

AGROTOURISM EDUCATION INSTRUMENT FOR FACULTY STUDENTS OF DIFFERENT PROFILES

**RISTEA IONUȚ¹, TRICĂ ANA GINA¹, TĂUT IOAN FLORIN¹, MARIN DIANA¹,
PETROMAN CORNELIA¹, PETROMAN IOAN*¹**

¹Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism

*Corresponding author's e-mail: i_petroman@yahoo.com

***Abstract.** Agrotourism well-managed through practice protocols concluded between farmers and faculties can become an educational tool for faculty students by acquiring practical skills in traditional rural techniques, of production, processing and preserving agricultural products, preserving the soil and preserving floral biodiversity and fauna. Direct experience in agrotourist farms, in order to develop technical skills, does not always mean performing a practical activity, but also assisting in activities that have as purpose the awareness that nature must be protected. For these reasons, educational agrotourism combined with niche tourism can be developed as a basic component of a business model that supports faculties in practicing the field practice, agricultural entities to promote their activities by establishing applicative farms. Educational agrotourism well managed through productive practice programs can become a scientific tourism that contributes to the practical education of students preparing for tourism, biological, agricultural, forestry, horticultural, agro-alimentary, business as well as those from other profiles.*

Key words: agrotourism, education, students

INTRODUCTION

Sustainable development in rural area supports the wise use and preservation of natural and hand-made resources, in order to maintain their long-term viability; the success of this approach is due to the following: the perspective of development for supporters of sustainable growth and sustainability for environmental activists and supporters of a slow growth. Sustainable development is an attractive opportunity to continue economic development without enforcing environmental sustainability: natural, socio-cultural, economic. Also in tourism, all its forms of niche, cultural, rural, agrotourism, the concept of sustainable development is used in the following way: sustainable development is a process that does not destroy or exhaust resources, ensuring the development. Resources must be capitalized, in a rhythm identical to their renewal, by giving up exploitation, when the resource is slowly regenerating in order to replace it with a higher regenerative power.[5,10,15]

Sustainable tourism can be seen as applying the idea of sustainable development in the tourism sector in the sense of to the development of a form of tourism that meets the needs of the present without compromising the ability of future generations to meet their own needs or a tourism that uses and preserves resources wisely, to maintain their viability over a long period of time. Sustainable tourism from this perspective can help to reduce negative impacts, increase positive impacts. The economic sustainability of tourism ensures the improvement of life in the countryside, the unaltered preservation of the environment through the flows of tourists and the redirection of the tourist flows, to other areas for the preservation of the biodiversity of the tourist resorts. [3,5,6,9]

For environmental protection, sustainable tourism must ensure the planning and zoning of the territory, depending on the capacity to support the ecosystems from the area, to favor understanding of the effects, forms of tourism on the natural, cultural and human environment and the profitable use of the areas with tourist vocation complying with the environmental protection requirements [2,7,8,11]. Sustainable tourism must make

appropriate the use of environmental resources, respect the socio-cultural authenticity of communities, preserve cultural heritage and traditional values, maintain intercultural tolerance, ensure long-lasting economic activities and maintain the tourist's satisfaction.

Promoting sustainable tourism, agrotourism, ecotourism, hunting tourism in terms of environmental protection is advantageous for the following reasons:[1,4,12,13]

- promote understanding of human and cultural effects;
- promotes the profitable use of areas with low agricultural yields and the maintenance of higher economic effects for the area's population;
- guides the realization of agreement facilities, accommodation, food with benefits for the local communities;
- promotes the preservation of species at the minimum subsistence level;
- protects the flora and fauna of the natural environment.

MATERIAL AND METHOD

Because agrotourism is an incredible tool of education as it is conceived and practiced, the expected outcome of this scientific approach, in educational plan, for students of different profiles would be the knowledge of traditional rural culture, the importance of nature preservation and the preservation of flora and fauna biodiversity. Agrotourism can become an educational form for students of different profiles by organizing activities with applicative character depending on the specialization acquired at the graduation of the faculty.

RESULTS AND DISCUSSIONS

In order to acquire competences according to the specialization of the faculty, the organization of the agrotouristic educational activities for students should aim at the following effects:

- Understanding the public function of agriculture and rural area;
- Healthy eating and traditional methods of producing food;
- Healthy dietary habits using plants from spontaneous flora as spices;
- Marketing of agricultural products;
- Maintaining balance in nature;
- Understanding rural life;
- Perpetuating gentle traditions with nature;

Direct experience in building technical skills does not always mean performing a practical activity, but it can assist in activities that aim to be aware that nature must be protected by forming a behavioral approach in order to obtaining food in a traditional system. Agrotourism activities may have for students, besides the training of specialties and profile, also a cultural, economic and social impact on education, covering a wide range of educational and recreational activities.

