

Agrotourism-Representative Issues And Pro Arguments

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Abstract

Many governments from European Union recognize the fact that agrotourism and rural tourism represents one way that can save the agriculture in that in the coming year`s rural tourism and agrotourism will become representative elements for rural area, the arguments of this representativity being the purpose of this paper.

The rural area offers great opportunities for development of agrotourism, practicing of its being necessary in the current period. At the majority of rural settlements, the defining emblematic is multiple: the quality of landscape and warmth of the inhabitants, works of art and popular technique, traditional occupations, costumes, customs, traditions, cuisine, resources, etc. To these is added also the awareness, by small farmers, of the need to diversify agricultural activity, both in and outside the farm, by engaging in other activities, with non-agricultural character, from which agrotourism is one of the most circulated.

Keywords: agrotourism; representative issues; arguments

1. Introduction *

The popularity of rural tourism forms has increased in recent years [1], and from these forms agrotourism is one that enjoys the greatest recognition. Therefore, the studies conducted on it are numerous. Summarizing some of these studies, results that in agrotourism case, the agricultural and tourism activity are always related, ultimately being an activity that supplements the income of farmers [2-18].

This includes providing for the tourists of the opportunity to experience a wide range of agricultural products and services: from simple stalls for sale agricultural products - vegetables and fruit for example - to visit the vineyards, orchards; from the accommodation in the farm to the harvest festivals.

The appearance of agrotourism has on base the necessity to find solutions for rural households to increase revenues through recovery their economic potential, developing the hosting services and capitalization their own or local products. From this basic need can be formulated

various concepts or derived definitions to characterize agrotourism by segments of specialization [19].

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

Distinguishing agrotourism from other forms of tourism developed in rural areas can be carried out through the fact that this is an economic activity in an agricultural holding/farms, activity carried out in order to produce some benefits and rewards to the visitors and generate additional income for farmers.

In the existent literature, including in the one of the countries from European Community, appear frequently the terms of rural tourism and agrotourism. Even if they act in rural areas, rural tourism and agrotourism are two concepts that, for some authors are the same, and for others are two different notions (fig.1) [20].

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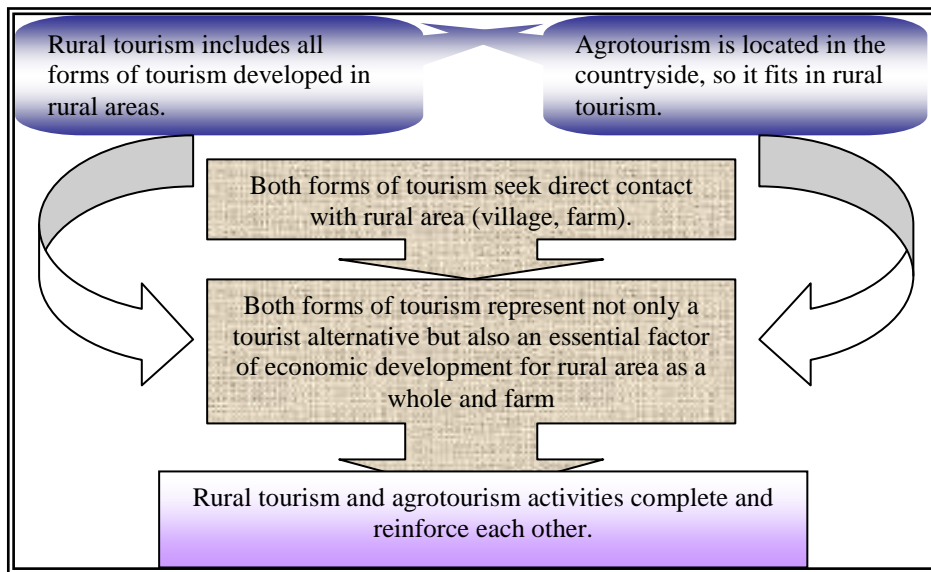


Figure 1. Relationship between rural tourism-agrotourism

Agrotourism is bound of the agricultural household/ farm peasant who gives it the distinct characteristics both in terms of space, activities developed and the types of incomes: [21]

