accommodation, public food, health facilities, etc.), as well as the quality of tourism staff. The tourism product can also be created based on prior information regarding:

- Clientele - segmented according to age, profession, residence, income, habits, tourist tastes, etc.;
- Competition - from the need to adapt the elements that make up the product in order to differentiate it from the competing offer and from the need for optimal promotion;
- Existing tourism resources in the destination areas: natural, cultural values, infrastructure, leisure, etc.

The tourist demand is made up of all the people who express their desire to move periodically or temporarily outside their own residence, for reasons other than the provision of remunerated activities at the destination. Tourism demand is particularly complex. It has a varied character determined by psychological and economic factors and has a heterogeneous character due to various motivations. As a result of the simultaneous requests for some elements related to the tourist activity, the request has a complex character.

Contrary to the tourist offer which is immovable, the tourist demand is mobile in the sense of extension. Continuous changes in the economy and politics give demand the character of elasticity, but also influence it in terms of volume, structure and quality. Similar to the demand for goods, the elasticity coefficient of the tourist demand is expressed by elasticity coefficients, their values being dependent on the nature of the tourist products.

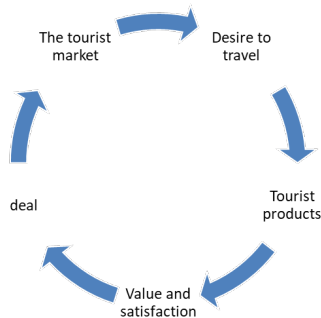


Figure 3.1. Satisfaction in tourism

Desires represent the form of manifestation of the human need to travel, being constantly influenced by the tourist market situation and the internal and external environment of the individual. In our case, it is the desire to travel in rural areas.

The tourist market is the place where the demand meets the offer of tourist products, respectively the specially arranged space where the buyers and sellers of tourist services meet to carry out the transaction.

Tourist products represent a complex set of goods and services offered to consumers. In the case of agritourism guesthouses, it is about the vacation spent in the village and spending free time in the rural area

The transaction consists of the exchange of values between two parties.

The value and satisfaction lies in the advantage offered by the tourist product in relation to the price paid.

The starting point in the development of the tourism activity must be the research of the needs for rest and travel, ensuring the most complete and efficient satisfaction of them. In this sense, starting from the market and consumers, tourism marketing represents the set of methods and techniques aimed at highlighting and satisfying the needs of consumers, motivated by the desire for knowledge, rest, fun, treatment, etc., along with the organization of agencies or associations capable of satisfying these categories of needs to the maximum.

Figure 3.2. presents the main areas with tourist potential.

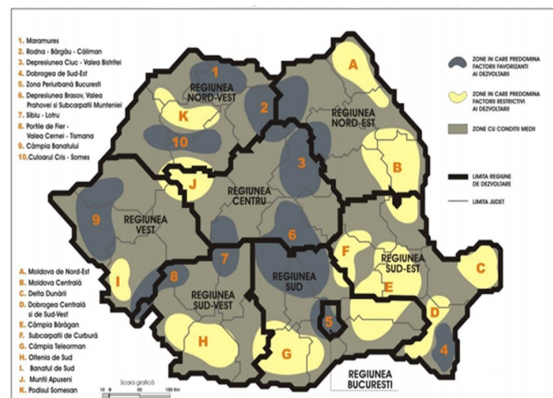


Figure 3.2. Areas with tourist resources

Although there is a great similarity between tourism demand and tourism consumption, these two concepts cannot be totally overlapped. Thus, the official definitions reveal the different content of the two categories:

a) "the tourist demand is made up of all the people who express their desire to move periodically and temporarily outside their own residence, for reasons other than the provision of remunerated activities at the place of destination"; (R. Minciu op. cit.)

b) "tourist consumption consists of the expenses incurred by the tourist demand for the purchase of new services and goods related to the tourist motivation".

The touristic demand represents, therefore, all the requirements manifested or not yet manifested, for the approach to the touristic products, while the touristic consumption is the form of materialization of the demand.

