

# Agrotourist Products-Feedback and Suggestions

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## Abstract

Currently tourism activity is rising, and the fierce competition between destinations, plus the stress conditions of the present time makes, lately, searching rural areas for rest and recreation to be a general trend in world practice of current tourism. In this context, each community has a chance of developing it, but to accomplishing it must highlight the valences through competitive agrotourist products. The content of agrotourist product involves complex packages of products and services, both from the "base" area and in the "entertainment" area.

**Keywords:** agrotourism; product; suggestions;

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## 1. Introduction

Traditional agrotourist product represents all elements that sustain tourism demand, assembly that comprising three specific tourist elements (accommodation, food and entertainment), plus various services, crafts and products with traditional specific.

## 2. Materials and methods

The authors of the paper used as methods of work: data collection, processing, analysis, observation and their interpretation.

## 3. Results and discussion

Agrotourist offer identifies, actually, with agrotourist product, more demanded on the market. There are two types of components specific for agrotourist product: [1]

- Primary or base, including housing, food and transportation.
- Secondary or auxiliary receiving, mutual discovery, animation, sports, leisure.
- Special elements/unique of agrotourist products includes four specific identities:
  - Landscape, tradition, traditional food;
  - Art and Civilization;
  - Country/farm Life;
  - Life in nature.

Some aspects that gives to a agrotourist product the chance to be successful could be summarized as follows: [2]

- A relatively easy access to tourist attractions and accommodation infrastructure is crucial in determining the success of agrotourist product.
- A mandatory requirement of agritourism could be capitalization of ethnographic values from rural areas, by offering high value added services, this aspect follows:
  - capitalization of traditional objects that can become souvenirs: folk, household items, musical instruments.
  - inclusion in the current agrotourist product the specific folk dances or as "folk songs around the campfire" for example (especially during the holidays, it can be launched products of "tourist

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circuit" type, where tourists can visit three to four places in which to pursue folk customs).

- developing specific agrotourist activities with rural specific which involve tourists. Such services can be very successful especially in the case of strangers, which greatly appreciate keeping ancestral way of life and the ability to track or to participate in daily activities of the villagers.
- capitalization traditional products, both during the stay of tourists, but also at their departure.

- It can be tried the development of agrotourist products circuit type, in collaboration with other areas.
- Increasing the attractiveness of tourist areas by combining recreational opportunities with rural/agrotourist specific with other specific attractions.
- Paying a particular attention to the construction of special season products.

**Table 1.** Agrotourist product components

Goods	Services
<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>- <b>Natural</b></li> <li>- <b>Anthropogenic</b></li> </ul> <p><i>A tourist infrastructure</i>, which, although not generates directly motivation or tourism demand, contributes significantly to its satisfaction</p> <ul style="list-style-type: none"> <li>- <i>Accommodation units</i></li> <li>- <i>Catering</i></li> <li>- <i>Possibility of agreement</i> <ul style="list-style-type: none"> <li>- Crafts</li> <li>- Crafts</li> <li>- Country Life on the farm</li> <li>- Different cultural, folkloric manifestations</li> </ul> </li> </ul>	<p><b>1. Specific tourist services that includes:</b></p> <ul style="list-style-type: none"> <li><b>a Basic Service</b></li> <li><b>b Complementary services</b></li> <li><b>c Services with special character</b></li> </ul> <p><b>2. Nonspecific tourist services, which include services with general character for tourists</b></p>
<p>Some <i>access facilities</i> related to transport and communication routes chosen to achieve the desired objectives</p>	

Source: processing by own data and [5]

Most tourism products requires a management plan to be launched on tourism market, and therefore agrotourism product requires this management plan or a logistics of component elements: [3, 5]

*Product policy* requires an analysis of agrotourist product which serves tourists, witch includes:

- the motivation of the option for launching on a particular market.
- geographic location: location, territorial advantage or niche.
- access roads.
- history: location, top tourist activities in the area.
- tourist attractions: natural and human potential, cultural or ethno-folk manifestations, sporting events.
- climate: characteristics by seasons, temperature, rainfall, sunshine duration, the duration of tourist season.
- the accommodation/food: number of rural structures in the area, quality characteristic of accommodation fund.

- recreational structures: existing recreational opportunities, quality characteristic of agreement organization units.

*Price policy.* Usually in agrotourist product description are presented the minimum-maximum prices for:

- accommodation sector: prices for 1, 2, 3 and/or more beds (separate bed) apartments;
- food sector: prices for halfboard or full board;
- entertainment sector: nomenclature of offered entertainment services.

