

RESEARCHES CONCERNING THE CONDITIONS OF LOCATION AND IMPLEMENTATION OF AN INVESTMENT IN AGROTURISM

C. Leonte^{1*}

¹*Faculty of Animal Sciences, University of Agricultural Sciences and Veterinary Medicine of Iasi, Romania*

Abstract

This paper highlights some aspects regarding the necessity of investments in agrotourism, their location, the evolution of accommodation conditions, services and endowments.

The continued evolution recorded in the world of rural tourism has led to radical changes regarding the population's conception of country life. Spending time in the countryside in a rustic, simple, clean and quiet environment has become a custom often practiced by the Romanian people.

Agrotourism must be regarded as an economic and financial activity, which brings substantial income to the populations of the areas in which it is practiced.

In order to practice agrotourism, we need accommodation units represented by buildings, various arrangements and auxiliary facilities.

According to the legislation in force, the location of the rural tourism pensions should be made in places free of pollution and any other circumstances that could endanger the health and the life of the tourists.

By practicing architecture, the exterior appearance, dimensions and finishes, the realization of these constructions and arrangements must not change the nature and character of the area in which they will be located.

Key words : agrotourism, organic houses, location

INTRODUCTION

Rural tourism is any organized tourism activity that is administered by the local population and which is based on the close connection between the environment, the natural environment and the human environment [3].

In the last few decades, tourist behavior has more and more clear tones of the precise objectives of holidays and for this reason, the tourist products offered are created precisely on the basis of the underlying arguments. Thus, discovery tourism, recovery tourism, educational tourism, religious tourism, sports tourism, etc. play a key role, each of these forms requiring products susceptible to respond to the wishes of the specific clientele. In order to be present in a dynamic of progress, both providers and tourists must continually create new supply routes, starting from the most detailed knowledge of the

tourism clientele, its way of life, its mentality and aspirations [5].

According to Oscar Snak, the tourist product is defined as a set of services and facilities that materialize in the characteristic environment of the natural and artificial factors of attraction and the created tourist facilities, which represent the elements of the tourist offer, and can exert a positive force attraction for tourists [8].

MATERIAL AND METHOD

The studies focused on the identification in the literature of the optimal solutions for the location and the realization of the agrotourist pensions in order to maximize the local resources.

The agro-touristic boarding house is a boarding house where accommodation, meals and other tourist services are based on agrozootechnical products and activities (Table 1).

*Corresponding author: corneliuleonte@uaiasi.ro

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Table 1 Characteristics of services in boarding houses

Rural tourism guesthouse:	Agrotourist Boarding House:
Accommodation is made in dwelling located in rural areas where owners may or may not live;	Accommodation in agricultural holdings (farms, households, mansions, etc.); Agrotourism services are integrated into the farm and household, they intertwine with the usual activity of the farmer and his family;
Food is based on local cuisine, specific to the region;	Food based on the traditional cuisine of the place and prepared 40% with products from own household and other 60% of the area / region;
Recreational leisure activities are provided in the village where the guesthouse is located, making it possible to get to know the local culture and traditional forms of life in the region.	The services are provided by the farmer's family, so there is a direct relationship between the one who offers services (the farmer and his / her family) and the one who asks for (the tourist); Recreational activities on the farm or household, the possibility of observation and participation in the traditional activities of the farm or the household; Occasionally, other leisure activities around the farm or household.

Source: (Ana Faur, 2006) [2]

Although there are positive signs of expanding agro-tourism, some restrictive factors block the expansion of rural tourism

to the capacity offered by landscape and traditional culture.

Restrictive factors in expanding investments in agrotourism are shown in Table 2.

Table 2 Restrictive factors in expanding agrotourism

Factors
Infrastructure - lack of (roads, railways, banking, post and telephone, fast and secure)
Living conditions - modest or unacceptable even for less demanding tourists, offered by most peasant households
Insufficient instruction - of the households (minimal knowledge in the field of tourism, lack of knowledge of a modern foreign language)
Uncertainty, insecurity - tourists

Source: (Păun Ion Otiman, 2006) [7]

Agrotourism, due to its specific domestic food consumption in the household where the food was produced, has the function of economic potency of peasant farms

The fact that only 0.1% of Romania's rural economy comes from agrotourism, compared to 4.4% in EU countries, is an economic indicator for the status of Romanian agrotourism. Important investments in agrotourism are needed in the area of allocated local resources (education, finance, infrastructure, etc.) [7].

RESULTS AND DISCUSSIONS

Smith considers that the tourist product is a combination of five essential elements, each element being in relation to the other components of the product, having a certain degree of importance, depending on the type

of tourism considered. The five elements are: physical or material basis, services, hospitality, freedom of choice and involvement, these being illustrated in a series of concentric circles, each circle representing an element of the tourism product (figure 1).

The progress of the elements from the center to the outside is correlated with the diminishing of the direct control of the management and the increase of the consumers' involvement as well as the intangibility of the product.

