AGROTOURIST CENTER-PROPOSAL FOR DEVELOPMENT OF AGROTOURISM INFRASTRUCTURE FROM BIHOR COUNTY

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Abstract: Many from the rural villages from Apuseni Mountains area have a remarkable natural and cultural historical potential, and those who have developed the tourism infrastructure required have already entered into the tourist circuit. The research in this paper refers to Bihor County, where we have described the guesthouses/households that are closest of which means agrotourism, which we have considered to be the most representative. One of the solutions to overcome from the poverty of the inhabitants of this area could be the capitalization through agrotourism of the specific way of life, with advantages for both locals and tourists. On the basis of achieving this goal can stand a tourist center with which to support and coordinate tourism activities from the area and of the representative guesthouses mentioned.

Key words: rural villages, Bihor County, agrotourist center

INTRODUCTION

Apuseni Mountains area holds 7% from the surface of the country, covers on the territory of the six counties and it is the place where appear a large number of disparities. Over time in the Apuseni Mountains, the rural of the region has determined and directly influenced the specifics of lifestyle from this complex (Figure 1).
Figure 1 Specific elements of lifestyle from Apuseni Mountains

Looking ahead to the coming years Apuseni Mountains should be perceived not only as a geographical individuality but also as an economic one or tourist one. Therefore, the purpose of all actions must be to achieve a regional identity, based on strong partnership and an sustained and efficient promotion of the specific elements of the area.

Many from the rural villages from Apuseni Mountains area have a remarkable natural and cultural historical potential, and those who have developed the tourism infrastructure required (border houses/agrotourist guesthouses), have already entered in the tourist circuit. Most are located in the Apuseni Natural Park (Albac Arieseni, Scarisoara, Garda de Sus, Pietroasa, Giulesti, etc.).

There are rural guesthouses, agrotourist farms are fewer and make agriculture at a modest level, not being specialized on a specific type of product.

MATERIALS AND METHODS

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

RESEARCH RESULTS

The research in this paper refers to Bihor County, County which has 44 households approved for tourism activities specific for rural area in the localities from Apusnei Mountains area: Pietroasa-5, Chiscau-7, Giulesti-3, Gurani-4, Cristianii de Jos-4, Hinchiris-4, Tarcaia-3, Finis-7, Ioanis-5, Cabesti-2.

Figure 2 Households approved for tourism activities specific for rural area-Bihor County

Guesthouses/households that are closest of which means agrotourism, which we have considered to be the most representative are described and analyzed in the following.
Table 1

<table>
<thead>
<tr>
<th>Area</th>
<th>Name of agrotourist household</th>
<th>Products form own household capitalized through agrotourism</th>
<th>The geographical location of the farm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulz</td>
<td>Izvorul Muntelui</td>
<td>Vegetables, fruits</td>
<td>Remeți, str. Baraj Lesu</td>
</tr>
<tr>
<td>Andreea</td>
<td></td>
<td>Vegetables, fruits, fishery products, traditional activities</td>
<td>Remeți, str. Principala</td>
</tr>
<tr>
<td>Remeti</td>
<td></td>
<td>Vegetables, fruit, fish products, bakery products, traditional activities</td>
<td>Remeți, str. Principala</td>
</tr>
<tr>
<td>Bunesti</td>
<td>Zavoi</td>
<td>Traditional products, traditional activities</td>
<td>Finis locality</td>
</tr>
<tr>
<td>Pietroasa</td>
<td>Mance</td>
<td>Vegetables, fruit, traditional activities</td>
<td>Pietroasa commune, Chiscau village</td>
</tr>
<tr>
<td>Remetea</td>
<td>Tulipan</td>
<td>Cereals and prepared products, traditional activities</td>
<td>Remetea, str. Principala</td>
</tr>
</tbody>
</table>

Source: own processing after information from guesthouses

The conclusions from the description of the six households/guesthouses highlights (Table 1 and 2):
- In terms of endowments of the households/guesthouses they fall into the category of two and three daisies;
- Regarding the practice of craft activities in the households described the situation is as follows:
  1. Andreea guesthouse-livestock activities (sheep, cows) specific to mountain areas;
  2. Remeti guesthouse-milling;
  3. Zavoi guesthouse-weaving, pastry;
  4. Mance guesthouse-weaving;
  5. Tulipan guesthouse-weaving, pastry;
- In all six cases, agricultural production is capitalized through agrotourism;
- Households/guesthouses analyzed are poor promoted.
- The owners of tourist locations have entrepreneurial skills, in general, rather specialized knowledge in the field of tourism and the management of this sector;
- Tourist locations have an occupancy degree reduced compared to the potential, so to develop this business, the owners have opened a shop, a mill, etc. (with a reduced number of personal), that manage themselves or another family member;
- Services offered to the consumers of tourism are very poorly diversified (generally accommodation and lodging) and addressed mainly to tourists with special needs.
Table 2

