

Study Regarding Rural Farm Services that Contribute to the Increasing of Free Time

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Abstract

The service structure that contribute to the increasing of free time in an agrotourist farm comprises a diverse range of activities, some of them with old t seniority, that have not undergone major changes, other recent or reinvented, for diversifying leisure but all with spectacular rates of development. One of the oldest activities is trade with products produced in agrotourist farm with an important role for producer of products, but also in report with the clients. Understanding the role of research and development services determines increasing the investments in scientific research in order to economic and social growth of agrotourist farms. Improving service in agrotourist farms has as consequence therefore redrafting time sequence which, potentially can be changed individually in free time, because the improvement level of services offered to customers, determine the length of time allocated to developing a wide range of activities..

Keywords: agrotourist farm, rural services, free time

1. Introduction

In tourism activity are distinguished services from various fields of activity, which have a separate management and an independent existence, some of them being common with those of all tertiary components, others being specific only to tourism [1-4].

The improvement of service's management has as a consequence the reshaping of the potential time sequence, which can be changed at individual level in free time, because the improvement level of the management of service's for the population largely determines the length of time allocated to the development of a variety of activities, the size of these sequences influences the size of free time [5-7].

Increasing free time, through activities developed during this time sequence, represents a genuine market in full expansion [8,9]. Most of the demand generated by the process of use of free time leads to the increases of the demands on service's market and to the improvement the management of tourist activities with cultural historical character, recreation and games activities, leisure, rural and in agrotourist farm [10-12]. The diversity of activities that have as objective satisfying the requirements of tourists both during travel and for transport, requirements regarding the food and rest, but also related to the specific characteristics of tourism are activities included in the concept of tourist services [13]. The main purpose of the services is to provide the necessary conditions for rebuilding the capacity but also to spend free time, having an important contribution in achieving the goal of active rest [14].

Tourist services should be designed so that, after their consumption, tourist to acquire extra

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information, knowledge and skills regarding the activity developed in the farm. Currently in tourism field are implemented new types of services, the result of its responsiveness and adaptability to changes in the structure of consumption needs.

2. Materials and methods

In tourism sector we meet a wide range of services from different areas, some of them common with those of the tertiary, others are specific only to tourist services. For these reasons we undertook studies regarding the diversification of rural services that to contribute to the increasing of free time.

3. Results and discussion

Travel services in their deployment are characterized through the following main elements:

- are materialized only in contact with tourism demand;
- are consumed as they occur;
- the consistency in time and space, of tourist production and consumption of services;
- tourism industry is a complex system of services;
- inseparability of the tourist services provider;
- they can not be perceived through the senses;
- requires a high volume of expenses with service providers;
- requires some services adapted to the specific of each consumer on their own of tourism products;
- the large number of service providers;
- they are consumed according to the performance's specific, type of tourism, place and time of the request.

Tourist services have three characteristics:

- Inelasticity due to low compatibility, with changes of tourism demand on short and long term, a decrease or an increase on short-term of the demand will not cause a significant variation of the price, on long term, tourism services being influenced by the characteristics of reception infrastructure;
- Complementarity conditioning the production and quality of services, insufficiency of an service

determine the quality of tourism product offered for tourist consumption;

- Heterogeneity of the services. According to the heterogeneity characteristics, tourist services are classified as follows:

after steps of the travel:

- services regarding the management of the destination;
- leisure services: transportation, accommodation, nutrition, recreation.

Depending on the share in consumption and motivation of the demand, services can be:

- basic;
- additional
- complementary, in the frame of basic services.

After form of demand manifestation and of the formulation way of the purchase decision of tourist product or of the accommodation moment the services are:

- firm: transport to destination, accommodation, booked previously to travel to the destination;
- spontaneous, required in the moment when a consumer of tourism products is in contact with the tourist offer.

Depending on the nature of financial relations, services can be:

- surcharge, paid;
- free of charge.

Depending on the type of tourists services can be:

- for residents;
- for international tourists.