Thus, there are two ways of expressing tourist demand:

a) manifested tourist demand - that demand that manifested itself (externalized) in a certain period of time, also known as real tourist demand;

b) unmanifested (non-concrete) tourist demand, but which potentially exists in the conception of a consumer and which could be evaluated and quantified based on a study of the evolution of requirements; it can also be found under the name of presumed tourist demand.

The actual tourism demand and the presumed tourism demand form the potential tourism demand.

The tourist market has the character of an "opaque" market, that is, it is difficult to define and influence, a character given by the particularities of the market, namely:

- tourist demand is very elastic and permanently subject to fluctuations, under the influence of a multitude of factors of different natures (economic, demographic, psychological, political, conjunctural, etc.);
- tourist demand is characterized by a high degree of complexity and heterogeneity, its study presupposing market segmentation according to a series of criteria such as: age, socio-professional category, consumption habits, etc.;
- tourist demand implies a high degree of tourist mobility, as a result of the rigid nature of the offer;
- the tourist demand has a strong seasonal character, as a result of the uneven distribution and the non-stockable nature of the tourist offer, but also due to the dependence of tourist circulation on natural conditions.

In turn, tourist consumption also presents a series of characteristics, among which we mention, first of all, the coincidence in time and space of tourist consumption and tourist production.

The volume of tourist consumption is determined by the level of effective prices and the disposable income of consumers. The possibility of tourist consumption to change structurally, so to adapt the proportion of its multiple components depending on the change of price, income variables, gives the global volume of tourist consumption a note of stability. In turn, the price and income variables are under the influence of a multitude of factors that can act at the same time and in the same direction on both, or delayed in time and only on one of them.

Some authors group these factors into two large categories:

- a) economic-social determinants;
- b) motivational determinants.

The representative economic-social determinants - income, prices, free time, the size and structure of the population - with a stimulating or restrictive role, give demand a certain elasticity and evolution.

Like tourist demand, tourist consumption shows a strong concentration in time and space, but also in motivation; as far as motivation is concerned, at a given moment rest, recreation may predominate as a reason.

Tourist demand and supply are found in causal relations, because both supply and demand can take the position of determining factor of evolution or the position of resultant of the evolution of tourist activity.

The tourist offer is represented by the framework and the natural and anthropic potential, the "production" equipment of tourist services, the set of goods and services intended for tourist consumption, the labor force specialized in the specific activities, the tourist infrastructure and the marketing conditions.

As it follows from the presented definitions, the tourist offer has a complex and heterogeneous character, being made up of several components, which can be structured as follows:

- the tourist potential, as an element of attraction of the tourist demand formed by the totality of the natural and anthropic resources of an area;

- the tourist equipment, made up of all the fixed and circulating assets that compete to satisfy the needs of tourists ;
- the services provided to tourists and the goods offered to them for consumption, goods with an exclusive tourist destination;
- the workforce that transforms the other elements mentioned above from potential into effective;

The complexity of the tourist offer (and production, equally) is also given by the large number of providers or "manufacturers" of tourist products. The fact that the tourist product consists of a set of services, each with its own specifics, makes it almost impossible for a single producer to provide all the benefits generated by tourist consumption. That is why the providers are highly specialized, have different profiles, sometimes even different interests and most often a distinct way of organization. Thus, in the realization of the tourist product, commercial companies participate whose activities include accommodation, meals, transport, leisure, "manufacturing" tourist trips (tour operators); bodies and associations with a social vocation, local and territorial bodies, etc. can also participate.

In addition to this strong specialization of tourist services, we must also mention the fact that small and medium enterprises predominate among them, a fact that has led to an excessive fragmentation of tourist service providers. As can be seen, this does not exclude the possibility of their regrouping into strong, well-individualized bodies that can dominate the tourist market at a given moment.

Another characteristic of the tourist offer, with multiple implications in the realization of the tourist act, is its rigidity. This particularity is due, first of all, to the inadaptability (reduced adaptability) to both quantitative and qualitative variations of tourist demand.

