

Farm Agrotourism Alternative Sources of Income in Rural Area

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Abstract

Agrotourist movement in rural areas is influenced by several factors of economic, psychological, demographic, natural or circumstantial nature. Along with increasing of the incomes and exceeding the critical level of satisfaction only of consume requirements intensifies the agrotourist circulation and regarding tariffs practiced, they can have an inhibiting effect if they increase or will promote tourist flows if they decrease. The agrotourist motivation has a major influence, being the one that determines the tourist to move from his place of residence, this referring to the demands, impulses, desires, with personal character and intentions to spend their holidays in the country. Farm agrotourism is an activity of which raw material is represented by the environment surrounding and from the farm, their attractiveness, elements that develop a wide range of shapes, capable of responding to various reasons to spend a holiday in rural area. Through the diversification of agrotourist activities it will improve the economic activity of the farms with specific and will increase the incomes additional obtained in farms at a time when the main activity is not so intense.

Keywords: agrotourism, rural area, alternative source of income

1. Introduction

Factors influencing agrotourism movement in rural areas are economic, psychological, demographic, natural, political and circumstantial nature.

In case of agrotourism, economic factors are represented by two elements, personal or family income and charges for services provided in the rural area. While individual and family income increase and exceed the critical level of satisfaction of consume demands and intensified tourist traffic and regarding the charges, they may have an inhibiting effect if they increase or will encourage tourist flows toward rural area if they fall [1-3].

Psychological factors are difficult to assess, existing the individualized items because the

motivation for the rural area, has a major influence being the one that persuade the consumer of tourist services to travel from their place of residence to another geographic area, this referring to the demands, the impulses, the desires, with personal character and the intentions of tourists, which in turn are influenced by cognitive factors and aesthetic factors [4-7].

A number of benefits can be generated by demographic factors that converge through the main agrotourist activities, which can be offered by agrotourist farms [8,9]. Natural factors cause choosing of agrotourist routes, tourist fluctuations due to the influence of natural factors raises many difficulties to providers of farm services and seasonal fluctuations raises numerous economic difficulties [10].

The concerns of service providers will turn towards solving the contradiction that arises between the rigid agrotourist supply and rigid agrotourist demand, conditioned by the

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substitution possibilities and seasonality of the tourism product [11].

Contextual factors have an temporary effect on agrotourist flows through certain areas with agrotourism vocation [12].

2. Materials and methods

Through this scientific approach we intend to make an analysis of economic, psychological, demographic, natural and cyclical factors that highlight the trends in agrotourism evolution at the level of Timis County

3. Results and discussion

At the level of the studied area we found the following trends that could influence the economic development of the areas with agrotourism vocation, through increasing of alternative revenues of the population providing services for the visitors. At the level of Timis County we found the following trends:

- development of agrotourism by diversifying the activities at the plant, animal and horticulture agrotourism farm, making them more attractive to consumers of tourism at the farm regardless of season;

- diversification of agrotourism demand by motivating tourists to know and to inform about the rural traditions and customs, reliving some childhood moments spent in the country by increasing the age of consumers of this modern forms of niche tourism that is agrotourism;

- achievement of notable differences in agrotourism movement, by modernizing transport infrastructure, promotion of some destinations with multicultural character in areas inhabited by Serbs, Hungarians, Slovaks, Germans;

- increasing the length of stay by offering specific agrotourism packages of main religious holidays for Easter and Christmas holidays and community holidays, Prayer, Celebration Lilac, the mottled Tulip, Festivals;

- increasing distance of travel to agrotourism farms with vocation by improving access roads on the roads through the farms and near the farm;

- association of farmers in associations that promote their concerns.

Communities from rural area are characterized by diverse cultural elements traditions and folk customs, as the contexts best suited for diversification of the farm activity, by implementing new fun leisure activities, cultural, or participating at the works from the farm, gathering hay, picking fruit, milking, primary processing of farm production.

Rural area is the natural environment which has the highest potential for diversification the activities in agrotourism farms, because of the peace, human quality, air quality, water and landscapes. Positive factors contributing to the increasing of the rural population's income, by practicing farm agrotourism activity are represented by the following elements:

- Increased density of the population involved in farming activities and purchases primary processed products at the farm;
- The beauty of the areas attracts many tourists eager to spend their free time at the country;
- The quality of the environment and of the products offered for consumption;
- The existence of a rich fauna and flora that can be admired with guides;
- The quality of organic products grown at the farms much required by the consumers.

