

# IMPLICATIONS OF INFORMATION TECHNOLOGY IN AGROTOURISM

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## Abstract

*In the context of the new realities of the global economy, where trade is more and more investment, the goal is to maximize the transnational market economy, improving existing business processes and implementing new ones are crucial. In this highly competitive environment, information technology is a key skill trainer. The ideal is an integrated approach to business using information technology to monitor and streamline operations carried out by producer-distributor-consumer route. Information technology is a strategic resource which helps normalize the competitive environment. International experience shows the need for recourse to a common information technology infrastructure, with applications and quality support to enable monitoring, reporting and optimizing each element of the production cycle, distribution, wholesale and retail providing vital links between However, the benefit of business. This can make informed decisions and by standardizing procedures that can enhance efficiency and improve productivity, ensuring the accession of all employees in the same business processes and operations with data consistent, accurate and timely. Information has a crucial role in the leadership, command control and adjustment of any system in evolution. Mobile technology is enjoying much success lately. Can access the Internet using mobile devices has become possible through computers, portable small (laptops), followed by their relatives increasingly compact palmtop family. But, in essence, these devices are computers. Their portability and opportunities have increased, but the wish to shift to IT while extending the idea of portability. WAP technology allows various types of services: assistance to clients, notification messages, e-mail, telephone service with value-added services, search and location, news and other information services, e-commerce transactions and banking services, access to intranet applications Internet holdings of Agro. System of Wap is designed to be used in an area of Agro-size - large or cooptation all associations nationwide.*

**Key words:** Information technology, Internet, e-commerce, agrotourism

## INTRODUCTION

Agro-tourism represents a real opportunity for the local economy, the main motivation in training and development initiatives, the traditional activities that have long been neglected, of crafts, the strengthening and development of local artistic creations, linking to friends, material needs and spiritual needs of tourists, local economic activities stimulated life.

Rural household translates offer accommodation and services and creates motivation agro household to prepare and arrange inside and outside the household to obtain revenue, stimulate peasant to invest in their own household, to develop complementary activities of its concerns. The villager will compete, will carry from now on business in a competitive environment and will be forced to become competitive, increase the quality of their services and products to be applied. [2]

Tourist activity has householder can raise the supply of accommodation, take advantage of fresh or processed products own household, to provide services. Tourist creates local demand for fresh food products, small industry, handicrafts, he is partial to trails, recreation, service calls and stimulates inventiveness household.

Village or area attraction agrotourism is real space, space that incorporates all elements of local development. Support protecting the village, improving infrastructure, establishing a spiritual life of the village. It creates support improving public services. [3]

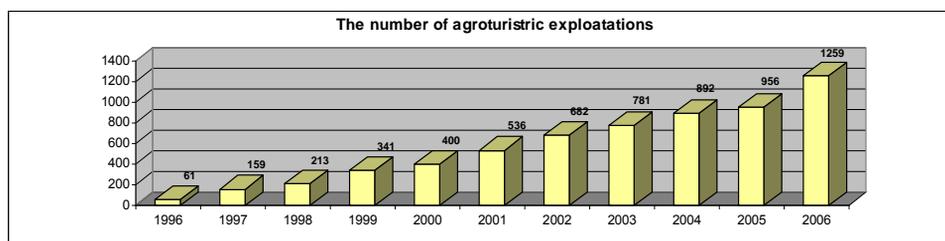
## MATERIAL AND METHOD

Training farm in the preparation of accommodation and tourist information can be made by a "virtual agrotouristic manager. It is assumed that at present there is a minimum of economic and management knowledge among those offering

agrotouristical services. This "virtual manager" can be identified both at level agrotouristical exploitation and holdings in several areas agrotouristical by a computer system implemented with a informational system. The condition is imposed in this case is the harmonization of concepts to all parties involved and their methods of action.

Agrotourism is seen as a business practice that is an intrinsic aspect of the local economy. In the economic system, local

agrotourism is the role of regulator. The purpose of this activity is to obtain revenue. Income from agrotourism are usually of a complementary nature. Seen as a practical activity, agrotourism is complex, combining harmonious nature, agriculture and tourism services, aimed at raising rural living. All are available to tourists by means of techniques and methods that take the form of programs offered agrotouristical market.



Source: Anuarul Statistic al României, 1996 – 2007

Figure 1.1. The number of agrotouristical exploitation between 1996 – 2006

Proper management of any area of activity involves knowing how to place it. For proper operation of any field of activity, especially agrotourism, there must be a permanent exchange of information within the structure and other structures of the external environment.

After 1989, information technology has developed strong in Romania, but not the same impetus to known computer application in various fields. Also after 1989 in Romania was introduced and the term agrotourism, although before 1989 it was practiced widely.

