

Leisure, Means of Spending Free Time at Agrotourist Farm

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Abstract

Leisure at agrotourist farm includes all recreational and entertainment activities, offered to its visitors willing of uniqueness and beyond, having as purpose the insurance of a good mood, pleasure and relaxation, along with printing some positive impressions and of a pleasant memory about the visited location. In case of agrotourist farm product, leisure has a very diverse content, depending on the profile of the rural area, of the farm, of the motivation, of the visitation season and of the customer segments. Animation from agrotourist farm should contribute to meeting the requirements of active recreation and meeting physical and mental demands of tourists and generate the necessary frame to pleasantly spend a pleasant and instructive leisure. Leisure services can be organized by the staff from agrotourist farm, by specialized personnel or third parties, in order to meet the functions of relaxation and physical comfort, entertainment and improving its capabilities, satisfying the needs of consumers of such niche tourism.

Keywords: free time, leisure, agrotourist farm

1. Introduction

Achieving the requirements of tourists, increasingly sophisticated and educated, of active rest, stimulates the efforts to develop those activities and services that meet the physical and mental requirements of agrotourism consumers, generating the framework necessary for pleasant and educational spend of leisure time at the farm [1].

The leisure at agrotourist farm consist of all the means, equipment, educational activities, in order to provide the tourists a good mood, pleasure or relaxation, as well as the printing of positive impressions and pleasant memories. In case of the tourist product, leisure services at the farm have a diversified content [2-4], depending on the geographical area, the purpose of the holiday, the seasonality, the clientele segment [5,6].

Recreational services in general and those of farm in particular are classified into [7-9] services of:

- recreation offered for the purpose of detaching tourists from daily activities, such as rides between rape, grain, orchards, participation in specific activities from the vegetable or animal farm [10-13];
- recreation – fun leisure, sculpture in pumpkins, labyrinth in maize;
- commercial leisure;
- cultural leisure;
- show entertainment;
- gourmet dining, knowledge of traditional cuisine, cooking classes, wine tasting and fruit distillates;
- professional recreation, product or animal fairs, harvest day
- weekend recreation in the countryside by participating in farm works, picking with your hand, preparing pickles, jams.

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2. Materials and methods

Taking into account the limited period of trips to the agrotourist farm, by the purpose and the diversified typology of agrotourists, from the perspective of the weekend destinations, the leisure is characterized by simplicity and diversity for these reasons in this scientific approach we propose new activities that diversify the agreement and increase tourist flows by increasing the duration of leisure stay at the farm.

3. Results and discussion

Depending on the ways of spending leisure time at the farm and by the participation at the specific activities, leisure services at the agrotourist farm can be grouped as follows (Figure 1):

- active services are characterized through effective participation at the specific activities from the farm;
- passive services are characterized by passive participation in visiting various attractions, attending to some cultural events of the community.

Depending on the degree of organization, recreational activities are grouped in (Figure 2) [14,15]:

- services organized by staff from the farm responsible for accommodation and food;
- services organized in collaboration with local administrations;
- services organized by third parties, through organizations specialized in the organization of culinary exhibitions, fairs, harvest day.

The experience gained during the trip is viewed by the tourist in general and by the agrotourist, especially through four different aspects, namely:

- exploitation experience;
- social experience;
- optimizing experience;

- biotic experience.

From the perspective of rural tourism organizers (of the farmer), recreation as a means of spending leisure time on the agrotourist farm fulfills the following functions:

- acts as a factor of competitiveness of agrotourist farms and agrozootechnical farms that provide tourist services by increasing their attractiveness degree leading to the differentiation of their offers;
- determines the customization of farm products, stimulating tourist circulation and loyalty the customers;
- constitute an important source of income for the farmer;
- represents a form of seasonality attenuation.

Within the additional services organized in collaboration with the local administrations, an important place is occupied by:

- activities (sports);
- services of information;
- services of intermediation
- occasional tourist activities;
- tourist activities with sport character.

