

## RESEARCH REGARDING SPENDING LEISURE TIME AT THE AGROTOURIST FARM

**Cornelia PETROMAN**  
**Loredana VĂDUVA**  
**Cipriana SAVA**  
**Ioan PETROMAN**

***Abstract.** Agrotourism can be seen as an effective way to apply the idea of sustainability by diversifying leisure activities and the emergence of new forms of niche tourism, farm tourism, village tourism, ecotourism, nature tourism. Corresponding to the established structures of the economy or tourism products and services, we do not find a tourism industry on the farm, but still the term agrotourism is frequently used on the agricultural, horticultural, animal farm. Well-managed farm tourism, practiced by tourists for various reasons, can act as a stimulating element of the agro-zootechnical economy and small local economies, its development implying a specific demand for products and services, which leads to an increase in the production of certain goods determined by the adaptation of the offer to the reasons for spending the leisure stay or visit at the farm.*

***Keywords:** sustainability, farm, leisure time, agrotourism*

### INTRODUCTION

The sustainable development of the rural area implies the conservation and rational use of natural and anthropic resources in order to maintain their viability, the success being due to the following aspects, the development of the continuous growth of rural areas and their sustainability for a slow growth. Sustainable development represents an attractive opportunity for economic development, without forcing the ability to sustain the environment because tourism resources must be used in the same way, giving up overexploitation especially when resources are slowly regenerating and can not be replaced by others. [1, 7, 9, 20]

Well-managed, sustainable farm agrotourism can be seen as a way of applying the idea of sustainable development in the tourism sector in the sense of developing new forms of tourism, which should come in: [2, 3, 5, 10, 19]

- meeting the needs of the present;
- compromising the capacity of future generations;
- satisfying one's own needs for forms of tourism that are gentle with nature;
- long-term conservation of natural and human resources.

In this way, sustainable agrotourism can help reduce the negative impact on areas and increase the positive impact because economic sustainability contributes to improving rural life, maintaining a healthy environment, preserving the biodiversity of tourist areas. For this thing, through the managerial measures undertaken, it is necessary to make an accomplishment and zoning of the territory according to the degree of affordability and to ensure the achievement of the following objectives: [4, 6, 8, 18]

- a. understanding the educational effects of agrotourism on the farm on the different profiles of agrotourists;
- b. the development of more efficient activities that will become recreational-fun and recreational tools on the farm;
- c. reducing the impact on the human, cultural and natural environment;
- d. cost-effective use of resources;
- e. respect for environmental management.

The promotion of this form of sustainable farm agrotourism, from the point of view of environmental management, will be advantageous for the following reasons and for the fact that it favors: [11, 13, 15]

- understanding the educational effects of practicing this form of tourism;
- cost-effective use of high resources;
- creating a technical-material base specific to recreational-recreational and leisure activities: accommodation, food, trade;
- efficient conservation of fauna and flora. [16, 17]

## **MATERIAL AND METHOD**

The structural approach of the factors that determine the evolution of tourism and the ways of spending free time in the rural area on the farm can be completed with elements and ways of grouping them according to the purpose and objectives to be analyzed in research. Taking into account these elements in this scientific approach were analyzed the factors that determine the evolution of tourism in rural areas with its niche forms depending on the demand for leisure time at the agrotourism farm, in order to achieve a technical-material basis specific to farm activities.

## RESULTS AND DISCUSSIONS

The determining factors of the evolution of tourism with its niche forms can be structured according to their influence on the 2 correlative sides of the market in:

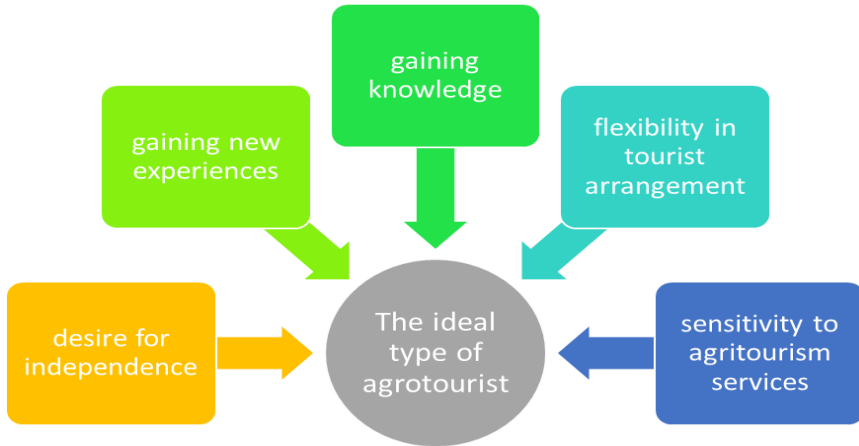
- factors of tourist demand: income, free time;
- factors of the tourist offer: natural conditions, technical-material basis, quality of services;
- factors of the supply-demand confrontation: quality of access infrastructure.