1. **in terms of accommodation space**, to ensure the material base, agrotourism can be defined as an activity able to capitalize the existing accommodation excess from farm, being ready and equipped specifically for receiving tourists;
2. **in terms of developed activities**, agrotourism can be as a set of goods and services offered by the farm, through the consume of the people, witch, on a determined period of time, come in rural areas for relaxation, recreation and leisure, therapeutic cures or business for satisfying hobbies, art initiation in traditional crafts for studies and documentation etc;
3. **in terms of entertainment**, agrotourism is a form of tourism with much variety and uniqueness in achieving service that are offered to people who love nature, culture and art peasant [22].
4. **in economic terms** agrotourism may be defined as an activity whose incomes have a complementary nature, the household or farm making the principal incomes from farming or other basic types of activities (agro-food processing).

The development forms of agrotourism (fig.2) is from simple hosting to profiling the entire agro-livestock production system in agrotourist purpose. Three components are essential in agrotourism, namely: territory is "the raw material" for agrotourism; agrotourist products must be authentic and of quality; people

responsible for carrying out this activity-farmers [23].

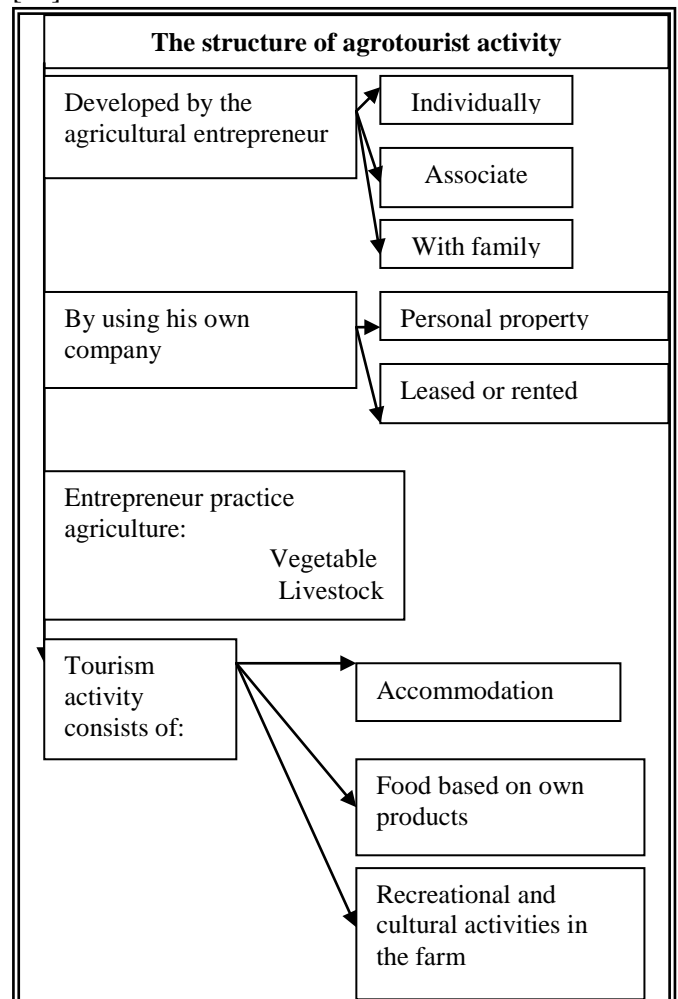


Figure 2. The structure of agrotourist activity

