

## METHODS OF IMPROVING THE DEMAND AND OFFER IN THE AGROTOURIST FARMS

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***Abstract:** In order that a rural settlement to have an agro-tourist function, it must meet some requirements regarding the value of agro-tourist farms traditions, regarding the exploitation of animals in different exploitation systems, the value of ethno folkloric traditions, traditions regarding the raw materials processing, environmental quality, accessibility and geographic position. In order to improve agrotourism demand and offer, measures are needed to establish some criteria for determining the rural agrotourist potential of agrotourist farms, in order to identify and classify those rural settlements that can be used in tourist circuits, taking into account a number of criteria: ecological quality, endowment of farms, technical-public endowment, geographical position, ethno folkloric value, vernacular architecture, tourism value.*

***Key words:** agrotourism farms, modalities of improvement, demand, offer, sustainable development, rural areas.*

### INTRODUCTION

For the purpose of sustainable development of rural areas, a number of natural and anthropogenic resources, existent in the agrotourist farms, in order to increase their attractiveness. (Masot 2010:7) Since agro-tourist farms are mostly out of rural settlements, accessibility to them being very important from the point of view of tourist activity, for their visit, and there is a need for access ways that are connected with the main transport buses: airports, national roads, railway nodes. (Albu 2017:1)

The ecological quality of the agrotourist farm is given by the general appearance of the rural settlement, the degree of urbanization, the specific architecture and the urban endowment, as well as the quality of the environment in the rural settlement and the surrounding natural environment, the development of the settlement and its economy with the tourism and the environment (Petroman 2013:11). The provision of agroourism farms must provide accommodation and meals based on standards of comfort, endowment, hygiene (Marin 2015:6). The geographical position of the rural settlement has an important role to play in the appreciation of the agrotourist farm as a tourist destination in relation to the major tourist centers, the road and railway buses, border points, high-value tourist areas and attractions. (Petroman 2016:10; Petroman 2017:8)

The ethnographic, folkloric and vernacular architectural value are based on the elements that represents, mostly, the patrimony specific to the rural settlement in the area of which the agrotourist farm is located: the folk architecture of the houses and settlements, traditional installations, mills, presses, flats, installations outdoor museums, agropastoral manifestations. (Petroman 2013:12; Văduva 2017:15)

Agrotourist value refers to those elements in which the volume, the variety and value for agrotourism give the appreciation to the tourist function of the rural settlement in the vicinity of the agrotourist farm: (Karathiya 2012:4)

- the elements of the natural environment: landscape aspects, agrotourist resources;

- the elements of the socio-economic framework;

- cultural-historical elements, memorial houses, folk art museums, thematic museums;

- agricultural elements at the farm, equestrian activities, hiking through grain and technical plants. (Csaholczi 2017:2; Maleki 2014:5)

Synthetically, these criteria, for the identification and classification of rural areas with agrotourist vocation, refer to: technical and urban endowments, commercial, of communications, cultural and sanitary veterinary, traditional farms providing meals and accommodation, traditional occupations specific to the place and unmodified in time, other tourist resources existent in the area, ethnographic and folk traditions, last but not least the unpolluted landscape that offers educational and retreat opportunities.(Pop 2017:13; Rivero 2016:14)

## RESULTS AND DISCUSSIONS

In order to improve the tourist activity in the rural area and implicitly in the agrotourist farms, measures are needed to be implemented, in order to improve the offer. These measures should include the following: Figure 1.

- the formation of agrotourist products on components and on the whole;

- reduce tariffs by providing animal care services, collecting by your hand, participating in the production of traditional products, cheeses, compotes and jams;

- improvement of distribution channels, direct sale to the agrotourism farm;

- promotion of products by live talk;

- establishment of other means of publicity, local press, radio.

