

IDENTIFICATION OF THE ADVANTAGES RESULTING FROM AN AGRITOURISM GUESTHOUSE PROJECTED IN BUNILA AREA, HUNEDOARA COUNTY

OPRIȘONI ANDREEA-RALUCA¹, NEDA DIANA¹, CIOLAC RAMONA*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: ramonablaga2005@yahoo.com

Abstract: The purpose of the present scientific paper is to justify the need to project an agritourism guesthouse in Bunila commune, Hunedoara County, having as motivation the development of the local community by identifying natural and anthropic resources, with local specific, which make up the "specific way of life of the place". The final motivation is to identify the performances of the tourist activity of the agritourism guesthouse, through the incomes obtained at different degrees of occupation.

Key words: agritourism guesthouse, incomes, advantages

INTRODUCTION

There are, in the specialized literature, a great variety of terms which define tourism activities in rural areas, such as: agritourism, farm tourism, rural tourism, leisure tourism, alternative tourism, etc. Taking in consideration the forms of rural tourism, we can mention that agritourism is the one that, lately, is experiencing a stronger evolution and enjoys a greater attention. The reason of this evolution? ... can be the originality, this being a possible answer, covered for the awareness for the development of rural areas, which have a great tourist potential:[10]

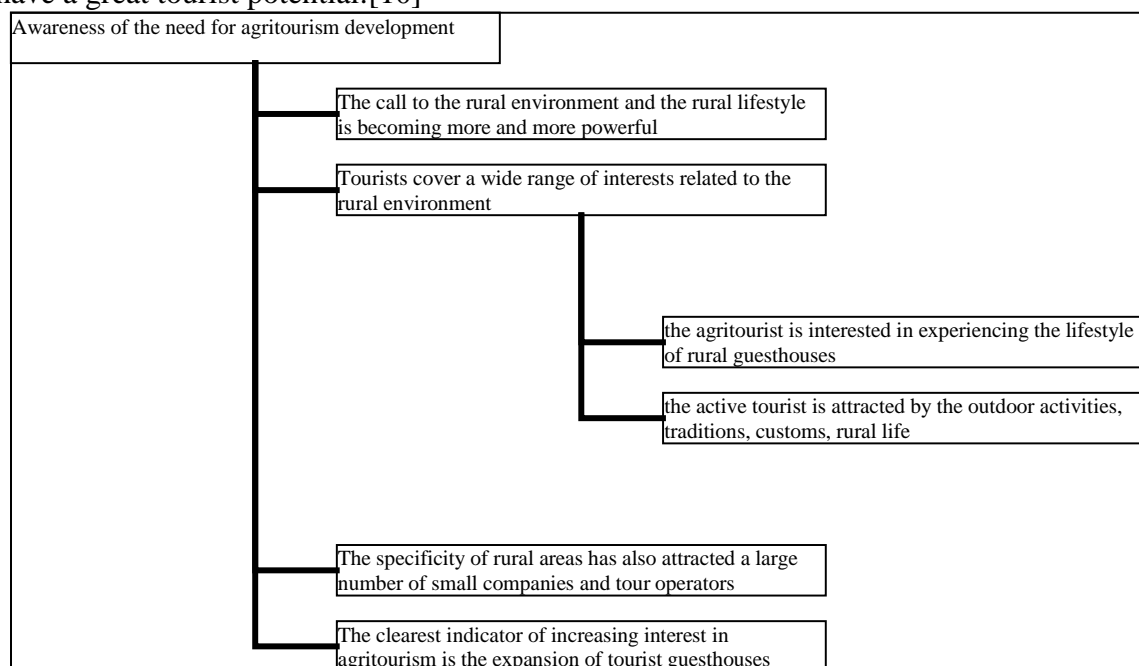


Figure 1. Awareness of the need for agritourism development

- originality, specificity and a wide diversification in relation to the ethnofolkloric area, the geographical area, the customs and the tradition of each household providing this form of tourism but also with the wide range of agri-food products that differ from one locality to another and within the same areas;
- the presence in menu of some local agricultural products, some even with an ecological "tint";

- the wide addressability of the local tourism offer from rural area, which can satisfy, even in the same space, a large range of motivations: rest and recreation, education, instruction, knowledge, sports, hiking, etc.