Well-managed educational agrotourism activities can have an educational character, fulfill many characteristics: they can run in the countryside and can bring benefits to managers if they also rely on local consumption, and besides educators and producers, processors and managers of agrotourism farms. For these reasons, educational agrotourism combined with niche tourism can be developed as a basic component of a business model that supports faculties in developing the profile practice, agricultural entities to promote their agrotourist activities by setting up applicative farms. For the educational effect on the students, according to the profile, to be the desired one, it is necessary:

1.Planning of the practice according to the activities taking place in the agrotourism farm of agricultural profile, horticulture, zootechnics, processing or business depending on

the season;

2. The management of activities will take into account their planning taking into account some aspects that will lead to the proper training and the formation of the desired skills:

- to plan practical activities;
- to provide the opportunity for all students to participate in each practical activity;
- to establish clear rules for participation in activities without disturbing activities.

3. Management of the group of students. Management of the group's behavior is the responsibility of the appointed tutors of the faculties, the success depends on the cooperation between the two entities. An additional type of management is required to more accurately manage the impacts of the group of students on the human resource in farms. For this purpose, strategies and practices of management of the group of students should be developed depending on the field of activity of the farm and the practical activities to be carried out for the training of skills and educational purpose. These strategies provide:

- provision of accommodation and meals;
- marking of travel areas;
- observance of the norms of protection and safety at work;
- establishment of farm practice points;
- filling in the farm work schedule;
- participation in skills training activities;
- pay according to the work done under the established protocols;
- elaboration of study programs;
- verifying of knowledge acquired;

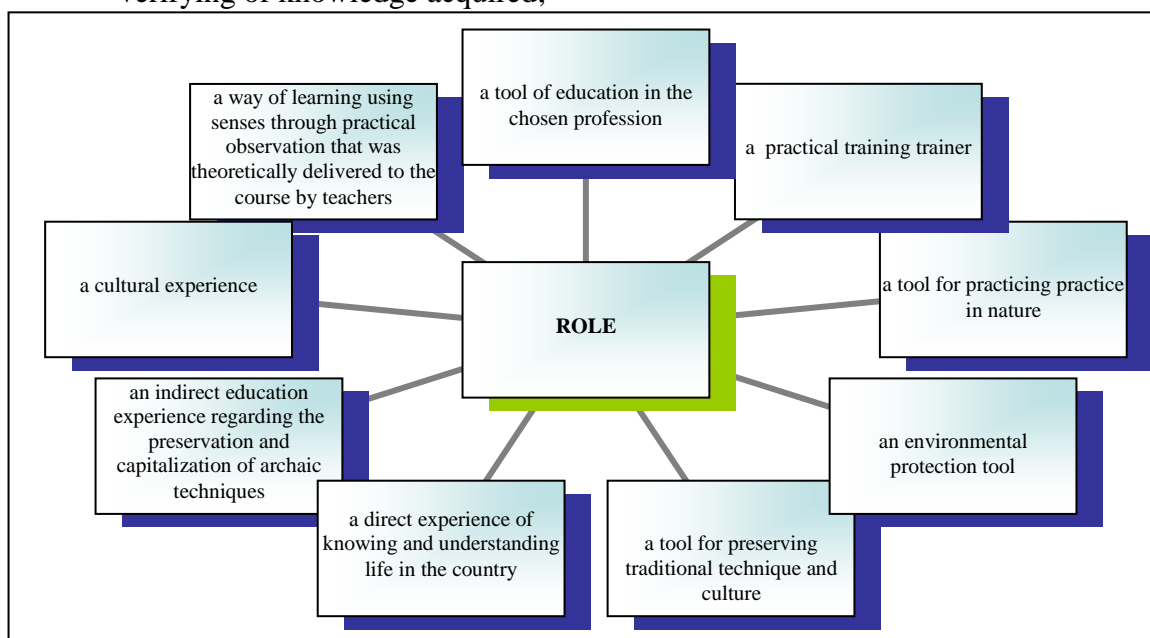


Figure 1. The role of agrotourism as an instrument in the education of faculty students

Agrotourism with the two niche forms of its hunting tourism, ecotourism well-managed based on the protocols established between universities and the farms, can become for students according to their specialization:

Even if farm agrotourism is considered a niche tourism, because it addresses a small number of students from technical, biological, economical specialties, educational agrotourism well-managed through productive practice programs can become a scientific type of tourism for students which contributes to the practical education of students

preparing for agriculture, forestry, agro-food, business and other profiles they are looking for;

- peace of the countryside;
- are willing on traditional rural culture;
- a healthy diet;
- want to protect the environment;
- flora and fauna biodiversity.