The impossibility of moving the offer, which implies the mobility of the consumer and not of the tourist product, is another particularity of the tourist offer. Also, the tourist offer cannot be stored - once not consumed, it is lost -, an aspect that implies additional expenses for the economic agents offering in the sense of promoting tourist products and adapting them to the changes in the demand structure.

The tourist offer is dependent on the tourist equipment, the number and structure of the workforce. In the tourism industry, investments, both material and human, are

very expensive, a fact that does not allow their rapid replacement to adapt to the mobility of tourist demand.

As can be seen from the analysis of the characteristics of the tourist supply and production, the inconsistency in time and space of the demand with the tourist supply can be the generator of large-scale economic and social effects, which are embodied in:

- inadequate satisfaction of tourists;
- non-use of tourist equipment;
- extending their amortization period;
- slowing down the pace of replacement of worn-out physical or moral capacities.

According to tourism specialists, there are also certain typologies of tourist demand, closely related to the main categories of tourists. Thus, three types of tourism demand can be distinguished, namely: the demand for luxury tourism, the demand for active tourism and the demand for passive tourism.

Conclusions

The international experience, from countries with old tourist traditions, shows that the adoption of a tourist planning at national level - based on the aspect of protecting the own tourist resources, in order to develop a sustainable tourism - took into account three main objectives: economic (essential in the identification, valorization and increasing the degree of exploitation of touristic resources), social (especially by permanentizing the population, increasing the degree of employment, supporting the practice of some traditional trades and attracting the population to the practice of tourism) and ecological (important for avoiding degradation, pollution of the environment and ensuring a balanced and long-term exploitation of tourist resources). In accordance with these requirements, there was a need to develop and adopt national tourism development plans, intended to allow combining the experience and positions of the main actors on this market - economic agents, public administration, employers' organizations, associations and professional, social, trade union organizations, specialists in profile research, etc.

REFERENCES

1. Alecu Ioan Nicolae, Costantin Marin, *Agroturism și marketing agroturistic*, Editura Ceres, București 2006;
2. Barker M., *Strategic tourism planning and limits to grow in the Alps*, *Tourism Recreation Research* nr. 19, 1994;