Living in an era of computing, when almost everything around us is related to computer information, one must know how to find the information we need. For smooth operation of tourism in general and rural tourism, in particular, to obtain maximum value from this activity every manager needs reliable information to reflect the true situation on the ground. [1]

Dimensions in time and space coordinates agrotourism development are very high, which paves the multiplication and cohesion of all forms of organization and action for agrotourism development.

To create a agrotouristical network is necessary to define and delimit agrotourism activities: specifying minimum requirements

in terms of housing conditions, the legal and tax those who rent premises, contractual obligations to protect the consumer.

To develop and put into practice a agrotouristical network, it should also establish the exact powers at the global and local management. Thus, global management will address development and organizational strategy, seeking education and training managers.

A network agrotouristical must contain the three elements, namely:

- local agent;
- the agrotouristical program;
- appropriate management of a certain level of organization.
- In the agrotouristical network, promoting agrotourist product will be done in several stages:
- stage of organization and training of staff and what will work in this area. Also during this phase will take place and consolidating the rules and procedures to be followed in future. On this basis forms of agrotourism logistics network.
- training phase of the database on behalf of established contractual relationships.

This database will include:

- accommodation offer;
- agrotouristical products offered;

- local network and zonal.
- promotion and implementation phase of the movement of interest. This is really tender stage corresponding completion offer agrotouristic.

Characterized by speed, ubiquity (eliminating the barriers of space and time), interaction and flexibility, the Internet has now become an effective tool for farm management and marketing agrotouristic exploatations.

Mobile technology is enjoying much success lately. Can access Internet using mobile equipment was made possible through small portable computers (laptops), followed by relatives of increasingly compact palmtop family. But, in essence, these devices are all computers. Their portability and increased opportunities, but computing community itself wants a move towards extending the idea of portability. No use of laptops is more compact way, but developing a technology that allows the most varied and simple Internet access

devices and to interface with the world, the World Wide Web.

One of the common denominators of XML technology revolution is portability. It is a language for creating markup languages (like HTML) more flexible, comprehensive and rigorously defined. A big advantage is that XML-based languages can be more easily manipulated by artificial intelligence software.

Major producers of electronic equipment and turned, naturally, the attention to the most popular methods of attracting the public to mobile technology, constituting it an excellent Movie. Protocol WAP (Wireless Application Protocol) protocols extend the "classical" use of cellular communications to complex. Specifically, it has been possible using a WAP-enabled mobile phone to be able to surf the web, to fill out forms, practical to do all those things you can do on the Web. [6]

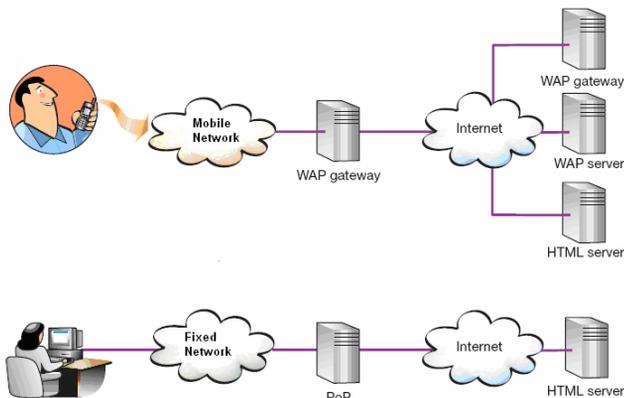


Figure 1.2. Comparison of WAP and Internet access via fixed network system

How is this possible? WAP is a communications protocol, ie a standard way by which a cell phone communicates with a server installed in mobile phones. Micro-browsers that are equipped mobile phones are software clients that allow mobile users to access WML pages (WAP specific language, like ubiquitous HTML) of different sites. Cellular phones connect to the WAP central provided by mobile service provider that the subscriber. Central acts as a link between the cell and the rest of the Internet, namely a certain part of its World Wide Web. Simply put, the Internet becomes available (of

course, the text and black and white to start but in the future is the success that you register cell phones with color screen) via mobile phone.

Specific features have led to a WML scripting language specific content or the source files (. Wmls) or compiled source files (. Wmlsc).

Graphic possibilities of mobile devices are small, but still allow playback of images dichromate, which was created WBMP format (Wireless Bitmap). As the name suggests, this format is a bitmap type, ie each pixel is directly defined by a value representing one or other of

the colors. Given the range of only 2 colors, the size of these files are far smaller, but more advanced devices have already emerged, which were created WBMP variants containing several colors. Given the wide range as bitmap files are not at all effective in terms of size, will soon adopt implementing data compression formats contained.

### Solution architecture

A WAP site is simply a site based on a normal web server, which works with WAP-specific files (. Wml., Wmls., Wmlc., Wmlsc and. WBMP) in addition to traditional Web (. Html, and others.).

