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

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 he receive and
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.

− 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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