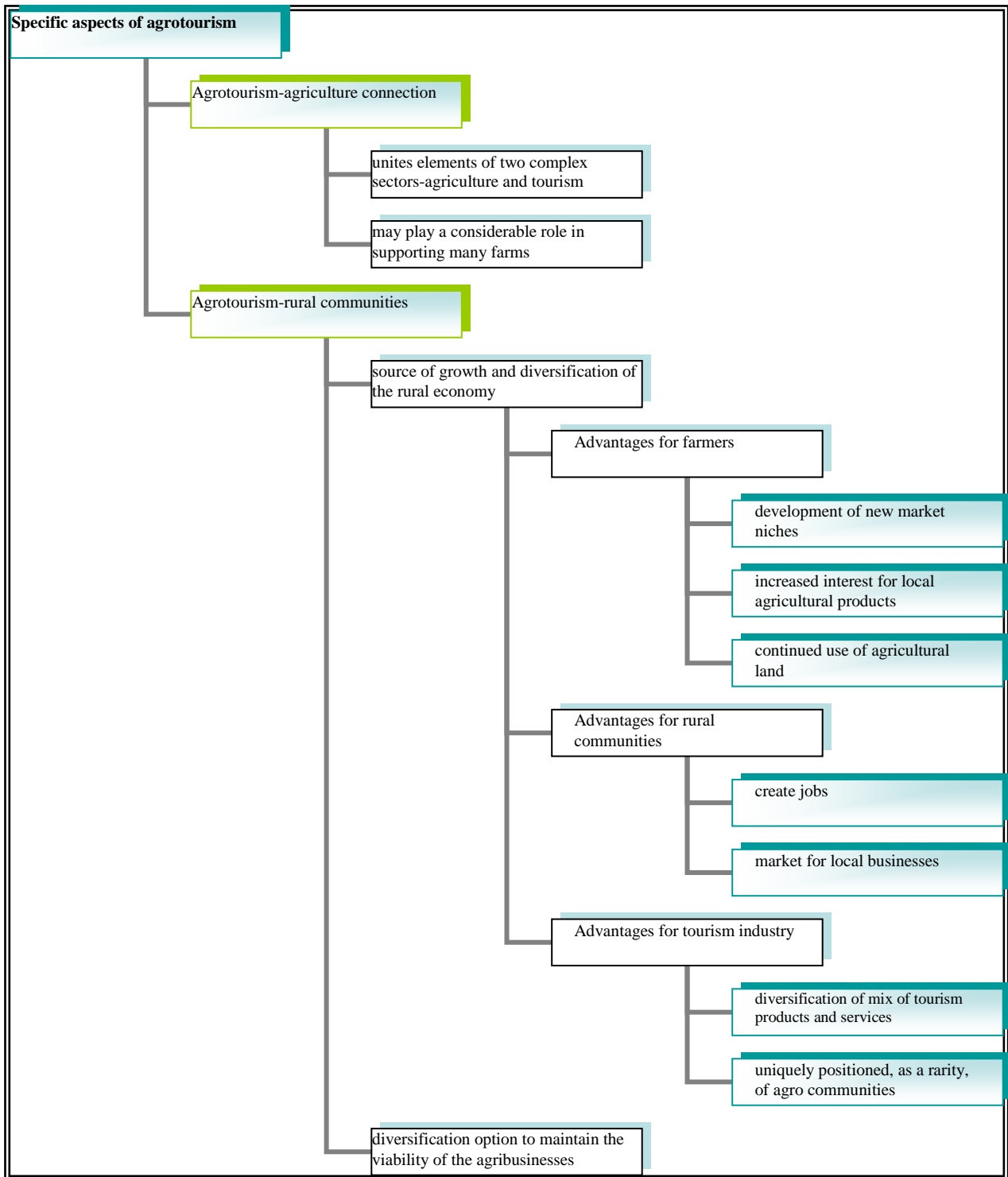


Figure 3. Specific aspects of agrotourism

With the decline registered in many traditional rural industries from rural area, agrotourism is perceived both by agricultural community and the decision makers as a diversification option for maintaining viability of the agribusinesses.

However the benefits are far greater. Agrotourism has advantages for all involved in its implementation (fig.3).

4. Conclusions

Through the fact that are exploited local resources and products, and combines two activities, on the one hand the agricultural one and on the other hand the tourist one as complementary activity, the profitability of agrotourism is high, being a chance for alternative incomes for rural areas. So therefore, it requires agrotourism, which in addition to being fashionable, presents an important social side through lower prices and its specificity, in most part family tourism, camping tourism and youth tourism.

By providing the conditions of practicing some profitable activities in villages it is followed stopping labor migration from urban areas to areas of origin, increased stability of the active population, improve living conditions, protection and conservation of the environment as a factor of recreation and restoration creative potential of the individual, creating the conditions for carrying out other economic activities, industrial, agricultural, commercial in rural areas.

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