In the case of agritourism, the agricultural and tourist activity are always related, ultimately being an activity that complete the income of the farmers. Through the fact that are leverage the local resources and products, and combine two activities, the agricultural one as the basic activity and the tourist one as the complementary activity, the profitability of the agritourism activity is high, being in fact a chance of alternative incomes for the rural areas. [4,9,13] The practice of agritourism has at base the need to find solutions for rural households, in the sense of increasing incomes, by exploiting their economic potential, developing the services of hosting and capitalizing on their own and local products:

- the existence of a rural area rich in traditions;
- people interested in practicing such an activity;
- the services offered by these people: accommodation and meals;
- the existence of a material base (meaning transport and access means) and an appropriate legislative framework, which will encourage people to practice such an activity.

Regarding the sustainability of this activity, this it is achieved by the ones practicing agritourism to encourage the practice of traditional activities in rural communities, to combine economic interests, in the development of communities, with that pursuing nature conservation. Rural entrepreneurs can have a successful model in starting the capitalization of the tourism potential of an area and supplement their income from agricultural holdings taking in consideration the possibility of adding a modest income from tourism activities.

MATERIALS AND METHODS

The present paper represents an attempt to provide the most complete picture regarding the knowledge of the tourists' interest for the area taken under study, in order to make an x-ray of the existing situation, to highlight that the tourism development of this territory can be a launching economic path of the area, in achieving this goal, the objectives pursued were:

- the identification of some arguments that support the need to develop agritourism;
- the identification and description of local resources which can be used through agritourism from the area under study;
- the capitalization of the resources of the rural environment from the studied area by designing an agritourism guesthouse, starting from a concrete reality;
- identifying the benefits resulting from the design of the guesthouse, through the incomes obtained at 30% different degree of occupation.

Following this purpose, the authors, of this scientific paper, have used, in the logistics of the scientific work: the collection of the data from the field, analysis and calculation taking in consideration the prices from the market, and last but not least the interpretation of the data and drawing some conclusion.

