

Renaissance Possibilities of the Village by Practicing Rural Tourism and Farm Tourism

Ioan Petroman, Cornelia Petroman, Diana Marin, Iasmina Iosim, Aurelian Csaholczi

*Banat`s University of Agricultural Sciences and Veterinary Medicine, Faculty of Agricultural Management,
Calea Aradului,119, Timisoara, Romania*

Abstract

Rural and farm tourism has as coordinates three essential elements, rural area, people, and products offered for sale to the visitors and refers to all the activities caused by spending a determined period of time in rural area, the means for housing being both the pension as well as the farm or peasant household and other accommodation spaces, inns, stops. The village can be reborn being an important place for townspeople, because it means human dimension, social intimacy, and local animation. Villages with tourist vocation are preserving of traditions and a rich historical content, besides administrative, cultural and economic, functions through tourism can regenerate developing through the implementation of measures which to improve infrastructure, attracting young people in villages by creating new jobs in tourism activity, promoting traditional village. In developing strategies for the regeneration of villages do not have to start from the premise that the village should be a closed community, but a supplier of raw materials and human resources, producer of goods and services for urban communities.

Keywords: village, rural tourism and farm tourism, economic and social renaissance.

1. Introduction

In order to put in value the natural and anthropic resources from rural area, through rural and farm tourism needs to develop competitive strategies for rural services [1-4]. The components of the plan that compose the rural development strategy, can be changed during the development of the activities from agrotourist farm, rural guesthouse, which will influence also the changing of the plans of rural tourism agencies that operates in rural area, because for each agrotourist product or rural service will exist a strategic orientation, clearly created, in agreement with the consumer of such products needs [5-8].

The strategy of rural tourism services uses the concept of marketing to create partial strategies such as [9,10]:

- strategy of the variety of services;
- strategy of the offers and prices;

- the notion of rural tourism product;
- quality strategy;
- availability of offers.

For managers of the companies operating in the rural area, it is not enough to know well the clientele, middle-income families and 2 children, but it is also necessary to know how competitors work [11-13]. Putting into value of a rural area is strongly conditioned by:

- the content of rural tourism benefits;
- the variety and quality of service offered.

In the continuous process of the complexity of rural tourism offer, are contained the concerns of rural tourism organizers and rural services providers to diversify rural tourism offer through the issue of some rural tourism products with a new content, more comprehensive and more attractive, compared to some traditional tourist products [14]. It is necessary to reorganize the rural tourism promotion and the strategy of the variation of the rural tourism services should be created so that the primary and secondary rural tourism resources of a territorial area, village or

* Corresponding author: Cornelia Petroman,
c_petroman@yahoo.com

common with tourist vocation to satisfy the following needs:

- diversification of the services offered by attractiveness in the rural area;
- to accept the voluntary replacement of a range offers of rural and farm tourism services with another range of offers;
- to provide possibilities and alternatives to spend free time.

2. Materials and methods

Within this scientific approach, we have analyzed non-agricultural activities and services offered to consumers, which through their diversification contribute to the development of rural and farm tourism and, implicitly, to determine the rebirth of the villages through their economic and social development. The non-agricultural activities from the rural area that were our concerns in this research were the independent ones and the complementary ones.

3. Results and discussion

From the non-agricultural activities that can be practiced and taught by visitors, rural tourists and agrotourists at the farm, in rural area according to the geographical location of the area practicable are:

- woodworking - carpentry, rotary, leather processing, lingerie, in the hill and mountain area;
- pottery, obtaining ceramic and glass crafts, wool in the plain area;
- braids from wicker, from cattail and reed from the areas near waters;
- traditional processing of products and animal products, meat, milk, horticultural and agricultural, compotes, jams, broth.

A special non-agricultural activity, which can be promoted through rural and farm tourism and which contributes to the regeneration of the village, is the traditional processing, distribution and consumption of the main products obtained from sheep and goats and secondary wool, that can be processed by traditional weaving, turned into carpets, linen, embroidery, handicrafts.

In rural areas, an important role plays the workshops woodworking (sawmill), iron processing workshops, especially for the

maintenance of local means of tourists transport (wagons).

The village or agro-tourism farm should not be limited to just a few objectives of historic and cultural interest, but must also include natural resources, to make it as attractive as possible through recreational activities. In order to revive the villages, measures are needed to promote those activities that are attractive and diversify the recreation, because farmers consider agrotourist activity as being complementary. We believe that for the regeneration of villages, local authorities need to be more involved in organizing the activities generating profit and by their promotion, by signaling or other forms of promotion at the local, national and even European level as local authentic agrotourist products that contribute to the sustainable development of the area.

The village or rural locality, can not make progresses without a balanced and healthy development of its area, especially with no financial resources allocated for preserving the biodiversity of the environment, because it still misses the necessary elements of infrastructure and some social services.