By the nature of services these can be:

- specific services, of transport, accommodation, catering, recreation;
- nonspecific services of common transport, telecommunications.

We believe that a meaningful analysis of tourism services allow us to understand their complexity and creates the possibility of delimitation the classic tourism and the niche one in relation to other components of the economy and tertiary sector. The structure of rural tourism services, which contribute to the increasing of the free time, includes a range of activities such as:

- trade with products produced in the farm;
- leisure and recreation activities;
- complementary services;
- social services;
- telecommunications;

- transport services with various means;
- repairing services.

Improving rural services has as consequence redrafting time sequence which, potentially, can be changed individually as free time, because the improvement level of public and personal services, determines the length of time allocated to development activities, basic activities, transportation, or household, while the size of these sequences of time has an influence on the amount of free time. For transport, the expenditure of time and, within it, the one for traveling from home to work and vice versa, is an important chapter of the time budget for the individual, an important place within the possibilities of movement, occupies the use of own transportation means.

Services for distribution the food non-food products are another important category of services for the population. The dimension of time necessary for shopping is influenced by the supply of goods, improvement and location of sales units' network and foodservice markets, adapting the running program. Repairing and maintenance

services of personal objects of the tourists were increasingly improved over time.

Other services for the rural population such as education, culture, health, rural tourism can be considered in the same time also services for production because they, maintain, restore physical and mental the labor, an important factor in increasing production in contemporary society. The existence of different types of services for the population, in order to analyze and understand the phenomenon requires their structuring. Depending on economic and financial relations which occurs between provider and customer, services for the population are classified as follows:

- Services for merchandise, paid by population and purchased through acts of sale and purchase;
- Non merchandise services with free or partially free title, their funding being made from the state budget.

Depending on customer, tourist specifications, services for local people and visitors can be:

- personal services;
- collective services that can be individualized, social assistance, education or collective, environmental protection, public order.

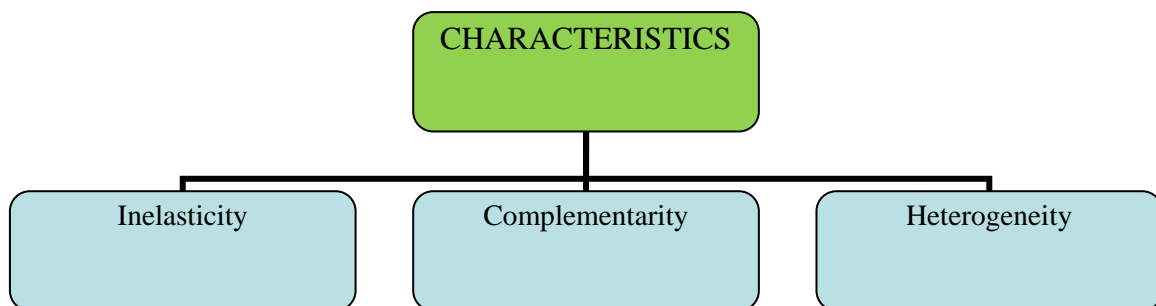


Figure 1. Characteristics of tourist services

4. Conclusions

Analysis of factors that determines the size of free time is difficult to be realized, but it must be taken into account the role of activities from the service sector for tourists of whose destination is rural area. Tourist sector participation in improving the quality of life in rural area can be done in various forms: rest, recreation, leisure and participation at the works from the farm, knowledge of country life.

Increasing urbanization degree is another important factor, which has as effect increasing tourist trips through areas outside urban areas, in

unpolluted rural areas, with purposes of recreation and rest. Increasing population and, the average life expectancy implies the existence of higher resource of potential tourists and prolonging schooling and raising the level of culture favors practicing various forms of tourism.

Report between tourism and free time may be determined by other factors such as an increase in the popularity of alternative routes for leisure, reducing satisfaction with each unit of tourism consumed and the fact that the free movement of persons is regulated and often encouraged.

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