

POSSIBILITIES FOR IMPROVING THE MARKETING'S MANAGEMENT OF FARM PRODUCTS AND SERVICES OFFERED BY THE FARM

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***Abstract:** The most important element of the management applied in agrotourism on the farm, is the management of the information flow that refers to the quality of products and services offered by the farm because it is directed to consumers of products and services directly and indirectly through farm tourism services. Knowledge management in agrotourism farms requires its improvement because the information flow is based on knowledge management related to farm activities, knowledge of consumer behavior and marketing management. The development of marketing management best practices should be based on adherence to the principles of modern marketing, which should contribute to the improvement of farm activities and contribute to the increase of additional income by promoting unique activities.*

***Keywords:** management, marketing, farm, agrotourism, good practices*

INTRODUCTION

The integrated management also applied in the case of agrotourism on the farm, must be based on the management of the information flow which must refer to: [2, 3, 5]

- the quality of the products offered by the agrotourism farms;
- quality of services offered to farm tourism consumers. [16, 19]

The information flow must be directed towards consumers of products and services directly and indirectly through farm tourism service providers, it is important to highlight the unique products and services of agrotourism farms. The methods used in analyzes must take into account: [6, 8, 18]

- identification of those products and services which are offered as brands and personalities to agrotourism farms;
- best practices - management; [13, 15]
- choice of destinations;
- addressability depending on: the type of farm visitors and tourists;
- the specifics of the area; [9, 20]
- compliance with traditional technologies for obtaining farm products;
- the authenticity of the products promoted on the agrotourism market; [10, 17]
- the effect on consumer health;
- hygienic and sanitary quality of the products. [4, 11]

Knowledge management in agrotourism farms requires its improvement because the flow of information is based on knowledge management related to farm activities: knowledge of consumer behavior, marketing management and loss of privacy of the farmer's family. [1, 7]

MATERIAL AND METHOD

As an important role in the analysis of the effects determined by knowledge management belongs to the information infrastructure existing in the agrotourism farm, good practices for achieving the objectives to be achieved, number of accommodation days, length of stay, establishing future clients of farm services and products offered in this scientific approach, using the known methods of analysis we have developed strategies to improve the marketing management in farm agrotourism by promoting unique brands and services.

RESULTS AND DISCUSSIONS

The elaboration of strategies that would contribute to the improvement of the information flow in the farm agrotourism requires the following steps to be taken in the elaboration of the unique farm agrotourism product and personalized services.

- the situation in the agrotourism farm which involves:
 - comparing the present strategies with the past ones according to the pursued objectives;
 - finding compliance with the current conditions for maintaining the decision, correcting or changing it.

In order to carry out a pertinent analysis of the situation in the agritourism farm, it is necessary to use a system of economic-managerial indicators:

- a. the degree of profitability;
 - b. debt recovery;
 - c. indebtedness of the farm;
 - d. expenses with the implementation of new farm activities.
- The examination of the development perspectives of the agrotourism farm is made according to the conclusions obtained from the analysis of the current situation but also from the analysis of external and internal environmental factors, finally establishing a set of objectives to be achieved in marketing by improving management.

