

Types of Banat Rural Tourist Products Required by International Tourists

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Abstract

Tourist products express the training way and content of tourism offer, being a sum of material goods and services designed to meet the requirements and motivations of tourists. Tourist services are individualized through a lot of characteristics: elasticity of consumption, the material or immaterial existence, the impossibility of storing, the simultaneity of consumption with the production one, the impossibility of avoiding some differences. The structure of Banat tourist products focuses on several essential components because of the multiculturalism of this area, but also specific entrophic and natural resources, natural reservations, historic sites, great diversity of flora and fauna due temperate or sub-Mediterranean climate subtypes. Economic activities as support of agricultural occupations have trends of orientation towards the tertiary sector stimulating the growth of niche tourism, of multiethnic space and multi confessional, being the supporting element of tourist services offered and through and through multilingualism increase the identity of culture and civilization. The economic rural activities, population and territory offers to Banat rural tourist product a note of originality, authenticity and attractiveness, the novelty of Banat village consisting from manufacturing activities, habits and popular, the traditions archaic mulinologic installations and technical oil extraction, gastronomy, natural monuments, monastic religious services, diversity of hilly and steppe landscape.

Keywords: authenticity, rural area, tourist product.

1. Introduction

Product policy expresses the formation way and the content of rural tourist offer and includes an amount of goods and services designed to satisfy the requirements and motivations of tourists who travel for spending leisure time in this area [1-3]. In general, rural tourist products are characterized through the following characteristics:

- elasticity of consumption
- the material or nonmaterial existence
- the impossibility of avoiding some differences
- the impossibility of storing
- the simultaneity of consumption with the production

The structure of the rural tourist product focuses on a few key components determined by the multiculturalism of the area but also of the natural and entrophic resources specific to each area (nature reserves, historic sites, large diversity of flora and fauna, due to climate subtypes)[4-6]:

- *economic activities*, having as main support the agricultural occupations, livestock, crafts, trade, transport and local infrastructure, **with trends of orientation more obvious towards tertiary sector (tourism niche)**;
- *population* witch, through migrating natural movement, through structure (by age groups, gender, occupation, religion, ethnicity, living environment), **through multiethnic and multireligious space, is the holding element of tourist services offered, and through language (multilingualism, attitude, habits, lifestyle), increase the identity of culture and civilization;**

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• *territory*, represented through position and geographical location, through relief units, climate types, **forms and floors of vegetation and fauna, protected areas.**

These structural components offer to rural tourism product a touch of originality, authenticity and attractiveness. Through their terms, it counts the problem of sustaining those holdings found in the protected areas or **witch are located in representative localities for ethnographic areas, households that must have their own attributes favorable to tourism and promoting a rural tourism of quality, sustainable** [7,8]. Product policy is very important because it is focused toward quality and satisfaction of the customers' requirements exceeding, sometimes their expectations. Such products are increasingly demanded on the tourism market found in a continuous expansion and fragmentation [9].

2. Materials and methods

In order to achieve this scientific paper we have developed several types of authentic tourist products that to satisfy the demands of national and international tourists highlighting the natural and human resources from rural area of Banat in order of sustainable development of rural area. So in this regard, we have insisted on tourism products specific to Banat mountain village because represents a unique tourist product through its tourist vocation thanks to big business opportunities

3. Results and discussion

In the elaboration of some authentic tourist products specific to the area taken into study we took into account those types of tourist products that satisfy the requirements of national and international tourists and contribute to the sustainable development of rural localities with tourist vocation. In this regard we took into account that tourism products to be:

– *tourist products to be realized by tourist himself* starting from the constitutive elements of length of stay: (accommodation on the farm, activities at the farm, walking in the village) to

know the endemic species of plant from wild flora or wildlife animals from protected areas;

– *tourist products arranged in advance by the receiving environment: in case of the farms that offer accommodation and the possibility of practicing some recreational-entertaining activities at the farm;*

– *tourist products composed by a specialist in tourism for its clientele* starting from the spread or disparate elements;

– *tourist products "all inclusive"* witch to offer to the customer a complete product that to satisfy his expectations and to realize the balance of its components within a correct price/quality report, because rural tourists are attracted by natural resources and are sensitive to rural life.

We believe that is necessary a concentrated and long-term action of all entrepreneurs, from tourism field, proposed actions should protect and support the relaunch of this activity, of rural tourism, ecotourism and agro-tourism for sustainable development of Banat rural area with tourist vocation.

Banat mountain village, and the one with tourist vocation, represents a unique tourist product equally for the national market and for the world one. Tourist village can contribute to the discovery of an area as a possible tourist destination and to provide a wide range of experiences and business opportunities. The main arguments supporting the promotion of this tourist product, the Banat mountain village are:

– the natural and cultural existing resources,

– the facilities and tourist experiences very different,

– the good price/quality report,

– the uniqueness of the area:

• arts, costumes, music, dance, theater, crafts, cuisine, special skills;

• existence in the village of a particular technical heritage

• buildings, events, legends;

• multiculturalism.

Banat village gathers: (Figure 1).

– thermal and mineral resources;

– endemic flora and fauna;

– beautiful places;

– religious and intercultural heritage;

– a wide range and of good quality of attractions and facilities;

art and crafts (theater, music, poetry, dance, painting, sculpture).



Figure 1. Facilities in Banat village



Figure 2. The novelty of Banat Village

Mounting, harmonization, concentration and assimilation of some of the perennial values of the village within some tourist arrangements leads to the obtaining of Banat rural tourist products of a certain value and character of uniqueness.

Regarding tourism as a form of intercultural comparing, it shows that the staff from the host country is concerned, in high percentage, about

the transmission of cultural information about their own area. What is taken from one group to another are the articles of clothing, special objects of folk art and specific to the country, music, the trades are done through symbols (**music and popular costume, crafts, gastronomic products, dances, folk instruments, handicrafts, flora and fauna**). Awareness of novelty, of the differences

and common points can support the development of tourism products such as:

- learning traditional crafts (pottery, wood carving, weaving, painting on glass);
- initiation in instrumental music with traditional instruments;
- introduction in Banat cuisine;
- learning popular dances from Banat;
- studying the behavior of endemic species of animals
- knowledge of specific flora.

All this would customize tourist offer of Banat rural products and represents only one part of the attractions that could be introduced into the rural tourist circuit for the improvement of rural life.

The expression of the originality of Banat village lies in (Figure 2).

4. Conclusions

In achievement of Banat rural tourism products we consider that is necessary a concentrated and long-lasting action of all entrepreneurs, from tourism field, proposed actions should protect and support the relaunch of this activity, of rural tourism, ecotourism and agro-tourism for sustainable development of Banat rural area with tourist vocation.

All proposed actions should protect and support the relaunch of new activities of rural tourism, ecotourism and authentic agrotourism by highlighting the area's natural resources and to avoid the negative impact on of flora and fauna biodiversity.

Rural tourist product represents a forced and abstract reduction to unity being given the wide variety of possible components of the tourist product. Regarding tourism as a form of intercultural comparing, it shows that the staff from the tourist guesthouse is concerned about the transmission of cultural information instead rural

tourists are concerned to take only articles of clothing, folk art l unique and special to the area. Within the unique Banat tourist product it is necessary to be introduce folk music, technical crafts, gastronomical products, the endemic flora and fauna.

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