Corresponding to the established structures of the national economy or the marketing of tourism products and services, in the literature, we do not find a farm tourism industry, but still the term agrotourism is often used on the farm. We note the complexity of the tourism industry and its interference with many other areas of the economy, which increases the difficulty of assessing its size and economic contribution to the sustainable development of local industries.

We consider that the main objectives of the stay on the farm are to highlight the activities that motivate tourists to spend their stay on the farm, to make them attractive to visitors, to convince them to recreate in nature and to participate in recreational-fun and leisure activities. For this purpose, the management systems proposed for implementation in agritourism farms. Timis County, must:

- identify the reasons for visiting the agrotourism farm;
- consumption behavior of agrotourists;
- to propose solutions for the improvement of recreational-fun and leisure activities;
- to extend the duration of the stay on the farm because when he buys a stay on the farm he buys:
  - a. not just a collection of services (accommodation, food, transport or leisure);
  - b. but also the image of a healthy and unspoiled environment in the rural area of Timisoara.

In order to identify the ideal type or that of a farm agrotourist, the new concepts that stand out through several elements synthesized in figure 1 must be taken into account.



**Figure 1.** Identifying the ideal type of farm agrotourist

Farm tourism is practiced by this category of tourists for various reasons, it acting as a stimulating element of the farm economy and small local economies. Its development in optimal conditions implies a specific demand for farm products and services, a demand that leads to an increase in the production of goods and the demand of agrotourists, determines an adaptation of the offer to the reasons of visiting/accommodation on the farm stimulating:

- improving the material base;
- stimulating the productions of other economic branches that participate in obtaining the tourist product or service.

Farm tourism when well managed can contribute to the added value of production through the following effects of:

- training in the realization of products and services;
- stimulating the production of goods and services in other areas upstream and downstream of the agrotourism farm;
- the influence on the efficient use of local human resources.

In the development strategies of farm tourism regardless of reasons, purposes, recreational, fun, agreement, educational-cultural, several managerial measures are proposed for implementation to contribute to the development of this industry of niche tourism - agrotourism on the farm:

- protection of the health of agrotourists and visitors;
- protection of products offered by the farm for consumption
- protective in activities that involve direct contact with animal species - favorite animal care;
- to protect the natural environment in the farm area;

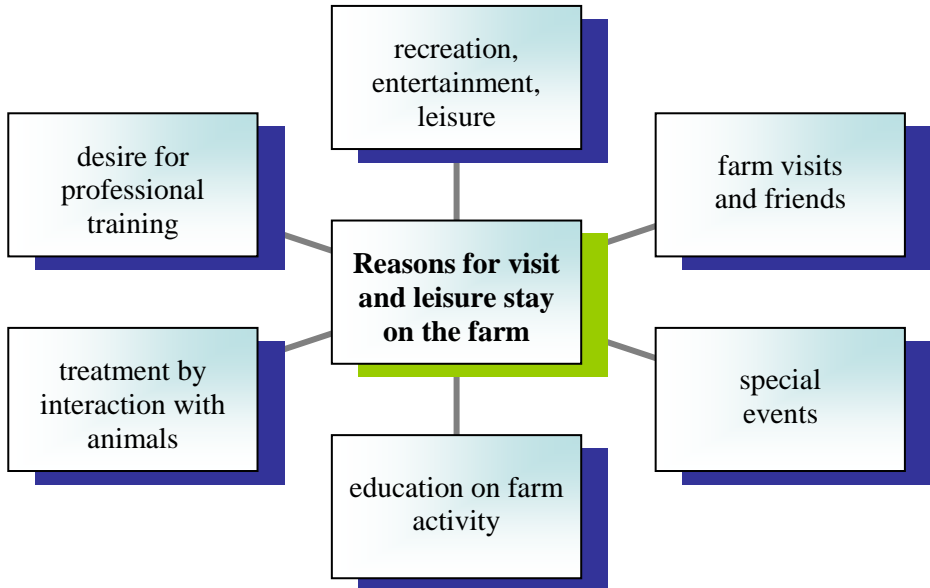
- environmental management and sanitary-veterinary;
- conservation of the fundamental values of human existence - flora and natural landscape.