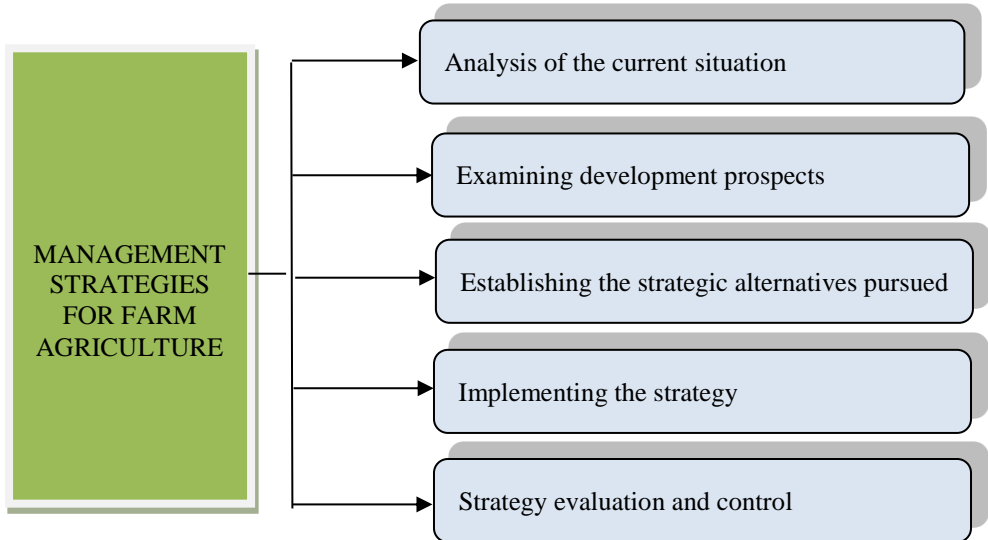


Figure 1. Managerial strategies in farm agrotourism

- Determining and establishing future strategic alternatives. It will be done by elaborating on the objectives of the previous stages of the final management strategy.
- The implementation of the strategy implies the practical application of the strategy adopted by:
- elaboration of functional strategies;
 - their action on the organizational factors;
 - application of technical-organizational measures;
 - institutionalization of the strategy.

- Evaluation and control of the strategy, through the analysis and supervision of activities through operational controls: components of the strategy that do not give results, those that obstruct the application of the strategy, measures to eliminate the factors that disrupt the activity.

We consider that by staging the activities and by the implemented managerial measures it is possible to ensure:

- a. the success of managerial activities;
- b. applicability in any agrotourism farm;
- c. better economic returns;
- d. diversification of farm activity.

From the analysis of the steps that must be taken to improve the knowledge management, within the agro-zootechnical farms, it is found that the management of the information flow in an agrotourism farm is based on:

- knowledge management regarding farm activity, knowledge the behavior of consumers of farm products and services;
- marketing management;
- loss of privacy of the farmer's family members;

It is found from the analysis of the effects determined by knowledge management shows that an essential role belongs to the existing information infrastructure on the farm, good practices for achieving the objectives proposed to be realized, number of accommodation days, length of stay, establishing potential customers, products and services. Improving knowledge management in agrotourism farms involves completing the following steps:

- searching for information on agrotourism and farm activity provided by farmers, specialized organizations and local administrations;
- diversification of information received;
- updating events, farm programs and knowledge;
- improving farm products and services;
- creating branded products/services;
- implementation of the practical benefits resulting from the new knowledge assumed based on the information by the farmer;
- systematization of information;
- modernization of the services offered by the agrotourism farms;
- elaboration of relevant information.

We believe that in every agrotourism farm, computer/information networks are important in the management of knowledge related to:

- promoting farm activities;
- implementation of new activities based on the knowledge gained;
- creation of databases about agrotourism farms.

The management of the destination marketing can be coordinated efficiently from an economic point of view, only through the involvement of several actors on the agrotourism market and in the farm area: the public sector, private actors whose basic activity is the orientation, promotion, direction of agrotourism flows. In order to schedule the destination at the agrotourism farm, the management coordination must be carried out in optimal quality conditions, requiring the establishment of partnerships and commitments in the development of marketing management plans. The marketing management of an agrotourism farm must have in its structure:

- the objectives to be achieved;
- the measures taken to achieve the objectives;
- the tools used to achieve the proposed objectives.

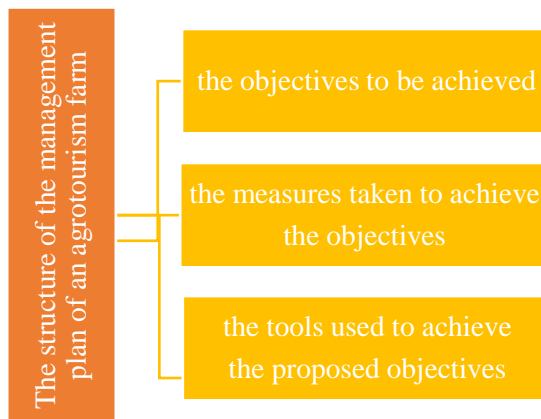


Figure 2. The structure of the marketing management plan of an agrotourism farm

We believe that this structure of the destination marketing management plan represents an opportunity to achieve the objectives which must be realized:

- promoting interactions between organizations: national, regional, local;
- levels to be achieved;
- consumer reactions;
- strengthening the interaction - strategy-action;
- the impact on visitors and tourists who spend their free time on the farm whose object of activity agrotourism activities.

