

THE REASONS FOR SPENDING TIME AT THE ANIMAL FARM

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Abstract. The main reasons for spending time on the animal farm, recreation in nature, participation in farm activities, education, fun and recreation, were identified in order to assess the consumption behaviors of farm tourists and find solutions that improve leisure and extend leisure stay in these units. Note the complex nature of the tourism industry and its interference with other areas of the economy, which increases the difficulty of accurately assessing its size and economic contribution due to its complexity and specific nature, the tourism industry, cannot always be sufficiently defined in terms of goods and services offered but rather in types of consumers and time worked. In the established structures of the branches of economy or of products and services, there is no farm tourism industry, and yet, the term agrotourism is often used on animal, vegetable, horticultural, viticultural or in general by farm tourism. When the tourist buys a leisure stay in rural area in order to spend his free time on a farm with a certain profile, he acquires not only a collection of accommodation, food, transport or leisure services, but also a certain image, by using a healthy environment and unscathed from farm's area.

Key words: farm, farm tourism, leisure stay

INTRODUCTION

The main factors that determine the evolution of tourism in general and niche tourism, animal farm tourism in particular, can be structured in relation to the orientation of their influence on the two correlative sides of the market in the following categories shown in the figure below [3,8,11]:

- factors of tourist demand: income, spare time
- factors of the tourist offer: natural conditions, material basis, quality of services offered;
- factors of supply-demand confrontation: quality of access roads to the animal farm.

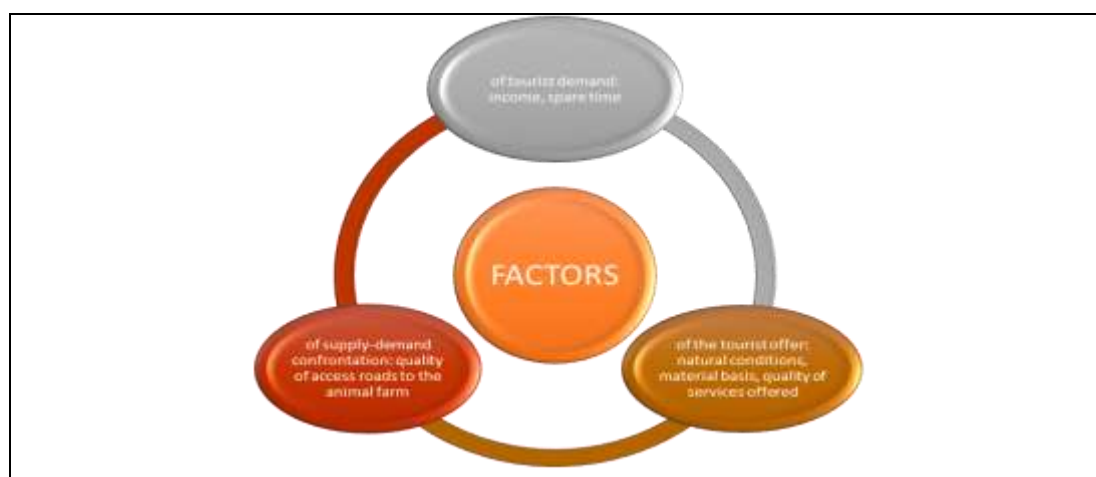


Figure 1. Factors influencing the evolution of tourism in relation to the orientation of their influence on the correlative sides of the market

The structural approach of these factors that determine the evolution of farm tourism can be completed with other elements and ways of grouping them depending on the objective pursued in the analysis [1,7,13]. The few groups of factors invoked, listed above, only try to emphasize the large number of variables of the tourism phenomenon in general and agrotourism and rural tourism in particular.

A modern concept, used to identify the ideal type of tourist on the farm is that of a new type of tourist. It has the following features [2,5,15]:

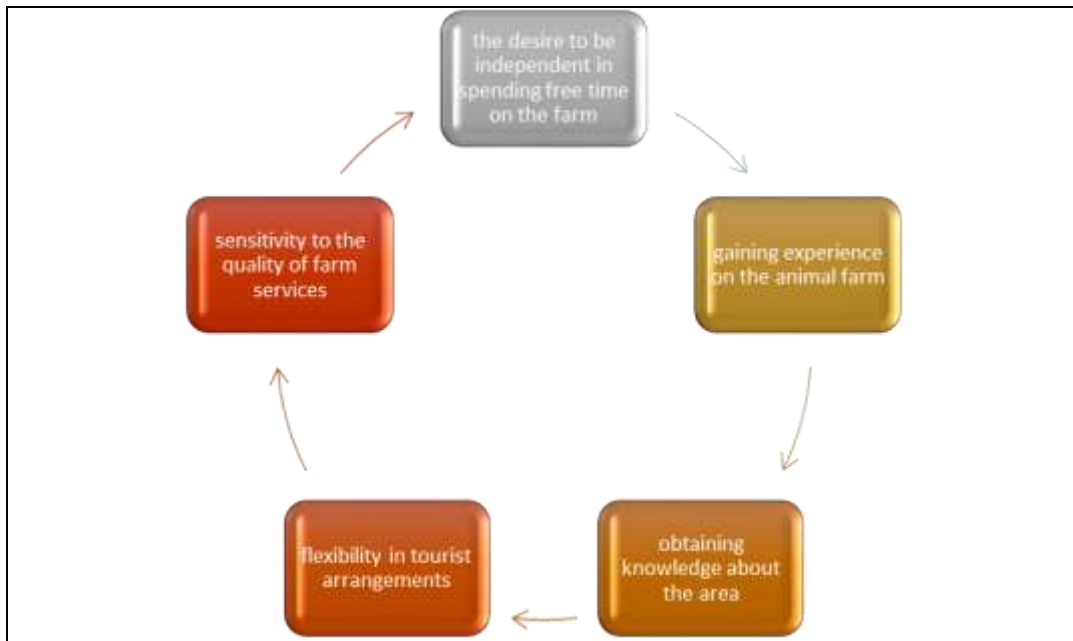


Figure 2. Ways to identify the ideal type of tourist on the farm

During their stay on the farm, tourists consume a number of goods and services produced on the farm or in the farm area [4,6,10]. Corresponding to this reality, in the established structures of the branches of economy or of products and services, there is no farm tourism industry, and yet, it is frequently used as agrotourism on animal farms or farm tourism [8,14]. Note the complex nature of the tourism industry and its interference with other areas of the economy, which increases the difficulty of accurately assessing its size and economic contribution. At the same time, due to its specific complexity and nature, the tourism industry cannot always be sufficiently defined in terms of goods and services offered but, rather, in types of consumers and time worked.

MATERIAL AND METHOD

Research undertaken on the reasons for spending free time on the farm, by practicing tourism has shown the fact that it has a major impact on the farm economy, being an alternative activity generating additional income and impacting local economies and traditional culture through the products offered and the educational role of farm activities, from the improvement of the social structure, to the superior capitalization of resources.

RESULTS AND DISCUSSIONS

Farm tourism acts as a dynamizing element of the farm economy and local economies, its normal development involves a specific demand for goods and services, which leads to an increase in production because demand determines an adaptation of supply to the reasons for staying on the farm:

- improving the technical-material base;
- stimulating the production of the branches participating in the farm tourism product.

Well-managed farm tourism contributes to achieving added value to farm production through the effect of: training, stimulating production and other areas of production, with influence on the use of local labor. In the development strategy of this form of tourism regardless of the reasons for which tourists visit the farm, are required measures such as:

- to protect the health of visitors by coming into contact with animals, products obtained on the farm for consumption;
- labor protection, if the activities involve direct contact with animals;
- to protect the natural environment from the farm area;
- to preserve the fundamental values of human existence: landscape, flora, fauna when moving in nature.

The spectacular increase of the rural tourist circulation, rural tourism, agrotourism, ecotourism, farm tourism, country tourism, highlights the receptivity of these forms of tourism to social dynamics, its evolution under the action of complex of factors, different as nature and role. This factors participating in different proportions in determining the tourist phenomenon. The visit or not of the farms by a larger or smaller number of tourists is motivated by the following factors:

- of social and economic nature:
 - a. social: free time, fashion, type of tourist;
 - b. economic: incomes, prices and tariffs of farm tourism products;
 - c. techniques: equipment, food, products offered for sale;
 - d. demographics: number of tourists, age structure.
- civilization, educational, psychological: interest in rural areas, level of training, desire for training in animal husbandry and exploitation technologies, traditional processing of raw materials.
- natural: the geographical location of the farm, the access roads, the recreational-fun possibilities;
- duration of action: permanent or seasonal

The main reasons that can determine a stay on an animal farm are (figure 3.):

- recreation, fun, leisure;
- visits to relatives and friends who own such a farm;
- professional reasons, desire for training;
- recovery medical treatment following the interaction with the animals;
- special events (cooking courses on the farm, tasting of wines and traditional products, work on the farm, harvest festival);
- other fun-recreational reasons: horseback riding, equestrian tourism, animal photography, fishing, games among straw bales, herding.