3. Băileșteanu Gh. Diagnostic, Risc și eficiență în afaceri, Editura Miron, Timișoara, 1997;
4. Blacksell M, Lane B., Rural tourism and sustainable rural development, Channel View Clevedon, 1994;
5. Bran Florina și colab., Turism rural – modelul european, Editura Economică, București, 1997;
6. Bucuman E., Economia turismului rural și a agroturismului, Editura Pro Transilvania, Alba Iulia 1999;
7. Cater E., Lowman, G., Ecoturism, a sustainable option, John Wiley and Sons, 1994;
8. Ciurea I, Vasilescu N., Vrânceanu S., Brezuleanu S., Popa E., 1995, Organizarea activităților economico-sociale în sistem agroturistic, alocalităților montane de pe Valea Oituzului, județul Bacău, Lucrări științifice, Universitatea Agronomică Iași, vol. 38, seria Agronomie;
9. Ciurea I, Vasilescu N., Vrânceanu S., Brezuleanu S., Popa E., 1995, Organizarea activităților economico-sociale în sistem agroturistic, alocalităților montane de pe Valea Oituzului, județul Bacău, Lucrări științifice, Universitatea Agronomică Iași, vol. 38, seria Agronomie;
10. Ciurea I. V., Brezuleanu S., Ungureanu G., Posibilități de dezvoltare a spațiului rural din zona Oituz, județul Bacău, sat Poiana Sărată, 1998, Lucrări științifice, U.A.M.V. Iași, seria Agronomie, vol. 41;
11. Lect. Dr. Chereji Gheorghe, Repere ale potențialului agroturistic în România, suport de curs, Universitatea Vasile Goldiș Arad, 2011;
12. Ciurea I. V., Chiran A., Brezuleanu S., Gîndu Elena, Ungureanu G. 1998, Researches regarding the efficiency of technical-economic activities of some mountain farms from western carpathians;
13. Cocean P., Vlăsceanu Gh., Negoescu B., Geografia generală a turismului, 2002;
14. Gheorghiu Ovidiu și colab., Îndrumar pentru turismul rural, Ministerul Turismului și Programelor, Phare al UE, Rentrop & Straton, București, 1998;
15. Glavan, V., Metodologia de determinare și analiza a zonelor și satelor cu patrimoniu rural specific, Institutul National de Cercetare-Dezvoltare pentru Turism, București, 1994;
16. Gherdan Alina Emilia Maria, Andra Curpaș, Filip Mihai, Iova Ioana, Sandro Lacrimioara - Study of occupancy rate for Padiș hotel in Băile Felix between 2020-2021-
https://protmed.uoradea.ro/facultate/publicatii/ecotox_zooteh_ind_alim/2022A/Papers/24_%20Gherdan%201.pdf
17. Blanca Garcia Henche, Marketing în turismul rural, Editura Irecson, București, 2004;
18. Institutul National de Statistica, Turismul Romaniei 2012;
19. Lascu Cristian, Ghidul turismului de aventură, Editura House of Guides, 2006;
20. Minciu, R., Economia Turismului, Editura Uranus, București, 2000;
21. M.O. nr. 242 bis/1999, M.O. nr. 582 bis/2002;
22. Monitorul Oficial al României, partea I, nr. 582 bis/2002;
23. Mocanu M, Schuster C., Managementul proiectelor. Cale spre creșterea competitivității, Editura All Bek, București 2001;
24. Nistoreanu Puiu, Turismul rural, o afacere mică cu perspective mari, Editura Didactică și Pedagogică, București, 1999;
25. Păcurar, A., (2004), Geografia Turismului International, Editura Presa Universitară Clujeana, Cluj-Napoca, p. 40-43;
26. Pota Madona Maria, teză de doctorat, Cercetări privind potențialul agroturistic al zonei de șes a județului Arad, Universitatea de Științe Agricole și Medicină Veterinară a Banatului, Timisoara
27. Programul TEMPUS-PHARE, Contributi allo studio dell'a transizione dell agricoltura rumena verso il mercato: aspetti strutturali, economici ed estimativi. Editone Conquiste, Bologna;
28. Prutianu Ș., Comunicare și negociere în afaceri, Editura Polirom, Iași, 1998;
29. Programul de dezvoltare rurală, Leader, UE.
30. Ordonanța Guvernului nr. 63/1997 (M.O. nr. 226/1997);
31. Lucia Elena REBEGA, Dezvoltarea Durabilă a turismului în județul Sibiu, Facultatea de Geografie, teză de doctorat, București, 2011;
32. Romanian Travel and Tourism, Economic Impact Research, (2009), <http://www.wtct.org/research/economic-impact-research/>;
33. Turcu D., Janeta Weisz, Economia Turismului, Editura Eurostampa, Timișoara, 2008;
34. <http://www.acorcluj.ro/abecedarul-turismului-rural>
35. <http://www.cjcluj.ro/turism/>
36. <http://www.revistacalitateavietii.ro/2012/CV-4-2012/02.pdf>
37. <http://www.revistacalitateavietii.ro/2012/CV-4-2012/02.pdf>
38. <http://www.revistacalitateavietii.ro/2012/CV-4-2012/02.pdf>
39. <http://saiapm.ulbsibiu.ro/rom/specializari/licentia.html>
40. <http://www.scribd.com/afaceri/turism/Conceptul-de-turism-rural-si-a14467.php>
41. <http://www.scribd.com/doc/55438395/Management-in-Agroturism>
42. <http://www.scribd.com/doc/126900965/62187160-Agroturismul-in-Romania>
43. <http://www.scribd.com/doc/55438395/Management-in-Agroturism>
44. <http://www.scribd.com/afaceri/turism/INTR-ODUCERE-IN-TURISMUL-RURAL-63885.php>
45. <http://www.scribd.com/doc/126900965/62187160-Agroturismul-in-Romania>
46. <http://www.scribd.com/afaceri/turism/Conceptul-de-turism-rural-si-a14467.php>
47. <http://www.usamvcluj.ro/files/teze/2011/tirpe.pdf>