We consider that the rebirth and development of the village, by practicing rural tourism and agrotourism on the farm can be done if a few measures are taken:

- investments in infrastructure;
- development of traditional processing enterprises of products obtained in farms;
- diversifying the services offered to tourists;
- development of local pride regarding the authenticity of products and services offered to tourism consumers;
- promotion the traditional village as a place of spending free time.

Regarding the development of development strategies of the rural area it should not be started from the premise that the village should be an idyllic community, only a supplier of raw materials and human resources but also a *producer of goods and services for urban communities*.

Through the modernization of agrotourists farms, through investments can diversify their activities, and products obtained, processed can be used by the agrotourist farm as fresh, produced in the farm, but can also be a source of income for owners who can sell them directly from the farm through their own stores or in fairs and exhibitions

of traditional products, being delights for those who want to farm agrotourism or so-called "fun agriculture" when those accommodated at the farm actively participate in the production of cheese, compotes, traditional meat products.

4. Conclusions

We can conclude that all the activities presented provide employment of workforce from rural area through judicious use of local resources due to the fact that these products are used for the needs from individual household, but can also be a source of additional income if they are sold in fairs or even exported as traditional products.

We believe that for the development of the rural area and the stability of the young population in rural area it is necessary to encourage investments in infrastructure and to ensure minimum social conditions, the development of small and medium enterprises, creating new jobs and capitalizing the local natural and anthropic resources, all contributing to the sustainable development of rural area.

References

1. Marin Diana, Petroman I., Petroman Cornelia, Bălașa Mihaela, Csaholczi Aurelian, Study on specific activities of agrotourism, *Research Journal of Agricultural Sciences*, 2015, vol 47, Issue 4, p.164-168
2. Petroman I.M., Petroman I., Conservarea autenticității prin activități agroturistice, Editura Eurostampa Timișoara, 2013
3. Andriotis, K., Vaughan, D.R., The Tourism Workforce and Policy. Exploring the Assumptions using Crete as the Case Study. In: *Current Issues in Tourism*, 2004, 7 (1): 66-87
4. Marin Diana, Study on the economic impact of tourism and of agrotourism on local communities, *Research Journal of Agricultural Sciences*, 2015, vol 47, Issue 4, p.160-163
5. Foulke, T. Bastian, CT, Taylor, DT, Coupe, RH & Olson, Desiree., *Off-Road Vehicle Recreation in the West: Implications of a Wyoming Analysis*. Western Economics Forum, 2008, 2: 1-11
6. Russell, Brittany, *Agri-Tourism Workbook. Guide to Discovering New Ways to Build a Successful Agriculture Business through Direct Farm Marketing*. Agri-Business Council of Oregon, 2003
7. Petroman I., Petroman Cornelia, Marin Diana, Ciolac Ramona, Văduva Loredana, Pandur Ioana, Types of Cultural Tourism, *Lucrări Științifice Zootehnie și Biotehнологii (Scientific Papers: Animal Science and Biotechnologies)*, ISSN 1221-5287, Editura Agroprint Timișoara, 2013, vol.46 (1), pg. 385-388,
8. Holmes, K., Tschanz, Y., *Promoting Skills Development*. U.N.E.S.C.O. International Institute for Educational Planning, 2004
9. Petroman I., Petroman Cornelia, Agritourism and its forms, *Lucrări Științifice Seria Agronomie*, ISSN 1454-7414, 2010, Vol 53
10. Petroman Cornelia, Typology of Tourism Destination, *Scientific Papers: Animal Science and Biotechnologies*, 2015, 48 (1), 338-342
11. Petroman Cornelia, Types of Banat Rural Tourism Products Required by International Tourist, *Scientific Papers: Animal Science and Biotechnologies*, 2016, 49 (2), 260-263
12. Petroman Cornelia, Mirea Amelia, Lozici Ana, Constantin Claudia Elena, Marin Diana, Merce Iuliana, The Rural Educational Tourism at the Farm, *Procedia Economics and Finance*, 2016, 39, 88-93
13. Dumitrescu A., Petroman I., Julean D., Petroman Cornelia, Marin Diana, Souca Lavinia, Coman St., Stan Andrea, Marketing mix in farm agritourism, *Lucrări Științifice Management Agricol*, 2012, 14 (2), 417-422
14. Dumitrescu A., Petroman I., Stefanovic M., Statie C., Petroman Cornelia, Marin Diana, Avramescu Daniela, Sucas Moaisina, Marketing management in farm agritourism, *Lucrări Științifice Management Agricol*, 2012, 14 (2), 423-428
15. Petroman I., Varga Melania, Constantin Claudia Elena, Petroman Cornelia, Momir B, Turc B., Merce Iuliana, Agritourism: An Educational Tool for the Students with Agro-Food Profile, *Procedia Economics and Finance*, 2016, 39, 83-87.