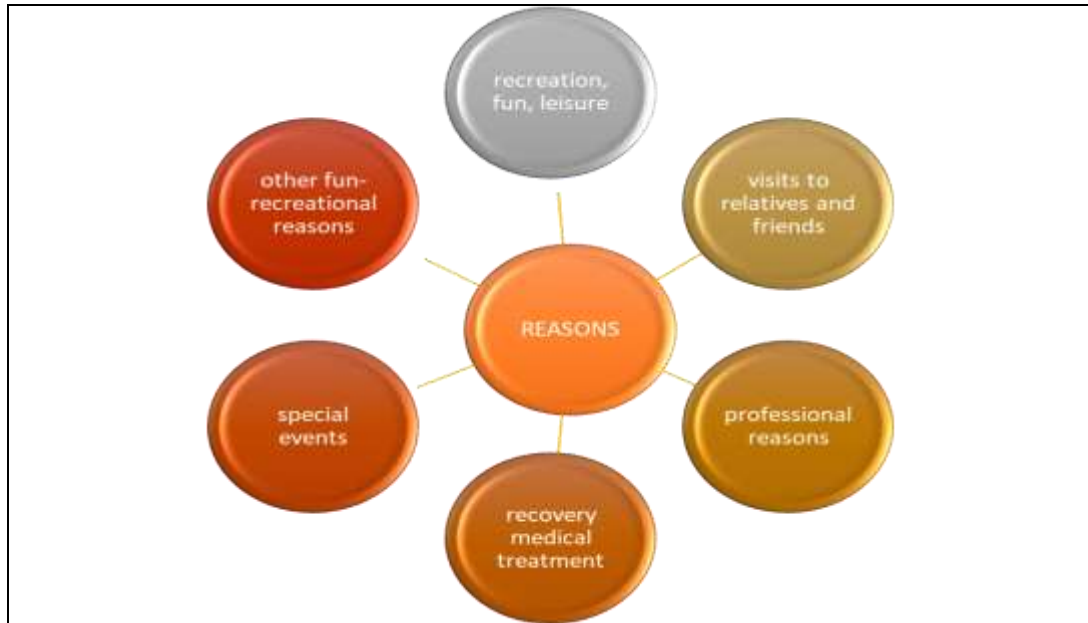


Figure 3. The main reasons for practicing farm tourism

Various administrative, health, political, economic, natural, seasonal factors can slow down or even interrupt the attraction for a rural destination, such as a tourist farm. The main motivations for the constraints are determined by:

- ✓ Request. Each animal farm that provides goods and services to tourists is constrained by the demand of its customers, which binds the quantity of services and products bought by the price. In this sense, two factors can be mentioned that restrict the tourist activity to animal farms, namely the cost of living.
- ✓ Resource supply. One of the most important constraints facing the farm is the limited quantitative nature of the resources available for activities: food, participation in animal interactions, recreational-fun, accommodation.
- ✓ Technical constraints, These are related to a specific place and involve aspects such as the relationship between the host and tourist animal species, the ability to receive, so as not to endanger farm activities.
- ✓ Time constraints. Time available for stay;
- ✓ Sanitary constraints in case of epizootics or quarantine, the accommodation cannot be carried out in appropriate conditions due to the fact that some diseases are transmissible from animals to humans;
- ✓ Lack of knowledge and information. Many farm activities are limited due to the fact that little is known about the opportunities offered by farms and many such units consider agrotourism as an additional source of income and therefore do not invest enough in promotion in secondary activity;
- ✓ Limits on resources to support certain activities.

CONCLUSIONS

Farm tourism acts as a dynamizing element of the farm economy and local economies, its normal development involves a specific demand for goods and services, a demand that leads to an increase in production because it involves an adaptation of supply to the reasons for staying on the farm, improvement the technical-material base and the stimulation of the production of the branches participating in the realization of the tourist product. The spectacular increase of the rural tourist circulation, rural tourism,

agrotourism, ecotourism, farm tourism, country tourism, highlights the receptivity of these forms of tourism to the social dynamics and its evolution under the incidence of a complex of factors. The main reasons that can determine a leisure stay on an animal farm is leisure, medical treatment and special events but also fun-recreational reasons. It is necessary that animal farms with poor economic results be transformed into agrotourism farms to streamline economic activity because more and more agrotourism consumers want to spend their free time on the farm being eager for fun-educational activities, sheep measurement, interaction with animals, horseback riding, horseback riding and less participation in farm activities, milking cows, herd management, raw material processing.

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