The analysis of the increase of the agrotourism circulation highlights the receptivity of this form of tourism to the social dynamics, the evolution under the incidence of some situational factors, different in nature and role. These factors participate in different proportions in determining the agrotourism phenomenon, the accommodation on the farm being motivated by:

- social, economic, technical and demographic factors:
  - a. leisure, fashion, type of tourist;
  - b. incomes, prices and tariffs of farm tourism products;
  - c. equipment, products for sale;
  - d. number of tourists, length of stay on the farm, age structure and sex.
- civilization, educational, psychological:
  - a. interest in rural areas;
  - b. level of training;
  - c. desire for training;
  - d. knowledge of traditional raw materials processing.
- natural:
  - a. the geographical location of the farm;
  - b. access roads;
  - c. recreational-entertainment and leisure possibilities;
- duration of the action:
  - a. permanent;
  - b. seasonal.

We consider that the main reasons that determine agrotourists to visit or stay at the agrotourism farm are (figure 2):

- recreation, entertainment, leisure;
- farm visits and friends who own such a farm;
- desire for professional training;
- treatment by interaction with animals;
- special events;
- education on farm activity.



**Figure 2.** Reasons for visit and leisure stay on the farm

Some factors such as administrative, health, political, economic, natural or seasonal may slow down or interrupt the attraction for a particular agrotourism farm, the main motivational constraints being determined by:

- Demand for products and services offered. Every agrotourism farm that offers products or services is constrained by consumer demand, which binds the quality and quantity of products and services purchased at a price. We can mention the factors that have restrictive effects on the agrotourism activity: the quality of the products or services offered for consumption and the cost of living.
- Resource supply. The constraints faced by the agrotourism farm refer to the quantitatively limited nature of the resources for accommodation, food, care of the favorite animal, recreational-entertainment and leisure activities.
- Technical constraints. They are related to the place where the farm is located and involve relational aspects between the host and the agrotourist, the animal species and the accommodation capacity, in order not to disturb the basic activities of the agrotourism farm.
- Time constraints. Availability for longer or shorter period of leisure stay.
- Sanitary-veterinary constraints due to quarantine or diseases specific to humans and animals.
- Lack of knowledge about certain activities and opportunities offered on the farm.

- Information about recreational-entertainment and leisure possibilities.
- The limits of financial resources to support some large-scale activities: festivals, fairs, country holidays.



**Figure 3.** Motivations regarding the constraints of spending leisure time at the agrotourism farm

We find the multitude of reasons for accommodation, food, recreational-leisure and leisure activities at agrotourism farms for agrotourists who want to know their rural roots, local cuisine, to educate and spend their free time in a pleasant way on agrotourist farm. However, there are many constraints that reduce the number of farm visitors and tourists in rural areas, due to lack of information, poor promotion, lack of knowledge and opportunities offered by farm agrotourism in this multicultural area that is Timis County located in the western region of Romania.

## CONCLUSIONS

Farm well-managed tourism determines the optimal development of this form of niche tourism and involves a specific demand that increases the production of goods and services, determining the adaptation of the offer to the reasons for visiting and spending free time on the farm, contributing to added value on production by training, stimulation of production upstream and downstream of the agrotourism farm and with influence on the sustainable development of the rural area.

The main reasons that determine the visitors and farm tourists to spend their free time in the Timisoara countryside are related to recreation, fun, leisure, leisure, visits to friends who own an agrotourism farm, the desire for professional

training, medical treatment, events special education and education on agro-zootechnical and leisure activities that take place on the farm.

In order to attract as many visitors to the farm as possible and increase the length of stay on the farm, strategies for the sustainable development of farm tourism for whatever reason and purpose must include managerial measures to contribute to the development of this niche tourism industry, meaning agrotourism on the farm, conserving resources, fundamental values of human existence, flora, fauna and natural landscape.