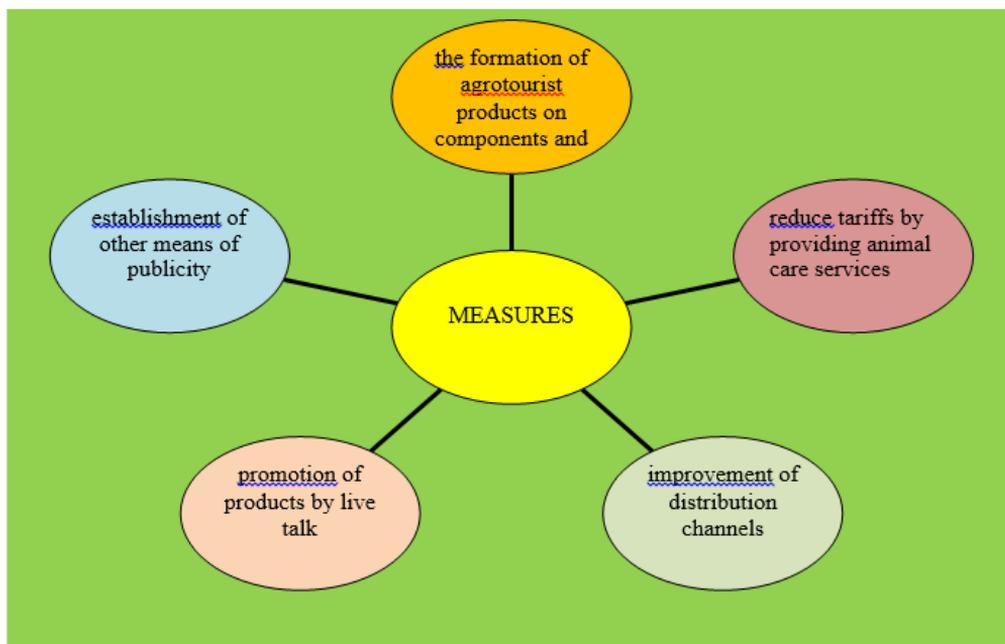


Figure 1. Measures for improving the offer of agrotourist farms

The development of new products involves an analysis of their potential for capitalizing, with the occasion of community holidays and through the increase of the number of tourists, eager to consume traditional products, will contribute to improving the offer of agrotourist farms that will become more competitive through personalized products. (Garcia 2005: 3). In this way, by offering its own products, you can choose the most favorable markets, ways and means of promotion and advertising, which will contribute to improving the offer and attractiveness for the agrotourism farms. We believe that for improving the offer and increasing the competitiveness of agrotourist farms must be carried out tree types of analysis:

- analysis of natural and socio-economic resources for:
  1. determining the degree of attractiveness;
  2. determination of tourist traffic;
  3. the favorable position of the agrotourist farm;
  4. Determining the psycho-social features of the population for knowing the degree of hospitality, honesty and morality;
  5. knowledge of agro-tourism occupations;
  6. knowledge of the ethno-folkloric traditions of the area.
- analyzing the possibilities of training and capitalizing on new agro-farm products:
  1. the facilities needed for the development of general infrastructure: water supply, heating sources, sewage sources, treatment plants;
  2. endowment with recreation and sport means;

3. technical-commercial endowments;  
 4. improving comfort degree in order to make them more welcoming.

- technical analysis of each program:
  1. creating products in terms of efficiency;
  2. attracting funds to promote traditional products.

(Petroman 2017:9)

In order to improve the demand for farm tourism products, it is imperative for the entrepreneur to describe, in his business plan, the agrotouristic need in which the new product or service comes, trying to answer at the following questions:

- What is the typical customer who is willing to buy the new product or service?
- What kind of new product or service will sell the agro-tourism farm in a certain area;
- On what the owner is based on, that the potential customer, will buy the product or service that he offers;
- Where will the customers come from, at the agrotourist farm?

In order to achieve this goal, improving the demand for farm products or agro-tourist services, in the estimating the potential customers, will take into account the vocation of the agrotourist farm, the degree of development of the farm area and the orientation of tourist flows towards areas with a clean environment and where traditions and pastoral customs are not altered. In promoting agrotourist destinations, that launch new products or services, the following tools will be considered, to help improving the offer and increase the agrotourist demand:

- development of local, national guides;
- installation of billboards;
- presentation of products or services at fairs or exhibitions;
- creation of brands;
- private discounting networks during community holidays;
- selling products in integrated networks.

## CONCLUSIONS

For a rural settlement to have an agrotourist function, it must meet a number of requirements related to the value of ethno-folkloric traditions and customs, to have landscapes and agrotourist farms that offer products and services for which there is a high demand all year round and not only on the occasion of community celebrations. In order to improve the offer and the demand of agrotourist products and services, there will be some criteria such as

farm accessibility, the ecological quality of the products offered, and the proper endowment of farms.

These criteria are useful in identifying and determining rural settlements with specific rural patrimony and agro-tourism value, contributing to the improvement of supply and demand, which is equivalent to identifying new farm products that through organization and promotion can lead to diversification of agro-tourism farms, with benefits for the rural community.

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