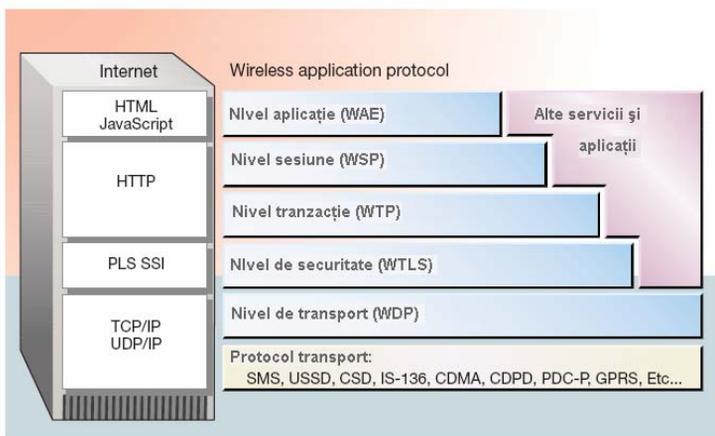


Figure 1.3. Internet Architecture versus WAP

The proposed solution consists of an integrated GSM. WAP site, whose projections coincide very much with the type www, ensure integration of information from multiple sources of data and presentation of their unit through a graphical interface type. Access is via the system call type GSM wap call will be seized by the WAP server. The system allows data access and storage of information with tour (reservations) received from the user. [4]

WAP-type computer system is geographically distributed system can be accessed from any geographical location which is under cover of a mobile service provider (in the case of Romania this coverage is approximately 85% of the country).

### Implementing the solution on agrotouristical exploitations

WAP-type computer system is designed to be used in an average-sized agrotouristical areas - large or by associating all national associations.

In agrotouristical area, WAP system may be located in the area and will be hosted by Internet service provider and will provide tourist information on:

- general information about the area served agrotouristical;
- general information available from area agrotouristical exploitations ;
- degree of comfort;
- features;
- accommodation capacity;
- tourist objective;
- employment and how to reserve seats;
- etc.

At the national level will be considered a WAP service network to be queried when accessing the area they serve. In this case via the wap, tourists can access information about:

- agrotourism area (access roads to the area, the geographical location of its location, tourist attractions, etc.);
- agrotouristical exploitations included in the tourist circuit (degree of comfort, facilities, accommodation capacity, location, means of contact, etc.);
- tourist objective;
- employment and how to reserve seats;
- etc;

## RESULTS AND DISCUSSION

For agrotouristical exploatations, the web environment is first effective and feasible for them to be known professionally, with low capital to reach national and international market of tourist services. The Internet allows all agrotouristical exploatations, however small, to compete with one another. A strong presence on the web agrotouristical exploatations can increase awareness of their existence even in regions where high costs of advertising media or other forms would be impossible to do so.

However, bear in mind that a functional site development and promotion of agrotouristical exploatation by an increased number of users require investment, both financial and material enough. Internet-type computer system is intended to be implemented on agrotouristical exploatation medium size sea or in the region of interest, eg flux of tourists location or geographic area level. In this case the costs of implementation and development of the whole computer system are significantly smaller and easier to bear by all agrotouristical exploatations that subscribe to this solution to promote the services, regardless of their size.

The Internet, a virtually limitless amount of information can be stored in a site that a number of users can access it from anywhere in the world. It is possible to present information in a wider variety of shapes than conventional systems text, photos, videos and audio etc.. Brochure on the Web can facilitate the complex process of choosing a destination of hundreds of alternatives using the interrogation of databases hosted on the server where the information is indexed by destination criteria.

One important advantages of the Internet relates to addressability. In this context becomes the kind personalized communication and the Internet allows an agrotouristical exploatation refer directly to the user through various procedures (eg email). The Internet makes possible feed-back response to user actions, is an important component in marketing public relations and a factor in building user loyalty. A common user to easily and effortlessly with agrotouristical exploatation to find

information on products and to achieve the final appointment.

Another major advantage of the Internet is the accessibility that the overall use of its permanent and can provide spatial information and temporary users.

Distribution system for web information Agro can satisfy different needs of users easy access to Agro products to ease comparability and transparency of information. Using Internet can immediately confirm reservations, providing greater flexibility than the classic case.

## CONCLUSIONS

The Internet has created significant opportunities in agro tourism management and marketing information and could become the next years, the dominant platform for information and promotional tool agrotourism. It must be seen as a force that profoundly changes how management of a agrotouristical exploatation.

WAP technology is transforming the mobile phone in the main marketing tool of the future millennium. WAP micro its navigation software will be "mobile ticket" for entry to the Internet. For future mobile phone will become a center for payments or orders. Ease of use, subscriber loyalty and profits that will be key elements will help promote WAP services automated.

Because mobility and ease of use WAP technology its impact on rural tourism is very high. Those agrotouristical exploatations will know how to exploit this technology will benefit.

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