

Necessity and Perspectives of Rural Tourism Business Expansion

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Abstract

Agro tourism idea starts on the fact that agricultural households are, generally, in a natural, unpolluted, bearing specific cultural strands specific on living area, that agricultural farm has full natural resources that can provide any tourist leisure, and finally that are open the doors for exploitation of rural areas and agricultural products held by pure rural farmers. Being an activity not only economic but also social, personality and ingenuity of hosts can generate a multiple customization of services in agro tourism.

Currently, in rural tourism operate entrepreneurs, but in isolation, on the individual household level. It is missing unit training concept and launch of tourism offers. It appears increasingly necessary preparation of locally tourism products offers at local level, at organized groups' level and at national level. This can be done practically, only through functional tourist management, locally and globally.

Keywords: development areas, popularity, rural tourism forms

1. Introduction

Tourist accommodation in rural areas of visitors can represent a business. A business is an activity which offers something to get a win. The range of services offered to guests can be extended through trips, visits to craftsmen, riding, conducting summer schools, etc.

More and more, farmer needs to become an entrepreneur capable of putting up and run a business to earn the necessary income, even in other field than agriculture. For achieve a business are necessary several steps: finding ideas, developing business plan, get started.

2. Materials and methods

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

3. Results and discussion

Need to expand business in rural tourism is the result of creating favorable conditions for harmonization of elements that include:

- Various types of accommodation offer;
- Supply of agricultural products, traditional folk art, crafts and folklore is made directly by farm, families and rural communities;
- Natural surroundings offer and environmental requirements are compatible with tourism activities;
- Paid jobs offer in rural areas;
- Infrastructural equipment in the public and private services area.

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Rural tourism business will be successful for the following reasons (Figure 1) [2]:

- Rural tourist areas are increasingly required by the townspeople and tourists;
- Travel of 30-50 km radius from the cities, become competitive with long-distance journeys abroad;
- Most townspeople prefer to spend leisure and weekend days in a quiet, green and clean environment.

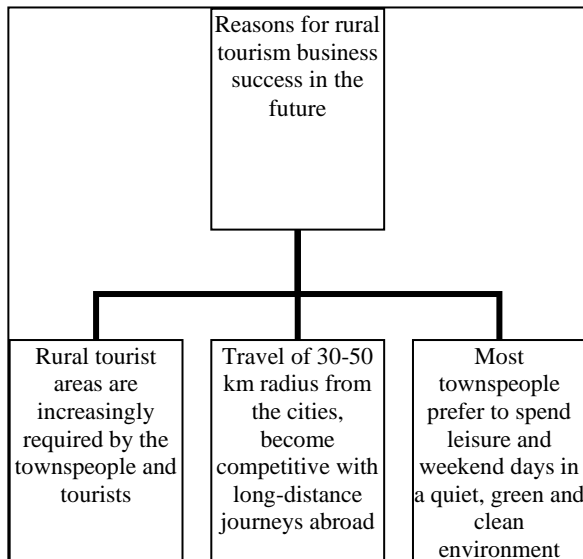


Figure 1. Reasons for rural tourism business success in the future

Appropriate organization of rural tourism businesses should consider several key issues to be effective: [2, 3]

- Knowing the exact capacity of the tourists. This capability requires the evaluation of accommodation areas, especially their correlation with the possibility of providing food, providing transportation and other services that, as made public, that space can provide for the tourists. The lack of a such correlations determine whether a waste of resources and an inefficient use of them, or, conversely, (an overload of them with negative consequences for quality) unable to provide the requested services, with an impact on customer satisfaction.
- Correct estimation of investments. To achieve positive results, any practitioner of rural tourism, must provide a minimum of comfort for tourists reported by such rules in force. Even camping activity in

peasant household, asking on his part, certain services that can be achieved with some efforts: water, sanitary, security at night, etc.

