

## **The local community and agrotourism**

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**Abstract:** *The interest of the local community is to develop a strategy for the organization, development and promotion of rural tourism, especially agrotourism, at local level, with the competition of all economic agents involved in this activity. This participation of the local community can be achieved by: creating a partnership between the authorities and the local tourism association, the economic agents in tourism or other related fields, leading to a more efficient organization, development and promotion of rural tourism / agrotourism.*

**Key Words:** local development, agrotourism, local community, local tourism, sustainability.

**JEL Classification:** O13, Q15.

### **Introduction**

Romania has a vast tourist potential so that the development and promotion of this form of tourism finds in our country all the "material" support it needs, but it is not enough to make tourists acquire sustainable, environmentally friendly tourism products, in the context of the fact that, at national level, one of the major problems facing the tourism industry - and, implicitly, agro-tourism - is the manufacturing and marketing of products that are not in line with the quality requirements of users.

However, this shortcoming can be overcome by orienting policy and objectives of each organization in the field of quality, in other words through the implementation of quality management.

Within this partnership, the tourism associations and the economic agents involved in the tourism activity have to contribute financially to the achievement of the general economic development objectives of the locality (access roads, water supply, heating, telecommunications, technical and municipal facilities).

### **The specific elements of agrouturism**

At the same time, the practice and the specialty theory reveal that the continuous improvement of the tourist offers and implicitly agrotourism must be a permanent concern of the tour operators, thus becoming an imperative step in achieving the performance, regardless of whether this performance is regarded as maximizing the profit or gaining high reward amongst tourists.

This can be done by taking a share of the business volume and its disposal for the mentioned purpose, thus a greater contribution of tourism to the general development of the locality with indirect beneficial effects:

- development of the commercial supply and service network;
- development and diversification of recreational and entertainment facilities adapted to local specifics;
- development of the technical-municipal facilities and general infrastructure;
- diversification of cultural activity, fairs, traditional events;
- supporting the local initiative in the development of local crafts and traditional art;
- creating facilities and supporting the development of the network of boarding houses and agro-touristic households;
- realization of agro-food production microcomplexes for supplying the population and tourists with local products;
- supporting the tourism association in the promotion and sustainable development of rural tourism / agrotourism;
- tourism activities and actions to protect and preserve the environment, natural and cultural-historical tourism resources and built heritage.

According to these coordinates, it is necessary for the development strategy to play an essential role for the local association, with the involvement of the municipal authority, from which it derives from the following considerations:

- agrotourism is a form of tourism where man is the central and essential element; as a matter of fact, man, territory - so the village and the tourist product are the basic elements of agrotourism;
- the local association and farmers can ensure the attractiveness of this form of tourism through the quality of reception, the knowledge of the natural, cultural and historical local environment as well as the authenticity of the products;
- the participation of the local community is strictly necessary in partnership with the collectivity tourism association in ensuring rural development, in general, and tourism in particular;
- associating farmers facilitates bidding, market tracking, promotion and marketing, which could not be achieved by one person;

- the possibility of developing jointly expensive holiday offers such as ski slopes, swimming pools, cyclotourism tracks, paths for equestrian tourism, sports grounds, etc .;
- laboration of resource inventory studies and creation of specific offers, marketing studies, agrotourism-environment impact studies etc .;
- realization of training and improvement programs for the members of the association;
- the stimulation of community identity, the assumption of responsibilities and the fostering of creativity and cooperation in order to ensure the development of agrotourism with local specificity;
- conservation and promotion of cultural-historical traditions, ethnofolcloric heritage in rural areas;
- conservation and protection of the environment, natural, historical and artistic monuments.

The intensive development of agriculture and animal husbandry and agrotourism, focusing on quality products, will increase the purchasing power of farmers with beneficial effects in economic and social terms (raising the standard of living and civilization, people's health through the recreation function and qualities of natural agro-food products).

Particular attention needs to be paid to the following issues:

- improving the overall infrastructure on which the whole rural economy is revitalized (roads, water, sewage, telecommunications, electricity);
- planning of farms, hostels, model tourism households, as an endowment and organization of the activity, but respecting the local architecture and traditions, avoiding the kitch, typing or transfer of urban constructions in rural areas;
- identifying, inventorying and capitalizing on tourist and neighboring resources; developing and upgrading those introduced into the tourist circuit with a special focus on entertainment, animation, recreation and practicing sport;
- the implementation of the national reservation system in the first phase and the connection to the international reservation system of the world tourism - the rural priority.
- organization of accommodation dispatchers and information-guidance offices; the location of the TRR landmarks in the tourist villages and on the roads that connect with them (European, national and local): dispatching accommodation, information point, tourist objectives, hosts, traditional public catering establishments, farms, hostels, etc.
- making a record of: the main events in the village's life (cultural, religious, traditions, fairs, fairs, etc.), commemorations, artisans and local artists, in order to present authentic tourist programs of a certain value (personalization of the area).

## **CONCLUSION**

The sustained development of tourism is at the heart of all decision-makers at all levels, and it is confronted with the fact that research to improve the quality of life is a constant inherent.

There is, however, a limit to which the human population and the activity of our planet can resist. Agrotourism can have a positive and negative impact, directly or indirectly, tangible and intangible, on the environment. And from here, the effort to define and measure what limits the involvement of some areas of scientific and professional disciplines.

For this reason, it is necessary to group the stakeholders into categories that correspond to those professional scientific disciplines:

- physical factors, in particular natural resources, space and facilities;
- environmental factors, in particular flora, fauna and the ecosystem;
- social factors, viewed from two points of view:
  - from the point of view of the hosts, they include all those factors that correspond to their standard of living;
  - in the viewpoint of the visitor, they include all those factors that define their level of life and experience;
- cultural factors, in particular traditions, language, religion, customs, culture;
- economic factors that include the development of rural areas.

The maintenance of tourist capacity marks the limit beyond which tourism activity can no longer be sustained.

Those who plan and conduct agrotourism activities must be able to meet this limit and measure it if they are to pursue a sustained tourism development.

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