This form of educational tourism for students from different faculties can be considered as a form of alternative strategy, training of practical and educational skills, with little impact on human communities and the environment and contributing to the development of rural area by promoting activities developed in this area.

CONCLUSIONS

Sustainable development in rural area supports the wise use and preservation of natural and hand-made resources, as well as educational activities for students from the faculties of the field who develop their production practice for training in this field. Farm agrotourism, with its forms, scientific ecotourism, can become a means of training for students but also generator of income for owners or farm managers through planned activities to be carried out based on a contract between faculties and farms.

This form of educational tourism with practical valences for technical, economical and biological faculty students can be considered as a form of alternative strategy with low costs. Although considered to be a form of niche tourism, because it addresses to a small number of students from technical, biological, economic, educational agrotourism well-managed through productive practice programs, can become through students a scientific type of tourism that contributes to their practice education.

REFERENCES

- [1]. **BENEA M. C., PETROMAN I.**, 2006, Bazele turismului, Eurostampa
- [2]. **HAMON VIVIANE**, 2005, Authenticite tourisme durable et marketing, Espaces (228) ICOMOS, 1994, The Nara Document on Autenticity
- [3]. **MANTECON A., HUETE RAQUEL**, 2007, The Role of Authenticity in Tourism Planning: Empirical Finding from Southeast Spain Tourism 55(3)
- [4]. **PETROMAN CORNELIA**, 2015, Tipology of tourism destination, Scientific Papers Animal Science and Biotechnologies 48(1), pg. 338-342
- [5]. **PETROMAN CORNELIA, PALADE S., PETROMAN I., POPA DANIELA, ORBOI DORA MANUELA, PAICU D., HEBER LOREDANA**, 2010, Managerial strategies for the conservation of rurality in rural tourism, Scientific Papers Animal Science and Biotechnologies 43 (2), pg. 420-422
- [6]. **PETROMAN CORNELIA, AMELIA MIREA, ANA LOZICI, ELENA CLAUDIA CONSTANTIN, DIANA MARIN, IULIANA MERCE**, 2016, The rural educational tourism at the farm, Procedia Economics and Finance, vol. 39
- [7]. **PETROMAN I.**, 2010, Managementul turismului cultural în județul Timiș: politici de intervenție, Editura Eurostampa, Timișoara
- [8]. **PETROMAN I.M., PETROMAN I.**, 2013, Conservarea autenticității prin activități agroturistice, Editura Eurostampa, Timișoara
- [9]. **PETROMAN I., MARIN DIANA, PETROMAN CORNELIA**, 2015, Bazele turismului, Editura Eurostampa, Timișoara

- [10]. **PETROMAN I., PETROMAN CORNELIA**, 2010, Agritourism and its forms, *Lucrări Științifice, Seria Agronomie*, ISSN 1454-7414
- [11]. **POPA DANIELA, PETROMAN I., PETROMAN CORNELIA, LALAV., PAICU D., HEBER LOREDANA, MARIN DIANA**, 2010, World European and National Policies in the Field of cultural Tourism, *Scientific Papers Animal Science and Biotechnologies* 43(2), pg. 433-436
- [12]. **STAN ANDREEA, PETROMAN I., MARIN DIANA**, 2011, The promotion of some tradition and customs in neighbourhoods in protected areas in Banat, *Agro Buletin AGIR*, Vol. 3(4), Timișoara
- [13]. **STEINER, C.J., REISINGER YVETTE**, 2006, Understanding Existential Authenticity, *Annals of Tourism Research* 33(2)
- [14]. **TAYLOR D.**, 1994, Inauthentic Authenticity or Authentic Inauthenticity? *TESL- EJ* I(2)
- [15]. **VĂDUVA LOREDANA, PETROMAN CORNELIA, PETROMAN IOAN**, 2018, Genealogical tourism, a modern form of alternative tourism in Banat, *Agricultural Management – Lucrări științifice, Seria I, Management Agricol* 20 (1)