The application of this type of efficient management of agrotourism destination will contribute to the obtaining of advantages for the farm because:

- stimulates competition in improving farm services, products and brands;
- consolidates agrotourism farms;
- contributes to the sustainable development of the area;
- preserves unaltered the natural environment and the floristic and faunal biodiversity;
- optimizes agrotourism flows;
- contributes to the emergence of new local activities and industries;
- has a multiplier effect on the activities carried out on the farm;
- attracts tourists to the farm through specific services uniquely promoted;
- contributes to living a quality experience through the attractions that are offered.

In addition to the information flow management of the destination, without the use of practices, the best management of the destination marketing will not be able to achieve the objectives proposed by the management plan. The achievement of these practices is done through objectives that must be realized in the farm activity:

- friendly relations with the local administration;
- secure business environment;
- personalization of unique services;
- rediscovering educational, recreational and leisure activities;
- increasing economic efficiency.

We believe that in order to improve the marketing management of agrotourism farm and to streamline the practices of a better management, the following principles must be proposed:

- originality of recreational, fun and leisure activities;
- new offers of educational activities;
- the authenticity of the farm's patrimony;
- proposing sustainable activities;
- assessing the impact of visitors on the natural environment;
- promoting local industries;
- concluding partnerships with the profile organizations from the area;
- planning, coordination, control and monitoring of farm activities according to tourist events and flows.

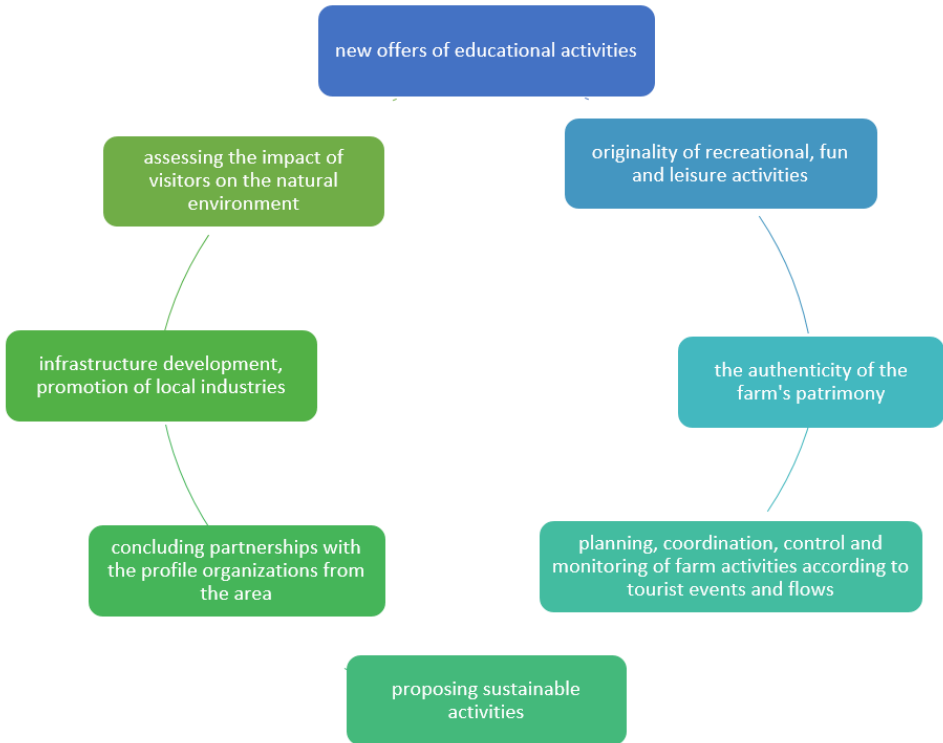


Figure 3. Good managerial practices for improving the management of the agrotourism farm

We believe that the development of best management practices must be based on compliance with the principles, presented above, which aim to improve integrated management in agrotourism farms through models to follow for farmers, improving the marketing of products and services offered by farms, all contributing to increase the visibility of farms and streamline their activity.

CONCLUSIONS

Management of the destination information flow at the agrotourism farm, without the use of practices, the best marketing management could not achieve the objectives proposed by the management plan because the achievement of these practices is done through objectives to be achieved, friendly relations with local administration, business environment of course, the personalization of products and services and the rediscovery of educational, recreational and leisure activities. Best practices in destination

marketing management contribute to the improvement of integrated farm management through models developed for farmers contributing to increasing their economic efficiency, being a means of improving alternative activities by promoting unique products and services.

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