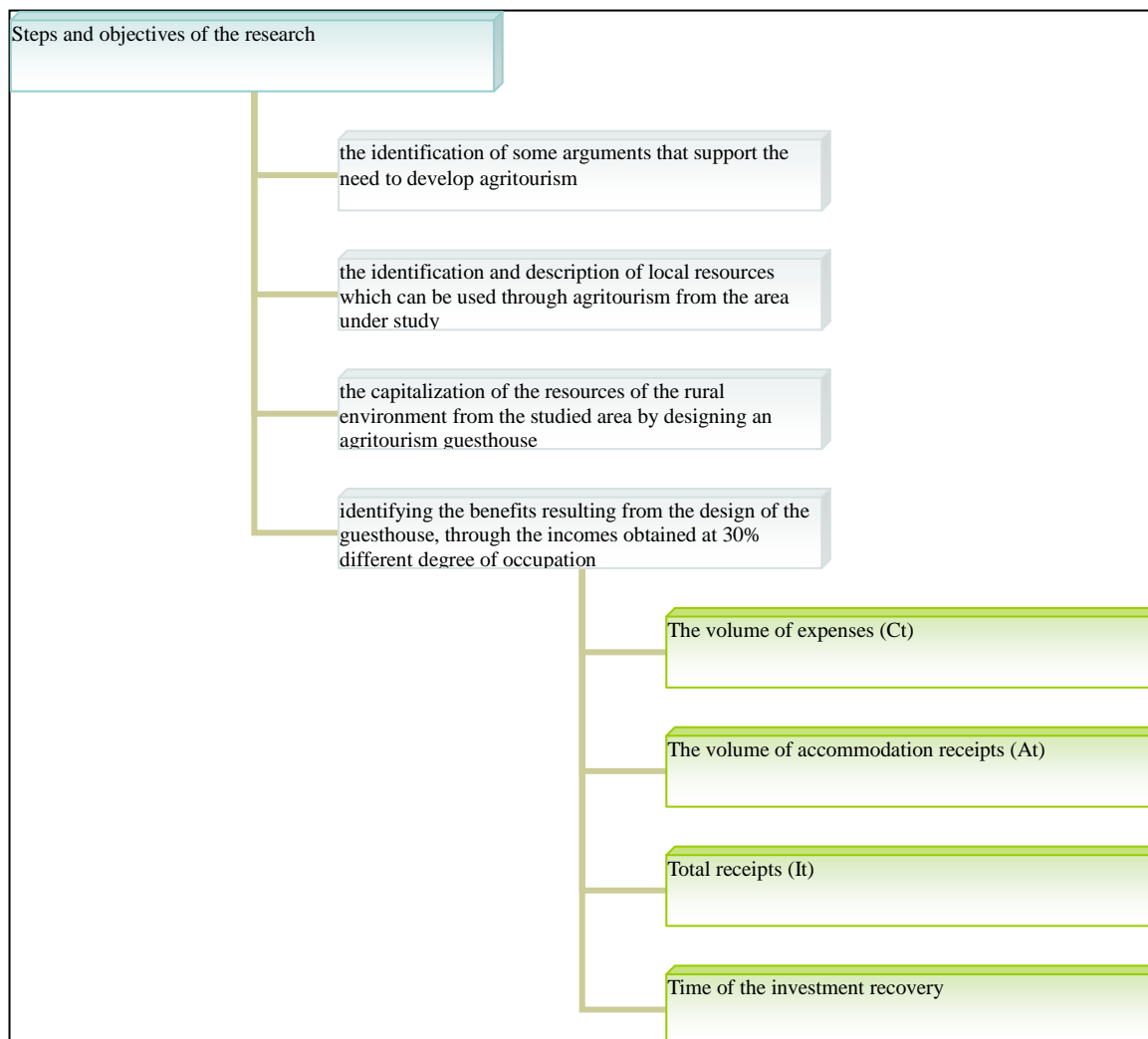


Figure 2. Steps and objectives of the research

The results of the agritourism activity that were analyzed were:

- The volume of expenses (Ct)
- The volume of accommodation receipts (At)
- Total receipts (It)
- Time of the investment recovery

RESEARCH RESULTS

The necessity of expanding the tourism business in rural area, we can say that is the result of creating favorable conditions for harmonization of elements that include:

- various types of accommodation offer;
- the supply of agri-food products, traditional folk art, crafts and folklore is made directly by the agricultural exploitation, the family and the rural community;
- the offer of natural surroundings and ecological requirements is compatible with the tourist activities;
- the offer of paid jobs in the rural area;
- infrastructure equipment in the public and private services sector.

The reason why we chose Bunila commune from Hunedoara County, as the area under investigation, is that it has a rich natural tourism potential which unfortunately is not valued to the extent. In support of this statement, related to the tourism potential of the area we come up with concrete evidence:

- The area studied is a component part of Forest Land, which comprises the villages located on the eastern slope of the Poiana Rusca Mountains, between Valea Muresului and Valea Cernei, near Sarmisegetusa Regia, the former residence of the Dacian kings located in the Orastie Mountains and Ulpia Traiana Sarmisegetusa, the capital of the Roman province Dacia Felix, founded by Emperor Trajan.

- A peculiarity of the land is the deeply humanized landscape, to which the generations of foresters contributed, the landscape being unique, unique in the country: above the peaks, there is the village surrounded by gardens with vegetables, orchards with fruit trees, a little below are the holdings of cereals arranged in terraces resembling huge steps, being followed by meadows, then the pastures and finally down at the foot of the hill the forest, in other words, according to the research carried out by specialists, "we recorded an inversion of the vegetation zones".