*Distribution policy.* As in the case of other goods, in agrotourist product case it is establish the distribution network through is launched the offer to the final consumer. It is important to use all the information distribution channels:

- travel agencies and their partners to promote their own programs;
- systems for providing exclusivity for marketing tourist destinations on various markets;
- financial and banking incentives;
- interactive sales network of agrotourism packets;

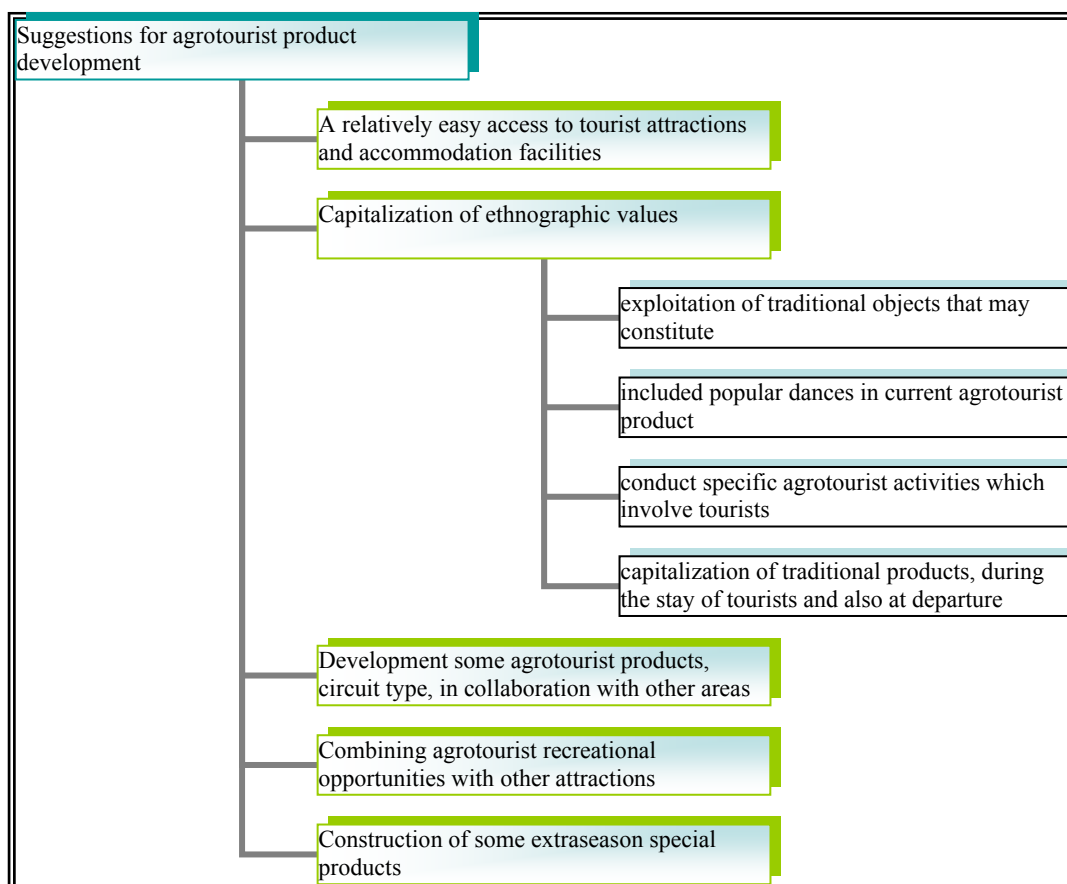
- transport companies, etc.  
*Promotion policy* is built according to the market situation and usually contains some maintenance plans to actual and potential customer for that agrotourism destination. These can be:

- Agrotourism media programs;
- Catalogs that include agrotourist destinations;
- information systems;
- unique signs, brands with agrotourist character;
- interactive sales network of tourist packages, managed by local authorities;
- various information about agrotourist destinations;
- tourism fairs and professional exhibitions, etc.

Usually, tourist or consumer of agrotourist services enter in possession of some information

related on agrotourism, mainly through some promotional channels:

- distributors of rural tourist products;
- specialized travel agencies;
- advertising made by tourists who have benefited from this form of tourism;
- events and promotional materials made by specific organizations and associations;
- publicity during some local festivals, fairs, events occasioned by some habits;
- organizing meals on certain frequented tourist routes;
- traditional food and wine tasting, an opportunity where can be presented the opportunities to practice agrotourism.



**Figure 1.** Suggestions for agrotourist product development

Accommodation operators should take maximum advantage from specific cuisine and turn the meal services into a source of revenue (source that can gradually increase the share of earnings), possibly even by offering "all inclusive" packages.

#### 4. Conclusions

Agrotourist product is the result of associations between resources and services. There are two types of agrotourist products, on general way:

- Individual agrotourist product composed from a agrotourism location;

- Total agrotourist product which reflects the specific combination from various agrotourist products.

Agrotourist products from the market have diversified and have specialized based on a rigorous segmentation of the demand. It is noted the fact that recently, complex agrotourist products are focused on traditional objectives or close to "bio" term.

The combination between products and services becomes an experience that determine the "story" that the tourist will tell to his friends when he will return home. Therefore the owner is the one who needs to create the story of the guesthouse/farm, containing the main elements they offer.

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