In the arrangement of agrotourist farms, recreational services should also be taken into account in order to exploit the economic potential of each farm, to create a planning of the ensemble and on long-term of the human-environment links, to ensure a rational sizing of the equipments, their integration into the structure of spaces and landscapes.

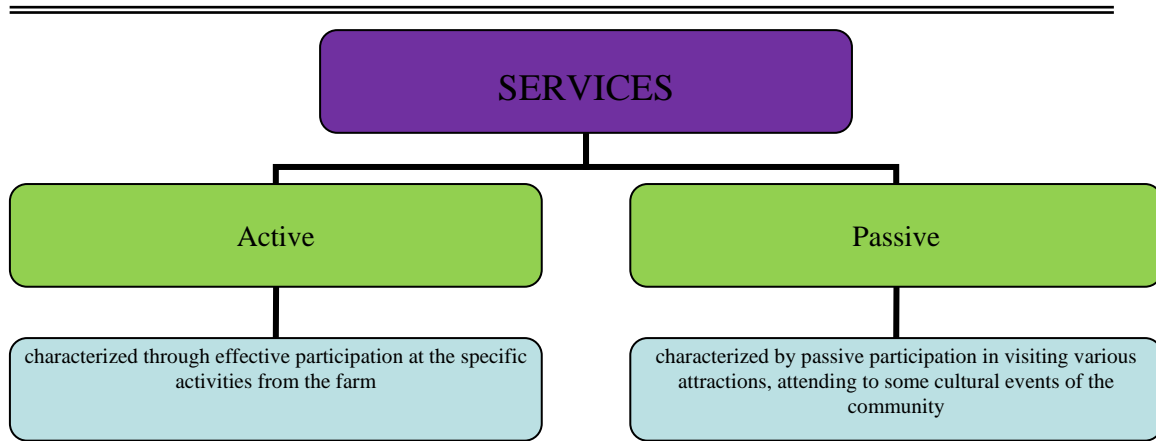


Figure 1. Classification of leisure service depending on the participation way

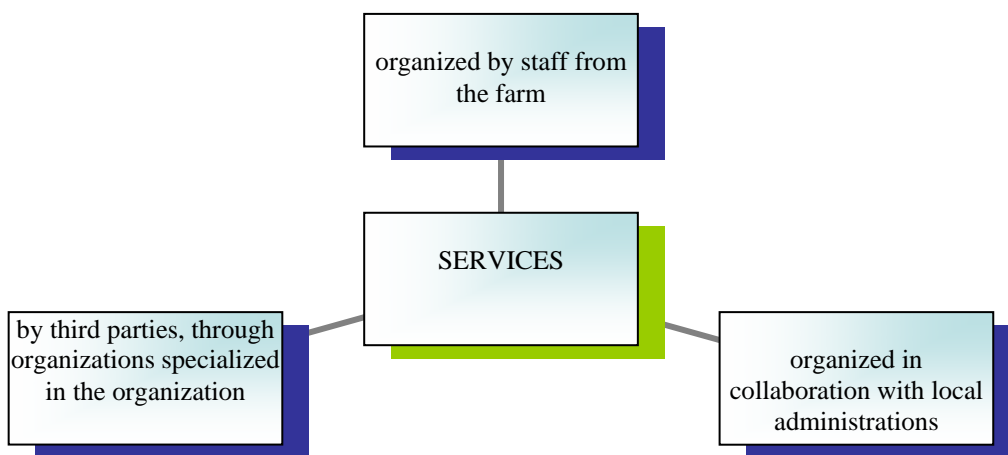


Figure 2. Classification of recreation services depending on the degree of organization

4. Conclusions

We can conclude that the criteria for classifying this category of this type of agrotourism services, underlines once again the importance of recreational services for the development of tourism in general and agrotourism in particular.

We find that there are many criteria for classifying recreation as a fun-educational leisure at the vegetal or animal farm, being considered as a means of spending leisure time on the agrotourist farm.

We conclude that recreation has become with time the motivation to travel for more and more middle-income tourists and more children, from this reason it has become an important point in addressing the development of rural and agrotouristic tourist destinations in farms with animals or with a plant culture.

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