- Natural resources are numerous and of a special character. The Poiana Rusca Mountains are the northwestern part of the Southern Carpathians, and can be considered as a bridge between the Apuseni Mountains and the Southern Carpathians. It is characterized by a relief leveled in steps and fragmented into long peaks, whose maximum heights are around 1300 m, the highest peaks being Pades (1374 m) and Rusca (1356 m). Between the mountainous area and the peripheral depressions, there is a relief of hills with altitudes between 200-300m. Regarding soil riches, the Poiana Rusca Mountains are home to important soil riches, such as ore iron, lead and zinc, copper, talc and steatite, marble. The vegetation is represented mainly by forests, and at times in the east and northeast we find large areas of pastures and meadows.

- From the point of view of the anthropic resources we can say, together with other researchers, that "Hunedoara area is a unique ethnographic treasure, due to:

- Cultural-historical values;
- Local traditions, customs, crafts;
- The natural products produced in the household, whether purchased from animals, birds or from the garden: fruits and vegetables.

Taking in consideration the rural environment, as main beneficiary of tourist activities, we can say that agritourism could be the most efficient way of capitalizing the local resources. In the following, we will try to create a complex image on the problem of tourism in the rural area, by proposing a projection of a guesthouse, through which we exploit agricultural resources, traditions, customs, crafts, rural architecture, and specific port, from Bunila.

| SWOT analysis of the proposal | |
|--|--|
| <p>Strong points:</p> <ul style="list-style-type: none"> • The existence of a tourist tradition • Existence of ethnographic resources • Very attractive mountain landscape | <p>Opportunities:</p> <ul style="list-style-type: none"> • The possibility of tourists to become familiar with the specific rural way of life • Capitalizing on the surplus of products directly from the rural area • Creation of new jobs • Extra income for family members |
| <p>Weaknesses:</p> <ul style="list-style-type: none"> • Lack of funds • Insufficient knowledge | <p>Threats:</p> <ul style="list-style-type: none"> • Difficulty attracting funds • Non-repayment of the investment |

So we start from the premise that the guesthouse is not being built, and because we have made first of all a short analysis of our proposal, in terms of: strong points and weak points.

Because it is a habitable house, and the family had 3 rooms (of 2 persons) in addition to their needs, it results 6 accommodation places. There are common hygiene conditions (bathroom, toilet, hot water), household facilities (refrigerator, telephone, TV, washing machine), a farm with legume and fruit trees, with animals (80 chickens, 3 cows,

250 sheep, 4 piglets) that produce some of the products for own supply, and obviously there is a surplus, which could be capitalized through tourism.

Table 1

| The total budget for this proposal | | |
|---|--|--------------------|
| Targets | Specifications for implement the targets | Costs, Euro |
| Different notices for classifying the guesthouse | Obtaining notices for functioning | 2000 |
| A "good look" of the building | Improvement of the appearance of the building and the annexes of the household | 4400 |
| | Purchase of the company and the category of pension classification | 100 |
| | Improving the appearance of the yard by planting flowers and species of trees | 180 |
| Technical investments | Heating with traditional stoves | 2500 |
| | Technical system of cold running water in the kitchen and bathroom | 750 |
| | Connection to the network with its own sewerage means | 400 |
| Investments for accommodation, food and leisure areas | Improvement of the reception hall and the living room | 340 |
| | Providing hygienic conditions in the kitchen | 1800 |
| | Insurance of furniture and service inventory | 1500 |
| | Beds and mattresses - 6 pcs. | 630 |
| | Lingerie -12 sets | 320 |
| | Furniture | 1600 |
| | TV-3 units | 450 |
| | Various accessories: hanger, curtains, mirror etc. | 200 |
| | Garden furniture | 430 |
| | Construction of a small workshop for various crafts specific to the area | 530 |
| Marketing/sales area | Repair and conditioning of the carriage from the farm | 100 |
| | Preparation of a catalog with the guesthouse offer | 890 |
| | WEB page as a means of promotion (enter the costs and purchase of a computer, the household maintaining its only site) | 700 |
| Total | | 19,820 |

Source: author's calculations based on market prices

The total budget for this projection came, after simplistic calculations, following the market prices, to the amount of 19,820 euros. The own contribution represents the realistic evaluation of the contribution in nature (machinery, construction materials) and voluntary work.