- Correct knowledge of the opportunities provided by rural area for services diversification. Bear in mind that diversification of services contributes greatly to the quality of rural tourism activities. Regardless of the category of tourists, both for young and for elderly, both for the healthy and the sick ones, providing optimal conditions for relaxation and rest should be planned and organized in advance.
- Conscientious analysis of qualitative parameters of services that may be offered. It is important to determine the optimum blending level of modern civilization refinement typical for our century, with traditionalism and rural lifestyle. It is ideal that modern elements to be implemented as discrete as that may and masked proving its usefulness stronger than the presence.
- Agro tourist activity can take place virtually in unlimited options, from simply providing camping site in peasant garden, to host in a simple room or houses, to the most complex and subtle shapes that require accommodation, meals and entertainment.

If we talk about agro tourism, one of many forms of rural tourism, than at entrepreneur level must be accomplish certain aspects (Figure 2):

- The entrepreneur has to be farmer, or to obtain more than 51% of their income from agricultural activities;
- The entrepreneur must have a property that can be used for agro tourist activity;
- Accommodation space must be adequate and properly equipped according to EU requirements;
- The entrepreneur has to provide quality services;
- Agro tourist offer to be developed by exploiting natural and entropic resources.

A household can offer many services for tourists, number and type of them depending on the size and location, tourist potential of the area, landowner creativity.

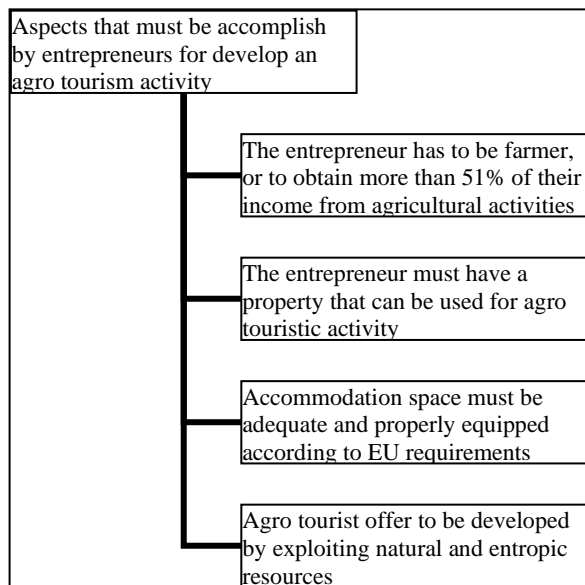


Figure 2. Aspects that must be accomplish by entrepreneurs for develop an agro tourism activity

Any entrepreneur in tourism in rural areas must be familiar with pitfalls that can occur and can reduce the chances of success of this activity. The most important of them and those who must be avoided at all costs are: the pursuit of higher earnings from the beginning, the subjective assessment of agro tourism opportunities, guests neglect, a bad management of human resources, poor quality services.

Prospects for development and expansion of rural tourism business are based on several considerations (Figure 3) [4]:

- *Accessibility and space factors.* Many recreational activities are inherently considered rural because their development requires a large space, open, outdoors, typical of rural regions.
- *Need to integrate rural tourism business in the localities frame.* Rural tourism and agro tourism, in particular, are considered allies of agriculture, in terms of preserving and protecting the rural landscape and cultural elements, integration of tourist business in settlements is necessary in order to establish appropriate correlations. It tries to solve problems related to accommodation capacity in view of the question: "Can farmers and other rural residents to host an increasing number of tourists? Will be rural tourism for excessive effort for villages in order to absorb traffic, or the legal authorities to provide the infrastructure?". Integration of rural tourism business in the localities frame must be the result of a complex exploitation of the territory, of the activities on