Besides agrotourism at the farm are developed activities of processing agricultural raw materials, trade, transport with traditional vehicles, which have a positive effect on rural communities, through obtaining additional incomes and increasing the degree of using the labor force.

The popularity of agrotourism at the farm has grown, becoming an alternative of spending free time. The purpose of improving agrotourism as an economic activity is awareness of the need of small agricultural producers of the need to diversify the activity in the farms, by engaging in agrotourism at the farm as alternative activity, or using activities on limited time, in forestry, or in local economy. Economic prosperity of rural areas is of the farmer's part or finishing actions generating revenue, in conditions of some complex activities combinations, in addition to livestock or crop production:

- specific crafts, rotating, leathers processing, of wool;

- handicraft;
- culture of fruit trees,
- culture of vegetables in organic system;
- culture of medicinal plant.

Conducting the agrotourism activity at the farm is a start basis for higher economic levels and for new perspectives of economic improvement. The activity should be encouraged by highlighting projects that follows the protection and capitalizing the natural, historic and cultural heritage, which forms the main sources of tourist interest. Very important for the development of the agrotourism activity is integrated rural development through a balanced agrotourism. This requires the active involvement of people in reception and leisure operations, which must be carried out according to some collective local development projects.

Farm agrotourism activity should be seen as a complex activity and as a result of all the industrialization processes, urbanization and the crossing to a services economy, the effects of agrotourism extending on the entire complex structure of the whole social system. From economic perspective, agrotourism can generate positive effects:

- increasing demand for organic products;
- learning old techniques of processing and storage of the agricultural products;
- economic autonomy of agrotourist areas;

Increasing the number of agrotourists and of their interest for fresh products leads to an increase of their request and to an increase of their production, increasing farmers' incomes, thus allowing the modernization of own professional installations.

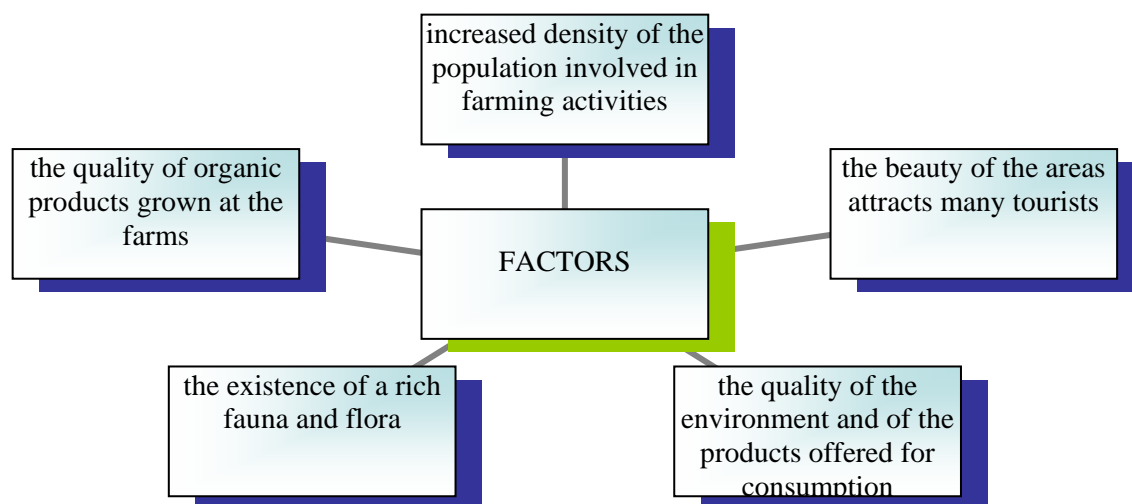


Figure 1. The positive factors contributing to the increasing of the rural population's income, by practicing farm agrotourism activity

4. Conclusions

We believe that farm agrotourism is an activity of whose raw material is represented by the environment from the farm and the attractiveness of its, elements that produce a wide range of shapes, able to respond to a different motivations of spending free time at the "country".

By producing higher incomes by persons involved in farm agrotourism, appears the phenomenon of growing the accommodation capacity or renovation of some buildings that is done by

capitalizing these buildings of local architecture and traditional building materials. Another positive aspect of the agrotourism activity on tourist's culture arrived in rural area is socialization, enabling the possibility of direct knowledge of the reality of life in villages and creating a certain attitude.

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