

# Possibilities of Improvement of the Management of Rural Guesthouses and Agrotourist Farms

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## Abstract

In order to develop and propulsion tourism activities in rural tourist guesthouses and agrotourist farms it is required conduction and the coexistence of two categories of management: management of rural area conducted by the public local government in order to manage the specific resources, of public and private lands and management of rural tourist guesthouse and agrotourist farms. The rural area's management involves a series of actions that increase the attractiveness of rural village and gives a positive perception from tourists. For a competitive and efficient management it is required planning and organization of public services, publishing of promotional materials, establishing collaboration relationships with other localities which have e natural reservations, historic sites and specific traditions. To improve the management of rural guesthouses and agrotourist farms will take the following actions: specialization of agrotourist farm by customer segment that wants to receive and make them loyal, organization of catering activities, planning and organizing accommodation services, achievement of tourist programs for entertainment and recreation according to the area available at the farm or property level, or rural settlement.

**Keywords:** management, guesthouse, agrotourist farm

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## 1. Introduction

On the background of some big problems related on agricultural policy, of development of rural localities, the rural area in his whole needs new viable perspectives in order to ensure the positive evolution of human communities, exploiting all natural resources, human and cultural existents in rural areas in order to deal with a strong competition and maintaining the biodiversity of flora and fauna of an area.

At Banat level, there are great development possibilities of **sustainable tourism**, and accelerating the development it is imperative necessary. Conducting tourism activities in rural tourist guesthouses and agrotourist farms under better conditions, involves the application of

major conditions regarding the **management and marketing of them** [1-4].

At the level of a rural community can focus a smaller or greater number of tourist resources that can be capitalized through specific facilities and equipments. In villages where agricultural activities with modest value are predominant sources of income of the population, conducting some tourism activities may become beneficial, complementing the traditional financial resources. **Management of a rural guesthouse and agrotourist farm** (where the management of the small business is realized by the farmer is determined by its size and, possibly, by the association with the existence of a vegetable or animal farm. [5-7] In this case, management actions are:

– ensuring some relationships with various providers of service and equipments necessary to provide tourists satisfaction and comfort throughout all length of stay;

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- direct collaboration with a travel agency, with tour operators who can bring clients and can promote the travel package offered [8,9];
- management of individual problems, of agricultural activities and/or crafts without affecting the general "atmosphere" and the quality of services provided to tourists;
- managing and capitalizing their own lands into the tourism initiative (food, accommodation, recreation, local transport, etc.);
- **the attempt to specialize agrotourist farm by customer segment that wants to be receive and to make them loyal in time** (young people, young families with children, elderly tourists, amateur of light sports, amateur extreme sports etc. );
- organization of nutrition activities applying sanitary-veterinary requirements for preparation, storage and serving of the products [10,11];
- planning and organizing of accommodation services with compliance of quality classes (according on the existing legal classification);
- receiving and registration of tourists in an appropriate way in terms of promptitude and efficiency;
- **creation of tourist programs for entertainment and recreation in accordance with available space at household or property level, or of human settlement** (visiting of protected areas, activities on the farm) [12-14].

## 2. Materials and methods

In order to realize this scientific paper we have studied the activity of rural tourist guesthouses from the area analyzed, taking in consideration the implementation of activities witch to contribute to the improvement of management and propelling the economic business of them with the purpose of sustainable development of the rural area.

## 3. Results and discussion

For the development of the economic activity of rural tourist guesthouses we propose the conduct and coexistence of two categories of management (Figure 1).

In this regard are pursued the programs of expansion, modernization and rehabilitation of the technical facilities, linked to the socio-economic development of villages and the landscaping.

Permanent management involves a series of actions that increase the attractiveness of rural village and gives them a positive perception from the rural tourists:

- providing services of quality;
- practicing of some tariffs;
- compliance the performance and best practices indicators.

A competitive and efficient management includes:

- planning and organization of public services;
- editing some promotional materials;
- establishing relations of association and collaboration with other rural localities, that have natural reserves, historical sites, specific traditions.

In farm tourism, the existent public services ensure a certain quality of local habitat and preserving the biodiversity, the management actions of local councils include:

- granting approvals for studies, sewer, documentation;
- consulting residents about the important investments;
- the evidence of public goods and of the quality of them;
- preparation the economic and financial reports;
- maintaining permanent relationships with various institutions;

Conducting a proper management of rural tourist guesthouse involves preserving, as much as possible, of some traditional agricultural occupations, of some the habits, of some authentic original traditions. Also, in order to become a successful business, in tourism activity it is necessary by the community spirit and collective solidarity because only that way you can be organized events and/or local performances, can be capitalized the local tourist resources, including those located on private properties, reservations - workshops, tools and traditional processing techniques). The persistence of the idea that local authorities must have the initiative and solve problems of rural community can not bring rapidly a socio-economic progress.

Any tourist farm represents an investment witch targets the development of an activity and obtaining a profit. In order to have good results on the long term, it must be respected some **requirements** that ensure **quality services and attractiveness** for rural tourists:

- **general requirements:**

- knowing and consultation the actual legislation;
- sign in the evidence of tax administrations;
- obtaining the authorization as economic activity
- homologation of the agrotourist farm rural or tourist;
- organization and arrangement of outside space. In this regard guesthouse or agrotourist farm must have craft workshops where the tourist to may know the secrets of a craft specific to the area; to have garden areas for dining, playgrounds for children, areas for light sports, to be away from any source of pollution, without natural risk

factors and to provide conditions for parking the cars and caravans;

- development of technical infrastructure facilities to increase the comfort offered to tourists.

– *specific requirements:*

- planning and control of food supplies necessary to achieve varied and attractive menus;
- organization of collective spaces of spend leisure time;
- organization and decoration of the accommodation spaces in a specific style
- the relationship between host and tourists

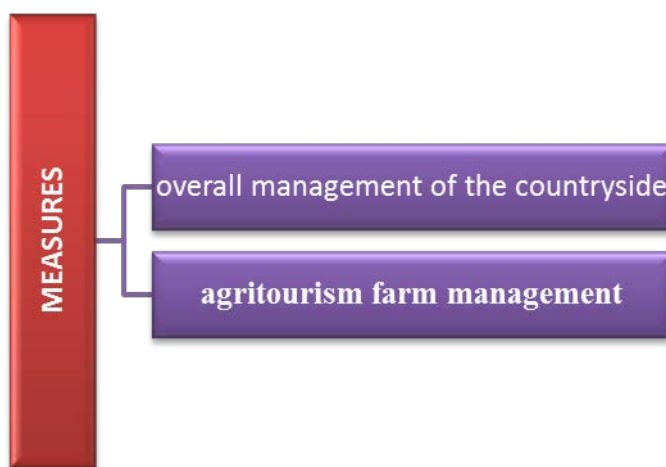


Figure 1. Measures for the development and propelling the tourism at the farm

#### 4. Conclusions

Through a performant management developed by public governments of the rural communities is created real opportunities for local socio-economic development. In the absence of such minimal services, rural tourism and farm tourism has not real chances to become a profitable activity, generator of the new jobs and additional income for farmers and local entrepreneurs and may even have a negative effect, on the environment and on biodiversity through the expansion of agriculture, tourist circulation with impact on wildlife flora and fauna.

We consider that the management of own business in rural tourism, ecotourism and tourism to agricultural farm vegetable or animal, business focused on the contribution of the farmer or of an administrator, has a special importance through the diversification of farm activities that can become benefic completing the traditional financial resources and contributing to sustainable development of rural areas with tourist vocation.

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