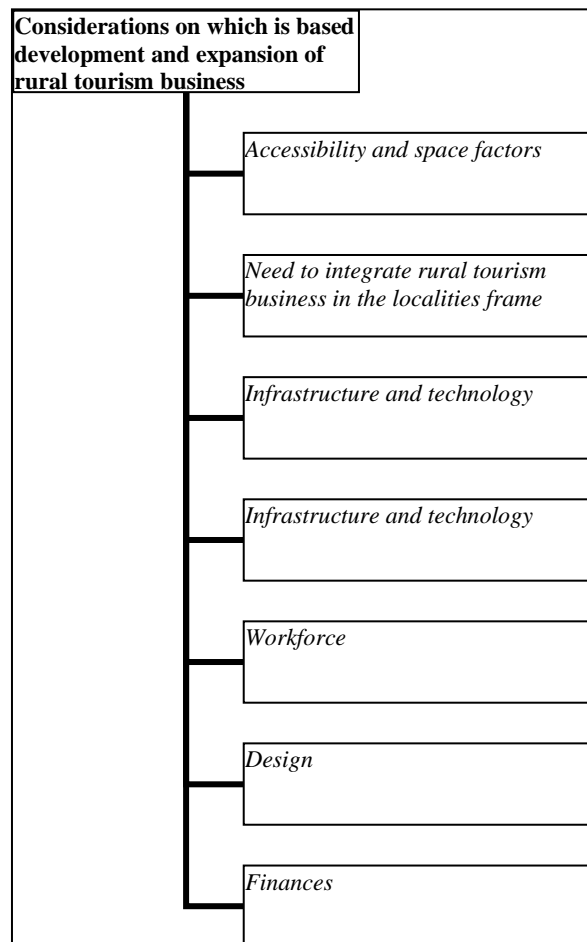


Figure 3. Considerations on which is based development and expansion of rural tourism business

with tourism enters in a directly or indirectly contact.

- *Infrastructure and technology.* Those involved in establishing and developing programs of tourism activities will be constantly issues facing related infrastructure, both quantitatively and qualitatively point of view. Infrastructure is often concentrated in a few localities, or along highways, so that, development of roads, providing electricity reduces original attractiveness of the area, though at first, residents welcomes these improvements. Use of the Internet, even in rural areas, is in a rapidly growing, there are already initiatives in this regard, and the entrepreneurs from rural tourism must take into account costs and benefits of concentration or spread strategy of this technology.

- *Workforce.* The complexity of creation and management of tourism business has increased significantly, a problem in this respect, being the specialized training. To support and

meet rural operators they are necessary flexible programs, including distance learning, off-season opportunities and economic incentives.

- *Design*. Incorporating traditional reasons it is desirable and possible, even there were no style predominates. Heritage preservation is clearly one of the purposes of rural tourism and agro tourism, because a lot of old buildings can be adapted, creative, for modern use. Rural tourism businesses are able to maintain and promote the traditions in many aspects of their style and operations.

- *Finances* for rural tourism development are often raised in isolated rural areas, mainly due to infrastructure. Businesses in rural areas, especially those in sensitive environments must cope with unique conditions, not found in the city. Even the weather can be a very costly factor, especially if business activities must be stopped when the roads are blocked by snow, when the water level is too high, or when wind and temperature make a visit in a rural area undesirable.

4. Conclusions

Appropriate strategies for rural tourism business that support his development should be: [1]

- Improving and diversify the rural tourism product and conditions for its realization. In this respect it is necessary strategies of product restructuring by developing some forms of tourism less practiced now, like hunting tourism, tasting tourism, etc.
- The price of the tourist product must meet its quality standards and income levels of consumers.
- Rural tourism product distribution depends on the market organization, on the involvement of

rural households and on existing logistics in rural areas. It is therefore necessary to have automated record systems and in the future possibility of agro product distribution over the Internet.

- For knowledge tourism product is necessary to diversify promotion activities, especially with external addressability.

- Agro Business incubators are currently an assistance tool in support of peasant farming, especially during early stages of establishment and activity. After improving agro tourist service, follows creating a database of customers and improving managerial activity. The main purpose of the Agro Business incubator is providing free consultancy, facilitation of contact with banking organizations, fostering talent for creating agro tourist services offered by peasant economy.

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