In supporting the implementation of an agritourism guesthouse, the financial part is very important, meaning the profit that can be obtained after we start the agritourism activity. A first argument in supporting the idea is offered by the guesthouse's rooms themselves, which will represent the main income of the guesthouse. Starting from the premise, that the element "accommodation" is the one that, can bring a much "sure" income, we tried to calculate the development possibilities, at an occupancy degree of 30%, in other words starting from a pessimistic projection.

For this scenario the calculations are detailed in the following: [6,7]

1. Number of free rooms 3
2. Price per room 100 lei
3. The number of room sold per year at an occupancy degree of 30% will be

$$\begin{aligned}
 & 365 \dots 100\% \\
 & \times \dots 30\% \\
 x = & \frac{365 \times 30}{100} = 109 \text{ days}
 \end{aligned}$$

$x = 109$ days the 3 (6 accommodation places) rooms will be rented
 $109 \text{ days} \times 3 \text{ rooms} = 327$ "rentals"

4. Maximum income generated by the projected guesthouse during one year
 $327 \times 100 = 32700$ lei obtain our guesthouse with 6 accommodation places and an occupancy degree of 30% during one year.
5. The total receipts (It) of the rent of the 3 rooms, during a year, at an occupancy degree of 30%, after payment of the tax on profit (16%), are equal to: 27468 lei

Euro course: 1 euro/November 2019 = 4.77 lei
 $A_t = I_t - C_t = 27464 - 94.598 = - 67.130$ lei

6. Initial investments = 19.820 euro x 4.77 lei = 94.541 lei

From the previous calculation we observe that the value of the costs is higher than the incomes obtained in the first year of activity, therefore the projected guesthouse will not be able to cover the initial expenses entirely from the incomes obtained at the beginning.

$$D_{30\% \text{ occupancy degree}} = \frac{\text{the value of the investment}}{\text{the volume of annual revenue}} = \frac{94541}{27468} = 3,4 \text{ years}$$

According to the results, the investment will recover in a relatively short period of time, which is justifiable if we point out that it is a new business, with a rather modest market outlay, and tourism investments are unlikely to recover in the first year, especially as we talk about a little known area.

The effects of agritourism development are graded according to the level of development reached as a "business".[2,1,3,5,11,14,15]



Figure 3. The contribution of tourism to the development of rural area by dimensions

In this sense, in the initiation phase in the provision of such services, if it is foreseen to be a success, we can speak of economic effects - obtaining additional income, employment, some investments in the field of infrastructure, possible changes in the lifestyle of the locals through the possibility of abandoning traditional agricultural occupations in favor of the tourism ones - and less social ones, on the environment, and legal ones. Only after the agritourism business starts to develop, it engages a larger part of

the community, generates related services and other effects can occur, [8] those with direct impact on villages, or those with generic effects on the entire population of the area: [12]

CONCLUSIONS

A current trend is the return to nature, already manifested in all the countries, and, in this context, for the immense tourism potential, agritourism can be one of the attractive tourist offers.

Because the area chosen for study has many rest and recreation options, the projection of an agritourism guesthouse can be an important action to better manage these resources that it has the area. The guesthouse and the facilities that it will have, represent a major investment, both temporally and financially, by the owner, who must know how to manage his resources very well.

The motivation of implementing such an agritourism guesthouse consisted mainly in collecting the results that it can bring both in the family and in the financial plane, helping the economy of the area chosen for the created study. For the scenario with 30% occupancy degree, according to the expected results the expenses will be recovered in a relative time interval. Even in this situation, the results are encouraging because in the first year a good part of the investment will be recovered.