The rural area, regardless of its geographical location (plain, hill, mountain, seaside, etc.), can be defined as a healthy natural geographic environment for living, both due to environmental, landscape and quiet conditions social [7].

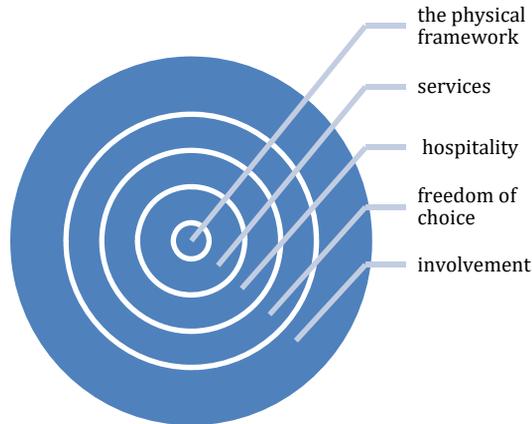


Fig. 1 Generic presentation of the tourist product
(Source: Smith, 1994)

In time, the Romanian village has received a special architecture, which distinguishes itself from the villages from the neighboring village, in some localities we see the houses with the facade in the street with high gates, in others the houses have a small garden with flowers and the fence is lower and mostly made of grill, and in others the house is in the middle of the garden, surrounded by green spaces.

If the place to build the pension is in the middle of nature, it is important to see how the surrounding nature created in hundreds of years a landscape as if drawn, which will be modified in one way or another by the future construction.

Tourists, especially foreigners, come to see the region, which is the local specificity, most of which sanction the imbalances created by too much innovation [2].

Made for a very long time from local materials: earth, natural stone, burned earth, wood and other vegetal products, the house was well connected to the natural environment. The walls of the house made of heavy materials, the roof covering, which was made of materials with a great thickness and an important slope, prevented the sharp and sharp decrease in winter air temperature, as well as excessive summer growth [4].

The architecture of today has lost most of the traditional methods of building the house. The house is a closed space, designed and

built in such a way as to cope with an increasingly hostile environment, being made from the newest and most modern building materials.

The more recent houses are, the more natural materials used in the past have been largely replaced by synthetic materials, which can pollute the air, water and soil.

The negative effects that synthetic artificial materials may have on human health are not known precisely (Cristina Adelaida Hontus, 2006) [3].

Accommodation in rural areas includes all forms of tourist accommodation from farms to rural hotels or guest rooms, managed directly and personally by owners, individuals, associations or local communities.

Agrotourism uses farmhouses or boarding houses both in Romania and in the EU as accommodation facilities [1].

Our homes are decisively influenced by environmental factors and building materials (cardinal points, dominant wind direction, precipitation).

The house should be as judicious as possible to encourage free energy input, avoiding openings from facades to the north.

The house, in fact architecture, remains largely influenced by the environment, climatic conditions, and not only, although technical progress made it possible for some independence from these conditions. The analysis of environmental factors is particularly

important and refers to some negative trends in our country in building houses.

These are very large, heavy-duty houses, at the expense of their quality, the disproportionate importance of exterior finishes and the use of inappropriate materials (PVC exterior paneling, painted plasterboard) to the detriment of exterior walls and insulation appropriate heat.

Among the factors that will decisively influence the technical solutions to be adopted in a house are (area, location of land, average temperature, difference between maximum and minimum temperatures, winds, precipitation, relative humidity of outdoor air, average annual number sunny days, soil and underground quality, etc.)

All these factors will contribute to choosing the house's height regime, the orientation of the facade, the size and type of closures, the degree of thermal insulation.

At present, increased attention is paid to the development of agrotourism, so that entrepreneurs are trying to turn their own homes into boarding houses or to build agro-forest boarding houses.

There are several steps in the building / fitting phase, with differences from situation to situation.

As far as investments are concerned, they function in the most scenic areas, in many cases in a natural setting, there may be situations when the land on which the building is intended to be built is not in the town's surroundings. For the purpose of construction, the prospective investor is obliged, in a first step, to introduce that train into the city, if this is possible (not all land can be intangible), the procedure being quite complex, lasting and expensive, including a series of documentation and fees from both the City Hall and other state institutions.

CONCLUSION

Even during the design phase, economic agents that build and arrange tourist boarding houses are obliged to ensure compliance with the classification criteria provided by law.

The material base is made up of physical elements that have a major impact on tourists. It encompasses natural, cultural, historical, artistic resources, tourist

infrastructure, accessibility facilities and environmental conditions.

By practicing architecture, the exterior appearance, dimensions and finishes, the realization of these constructions and arrangements must not change the nature and character of the area in which they will be located.

The placement of rural tourist boarding houses and boarding houses should be done on a land of at least 1000 m².

Pensions must fit in functional parameters, be equipped with facilities and equipment appropriate to an optimum degree of comfort.

The components of the tourist product have the task of providing consumers with satisfaction, which means they have to match the extremely heterogeneous motivations of tourists.

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