The description of the households and of the specific products capitalized through agrotourism

<table>
<thead>
<tr>
<th>Name of agrotourist household</th>
<th>The specific</th>
</tr>
</thead>
</table>
| **Bulz**                     | Enjoying of a beautiful mountain area, near the barrier lakes Dragan and Lesu, the *Izvorul Muntelui guesthouse* offers a perfect place for recreation. Particularities worth mentioning are:  
  • Accommodation capacity is represented by 25 seats in 7 rooms;  
  • Classified with 3 daisies/the first guesthouse from the County;  
  • Has obtained the first prize at the contest "Gold daisy" due to the capitalization of traditions and local beauties.  
  The guesthouse has:  
  • Orchard and farm;  
  • Ponds with trout;  
  • Menu with farm products;  
  • Selling local products. |
| **Andreea guesthouse**        | The guesthouse is classified with 3 daisies and is located so that has a real tourism potential, slopes, gorges, caves plus sheepfold and herds of cows on the mountain with all traditions and habits still well preserved.  
  The guesthouse has 11 rooms and 36 places, farm, own garden, yard, orchard, offers the possibility of organizing conferences. There for nature enthusiasts also a river. |
| **Remeti guesthouse**         | The guesthouse is located near the barrier lakes Dragan and Lesu and it is classified with 3 daisies. The guesthouse has 6 rooms that offer 14-15 beds. Behind the pension there is a playground and relaxation place of 4000 sqm. In front of the guesthouse is the courtyard with orchard of around 1000 sqm and a "old" house of 90 years and, sidewise the owners home.  
  An important advantage is the fact that besides that they have farm, garden, yard, orchard, river in the yard, they have an bakery, the products obtained being capitalized also through agrotourism. |
| **Zavoi guesthouse**          | The guesthouse is located at the foothills of Codru Moma Mountains, near Beius town and it is classified with 3 daisies. Pension Zavoi guesthouse is a multifunctional environment (has 6 rooms, restaurant and conference room for 16 people). The owners practice agricultural activities, have a garden of 12,000 square meters, with more than 50 nuts and various fruit trees.  
  In a "wonderful corner of the soul" as owners itself states, the guesthouse capitalize through tourism activities specific products prepared in Bihor traditional style. |
| **Mance guesthouse**          | Mance guesthouse is found at the entrance in Chiscau village on the left side about 1 km from the Bear Cave and has 5 rooms, 11 seats. It is classified with 2 daisies. The guesthouse has own farm, garden, yard, orchard, capitalizing through tourism activities the products produced in farm. |
| **Tulipan guesthouse**        | Tulipan guesthouse, located in Remetea has 4 rooms with 10 seats in total, arranged in rooms with 2-4 beds. It is classified with 3 daisies.  
  It offers to tourist the traditional home-made biological products: jams, regional specialties, bacon and sausage. Bread, freshly baked comes from the local bakery, and meat, cheese, eggs, fruits and vegetables come directly from own guesthouse |
or from local producers.

Source: own processing after information from guesthouses

There are a large number of issues related to the correct development from tourist point of view, of the products specific to the area. Synthesis c elements that reflect the aspects connected to the capitalization of valuing of agricultural production, handicrafts and other products, specific to the area, lead to the following considerations:
- Private producers from the area agree the sale of products directly from the household, being motivated by the lack of taxation for the market of goods in the different market segments;
- There is not an organized network for processing products specific to the area and thus to create an own network based on cooperation;
- The village does not present certain offers, capable of directing the specific products through the processing forms and modern marketing, through which to stimulate the inhabitants producers.

The specific resources and agrotourist products of the area are:
- mountain specific tourism resources;
- crafts and traditional customs;
- traditional feasts;
- local products from obtained in the farm.

One of the solutions to overcome from the poverty of the inhabitants of this area could be the capitalization through agrotourism of the specific way of life, with advantages for both locals and tourists. On the basis of achieving this goal can stand a tourist center with to support and coordinate tourism activities from the area and of the representative guesthouses mentioned.

![Figure 3 The proposed structure of agrotourist center](image)

The motivation for choosing this proposal. From the data presented can be seen that there is a timid beginning of agrotourism, there are households that combine agriculture with tourism but very shy. Those that are close to agrotourism are presented in the paper. One of the many lessons learned was that they need support and effective means of promotion. Such support may becoming from an agrotourist center, with to provide information to those concerned about this form of tourism and to support farmers and to build and promote the agrotourist products from the area, more simply to coordinate the tourist activity of the households from the area.