As future recommendations, related to the topic we approach, we consider to be taken into account:

- ◆ changing the way of thinking ("it goes like this" or "it goes anyway") by all those involved in the development of this field of activity; , therefore, creating an offer, simple, authentic and obviously of quality must be a "must".

- ◆ increasing the level of endowments of peasant households attracted to the agritourism activity;

- ◆ special emphasis on spending leisure time of the tourist, meaning on leisure, with emphasis on the way of life specific to the place analyzed by us;

- ◆ increasing the visibility of the tourism potential and exploited through agritourism, the guesthouses having to be computerized, to inform on-line, the potential tourist on their own offer;

- ◆ determining the desire to manage one's own household so that it is a profitable one.

REFERENCES

- [1]. **ADAMOV TABITA CORNELIA, DRĂGOI DORINEL, IANCU TIBERIU, FEHER ANDREA**, 2016, Capitalizing agrotourist potential of the mountain region from Romania. *Journal of Biotechnology*, Volume 231S
- [2]. **ARCHER B, COOPER CH.**, 1994, The positive and negative impacts of tourism, *revue Global Tourism*, Editura Theobald, Oxford, UK
- [3]. **BRAD I., DINCU ANA-MARIANA, IANCU T., PET ELENA, SIRBU CORINA**, 2014, Tourist activities an income alternative for inhabitants of Brebu Nou commune, *SGEM - Conference Proceedings*, vol. 3
- [4]. **BRAN FLORINA, MARIN D., ȘIMON TAMARA**, 1997, Turismul rural. Modelul european, Editura Economică, București
- [5]. **CĂLINA A., CĂLINA J., IANCU T.**, 2017, Research regarding the implementation, development and impact of Agritourism on Romania's rural areas between 1990 and 2015, *Environ. Eng. Manag. J.* 16, pp. 157–168
- [6]. **CIOLAC MARIANA RAMONA**, 2009, Management în turism rural și agroturism, Editura Eurostampa, Timișoara

- [7]. **CIOLAC RAMONA**, 2019, Justification of agritourist activity. possible income of the "accommodation" element of a projected agritourist guesthouse, *Lucrări Științifice, Seria I, Vol.XXI (1)*
- [8]. **CSÓSZ I.**, 2007, *Agroturism și Turism Rural*, Editura Mirton, Timișoara
- [9]. **GHEREȘ MARINELA**, 2003, *Agroturism, de la tradiție la ofertă comercială*, Editura Risoprint, Cluj-Napoca
- [10]. **GLĂVAN V.**, 2003, *Turism rural, agroturism, turism durabil, ecoturism*, Editura Economică, București
- [11]. **MARIN DIANA**, 2009, Importance of business plan for stimulating entrepreneurship from rural tourism activities, *Lucrări științifice USAMV Iasi, seria Agronomie „Proceedings of the 51th international scientific conference „Romanian agriculture in EU – opportunities and perspectives” USAMVB Iași*
- [12]. **NISTOREANU P.**, 1999, *Turismul rural-o afacere mică cu perspective mari*, Editura Didactică și Pedagogică, București
- [13]. **PANYIK EMESE, COSTA CARLOS, RATZ TAMARA**, 2011, Implementing integrated rural tourism: An event-based approach, *Tourism Management*, vol. 32, Issue 6, pg.1352-1363
- [14]. **PETROMAN CORNELIA, PETROMAN I., BENK,A., POPESCU M., NEGRUȚ LUCIA, MARIN DIANA, CIOLAC RAMONA, LOZICI ANA**, 2013, Maximize business in agro-tourism on farm by creating tourist brands, *Lucrări științifice Management Agricol, Seria 1, vol. XV (4) „Dezvoltarea rurală durabilă”*, pp. 40-42
- [15]. **POPESCU GABRIELA, ADAMOV TABITA, DINCU ANA MARIANA, IOSMIM IASMINA**, 2016, Positive and negative trends of the Romanian tourism, *Book 2: Political Sciences, Law, Finance, Economics And Tourism Conference Proceedings, Vol. V*, pp. 495-502