## REFERENCES

- [1]. GRĂDINARU I., (2019) - Protecția mediului, Editura Economică, București.
- [2]. GRECU FLORENTINA (2004) - Hazardele și riscurile naturale, Editura Universitară, București.
- [3]. GRUIA R., (2013) - Bazele managementului și direcțiile viitoare de evoluție, Editura Lux Libris, Brașov.
- [4]. HEBER LOREDANA, PETROMAN CORNELIA, PETROMAN I., BĂLAN IOANA, MARIN DIANA, IVAȘCU GABRIELA, POPOVICI C., (2010) - Pork and carcasses quality in swine exploited in family farms, Scientific Papers Animal Science and Biotechnologies 43(2), 406-408.
- [5]. MABRY J.W., CULBERTSON M.S., REEVES D, (1996) - Effects of lactation length on weaning-to-fist-service interval, first-service farrowing rate, and subsequent litter size. Swine Health and Production 4(4): 185-189.
- [6]. NICULESCU O., VERBONCU I., (2008) - Metodologii manageriale, Editura Universitară.
- [7]. NUTHALL P.L., (2010) - Farm Business Management: The Human Factor. Wallingford - Cambridge: CABI.
- [8]. ORBOI MANUELA DORA, BĂNEȘ A., MONEA MIRELA, (2009), A study on the Romanian organic market and consumers, Journal of Food, Agriculture & Environment, Vol. 7 (2), 182-188, Helsinki, Finlanda, [www.world-food.net](http://www.world-food.net).
- [9]. PANDURU ELISABETA BIANCA, HUZĂU G., VADUVA LOREDANA, PETROMAN I., (2021), The role of the diversification of farm tourism activities in the sustainable development of areas near animal farms, Quaestus Multidisciplinary Research Journal, No.18, 330-337.
- [10]. PETROMAN CORNELIA (2010) - Procesarea materilor prime agricole, Eurostampa.
- [11]. PETROMAN CORNELIA, BIDIREAC IONELA CRISTINA, PETROMAN I., ȘUCAN MOISINA, MARIN DIANA, TURC B., MERCE IULIANA, CONSTANTIN ELENA CLAUDIA (2015) – The impact of education on the behaviour of the consumer of animal origin food products, Procedia-Social and Behavioral Sciences, 190, 429-433.
- [12]. PETROMAN I, CULEA C., NICOLAE M., PETROMAN CORNELIA (2002) - Creșterea porcinelor, Editura Mirton.
- [13]. PETROMAN I (2007) - Managementul sistemelor de creștere și exploatare a animalelor, Editura Eurostampa, Timișoara;.



- [14]. QUINIOU N., RENAUDEAU D., DUBOIS S., NOBLET J., (2000) - Influence of high ambient temperatures on food intake and feeding behaviour of multiparous sows. *Animal Science* 70: 471-479.
- [15]. SALAZAR LAURA, KOC H.L., YANG C.H., LLONCH LOURDES, MANECA X., CAMERLINK IRENE, LLONCH P., (2018) - Early Socialisation as a Strategy to Increase Piglets Social Skills in Intensive Farming Conditions. *Applied Animal Behaviour Science*, 206, 25-31.
- [16]. SKORJANC D., HOHLER M., BURS M., (2008) - Effect of Backfat Loss During Lactation on Weaning-to-Oestrus Interval of Sows at Gonadotropin Application. *Animal Breeding* 51(6):560-571.
- [17]. TODEROIU F., (2014) - *Agricultura României - Resurse și eficiență*, Editura Expert, București.
- [18]. TRICĂ C., (2004) - *Economia mediului. Teorie și practică*, Editura ASE, București.
- [19]. VĂDUVA LOREDANA, PANDURU ELISABETA BIANCA, PETROMAN CORNELIA, ADAMOV TABITA, MARIN DIANA, PETROMAN I., (2020), Tourism forms practicable in protected areas, *Lucrari Stiintifice Management Agricol, Seria I*, vol 22 (1), pg 235-241.
- [20]. VÎRTOSU D., PANDURU ELISABETA BIANCA, VĂDUVA LOREDANA, MARIN DIANA, PETROMAN CORNELIA, PETROMAN I., (2019), *Possibilities to improve the management of the exploitation of cattle meat in extensive system*, *Lucrări Științifice Management Agricol*, vol. 20 (3).

#### NOTES ON THE AUTORS

**Cornelia PETROMAN**, Professor at the Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timișoara, Romania, e-mail address: c\_petroman@yahoo.com.

**Loredana VĂDUVA** – Lecturer at the Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timișoara, Romania, e-mail address: loredana\_heber@yahoo.com.

**Cipriana SAVA**, Associate Professor at the Faculty of Management in Tourism and Commerce Timișoara, „Dimitrie Cantemir” Christian University. Email: cipriana.sava@gmail.com. She holds a PhD. in Management and is the author of a large number of books, articles and studies in the field of tourism, regional and rural development. Cipriana Sava is also a member in „Asociația Română de Științe Regionale” (ARSR), in the „European Regional Science Association” (E.R.S.A.), in the „Science Association International” (RSAl) and in the “Romanian Association of Tourism Journalists” (AJIR). <https://orcid.org/ID0000-0002-6521-6596>

**Ioan PETROMAN**, Professor at the Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timișoara, Romania, e-mail address: i\_petroman@yahoo.com.