Justification. The area has now many real agrotourist resources, but does not have sufficient financial resources to start the activities of creating this agrotourist center. It
missing the initiative and the necessary. It adds the fact that those that hold the agrotourist structures does not have the necessary knowledge to understand the necessity for such a center, or of financial resources to generate it. We believe that achieving this agrotourism center could provide both guidance and support for those willing to develop agrotourist activities and promoting the area.

For mentioning is the difficulty of implementing this proposal, one of the factors being the mistrust of householders vis-a-vis of the association. Another major impediment would derive from the way of creating the organizational structure of the center: it can be put the question who will coordinate the managerial activity and in what measure the households involved will be subordinated to the strategies imposed. The viability of this proposal appears after householders have acquired some experience in terms of organizing agrotourism, so to be able to determine exactly which will be the activities of this center and to become aware that certain problems can be solved more efficiently.

*Objectives* should be:
- The possibility of specialization and increasing the quality of the consecrated offer and promoting new offers according to market trends.
- Increasing the coordination and collaboration in order to support agrotourism where there exist.
- Development of partnerships and increasing the cooperation between the commercial and public sectors in order to achieve the initiatives in the benefit of agrotourism.
- Creating of a positive tourism image, complete and correct.

The possible structure of the implementation team proposed by us would be:
- The owners of farms/agrotourist households;
- local authorities;

*The activities* you would assume this proposal would be:
- Realization of a feasibility study;
- Technical project of improvement and special equipment of the center;
- The business plan;
- The proper implementation and official opening of the center.

Once the feasibility study is realized it is going to the achievement of the business plan. Adequate promoting and establishing appropriate marketing strategies are required in order to make known the existence of the center both at the level of leading institutions both at local and regional level and it is a component of the business plan. Promotion includes: advanced advertising; defining target groups; promotional strategy; marketing plan; formation of the promotional marketing material.

*Outlining the budget* required for the implementation such a proposal in practice would require several stages, and after simple calculations, at the level of market price an amount of 67800 euro.

<table>
<thead>
<tr>
<th>Initial investments for the proposal to establish an agrotourist center</th>
<th>Development stages of the project</th>
<th>The amount (Euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Realization of a feasibility study</td>
<td>5000</td>
<td></td>
</tr>
<tr>
<td>Realization of the business plan</td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>Getting the functioning notices</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Implementation and official opening of the center</td>
<td>60000</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>67800</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: own calculations
## Table 4

<table>
<thead>
<tr>
<th>Objective</th>
<th>Necessary actions</th>
<th>No. units</th>
<th>Cost per unit (euro)</th>
<th>Total cost (euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multipurpose building on two levels</td>
<td>Two rooms, downstairs for presentation tourist information (40m²) + a meeting or training room (60m²) (m²)</td>
<td>100</td>
<td>400</td>
<td>40000</td>
</tr>
<tr>
<td></td>
<td>Furniture for two rooms and meeting, training room</td>
<td>4 closets, 3 offices, roundtable for lecture hall, 25 chairs, 3 pegs moquette</td>
<td>-</td>
<td>10500</td>
</tr>
<tr>
<td></td>
<td>Apparatus, pieces</td>
<td>4 computers, 2 laptops, 1 projector</td>
<td>-</td>
<td>6000</td>
</tr>
<tr>
<td>Bathroom equipment</td>
<td>WC, sets</td>
<td>2</td>
<td>80</td>
<td>800</td>
</tr>
<tr>
<td></td>
<td>Sink, sets</td>
<td>2</td>
<td>30</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td>Accessories, sets</td>
<td>2</td>
<td>30</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td>Realization of the center's placca with the name, pieces</td>
<td>1</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>WEB page creating (carried out by the center's employees-are pay the collaboration expenses with other institutions)</td>
<td></td>
<td>2000</td>
<td>2000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60000</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: author's calculations

The necessary measures for the implementation of the objective would be:
- Identification of the main resources and traditional products possible to capitalize through agrotourism;
- Creating a collaborative partnership with producers from rural area;
- Establish training programs at local level to include local resources and traditional products in the tourist circuit.

### CONCLUSIONS

The present proposal has as main objective, encouraging the farms/rural households from the areas favorable to tourist activity to direct through agrotourism, as an additional source of income, but also of the different producers from rural areas to be actively involved in using agricultural products and crafts through agrotourism.

Detailed costs simplistic represent only costs of setting up and opening of such a center, does not include operating costs. The amount of 67800 euros, at which we have come with the calculations is too large to be supported only by the owners of agrotourist private farms, and how such an idea is proposed by us to be conducted in partnership must
interfere also the local authorities, both through support from own funds and by using the European funds.

ACKNOWLEDGMENT

The publication of this study is supported through the project “Internal competition of research projects of Banat’s University of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara”, 2015 sesion.

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