

AGRO-TOURISM AND THE FARM PRODUCTS EXPLOITED THROUGH ITS IN THE ALPS MOUNTAINS-CASE STUDY TRENTO PROVINCE, ITALY

RAMONA CIOLAC¹, I. CSOSZ¹, CORNELIA PETROMAN¹, I. PETROMAN¹,
DIANA MARIN¹, ANA-MARIANA DINCU¹, C. RUJESCU¹

¹ *Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Agricultural Management Faculty, Romania*

Abstract: Accommodation in farmers house is present in pioneer regions of the Alps region, where hospitality is directly related to catering services. The law requires that products produced on the farm exceed 40% of those used to prepare the meal. Other 40% must come from that region. In this way they ensure complementarity of this business. Traditional product range offered through agro-tourism include: wine, pork, fruit, cream, honey, alcohol, mushrooms, salami, berries, jams, grapes, cheese, poultry, canned meat, oil, game etc. There is no difference between the situation in which the sale it is make to tourists that comes at the farm and those who come especially to buy products from the farm.

Key words: agro-tourisms; Alps Mountain; case study

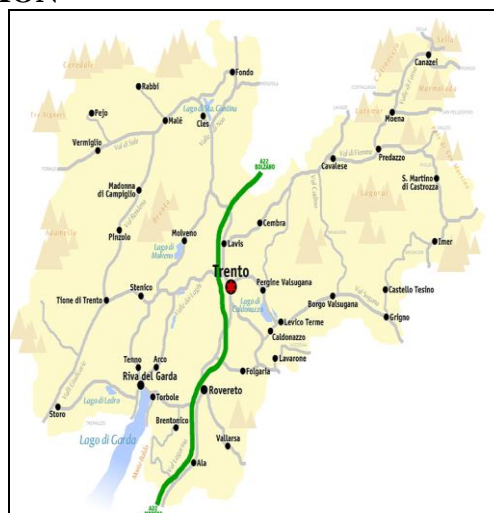
INTRODUCTION

Since it was founded, agro-tourism experienced a remarkable popularity in this area. There are 7,000 private farms, existing at national level. It is considered that 99% of people who spent a vacation in a rural household willing to return.

Italian agro-tourism strengths are:

- Culinary traditions;
- Rural folk;
- Specific architecture;
- Specific style of life.

Autonomous Province of Trento, does not make a discordant note from the above statements.



In Trentino, as elsewhere in Italy, was made a gradual breakdown of farms community, which caused a situation of fragmentation of agricultural land. Currently, the average size of agricultural areas for cultivation varies between 700 and 2500 m².

Approximately 80% of Trento production is currently managed by cooperatives, this occurred due to structural aspects of Trento agriculture, which is characterized by a large number of small businesses and a growing number of part-time operators.

This externality effect allowed not only conservation of this area and stop the depopulation of peripheral areas, but also the development of some recreation activities, education leading to the development of a highly valued form of tourism, agro-tourism.

MATERIALS AND METHODS

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation. *This work was published during the project POSDRU/89/1.5/S/62371.*

RESEARCH RESULTS

Trento agro-tourism is now a striking pattern of combining natural resources with agriculture, tourism and handicrafts in such a way that it manages development of rural and mountain communities. Characteristics and peculiarities of provincial territory and Trento agriculture favored the spread of this form of hospitality, which is a valid way of integrating agricultural enterprise revenue, especially in marginal areas. Agro-tourism is a tourism offer for those who appreciate the rural natural resources, culture, history and gastronomic traditions. Currently the Province is divided into eleven agro-tourist areas:

1. Valli di Fiemme
2. Valli di Fassa
3. Valli di Primiero
4. La Bassa Valsugana e il Tesino
5. Alta Valsugana
6. Val d'Adige
7. Val di Non
8. Val di Sole
9. Valli Giudicarie
10. Alto Garda
11. Vallagarina



Fig.1 Locating agro-tourist areas

From existing official datas at the provincial level, there are currently a number of 328 private agro-tourist farms.

Table 1

Currently a number of agro-tourist farms from Trento Province

Area	No. operators	Places		Apartments		Rooms	Beds	Camps
		Number	No. of places	Number	Rooms			
Valle di Fiemme	21	15	691	6	15	72	166	1
Primiero	15	13	624	11	22	24	93	0
Bassa Vals. e Tesino	19	8	359	21	31	30	131	0
Valsugana	25	15	444	31	56	58	231	0
Valle dell'Adige	66	30	959	54	77	206	608	0
Valle di Non	69	11	455	127	217	121	700	0
Valle di Sole	17	10	434	24	43	33	152	1
Giudicarie	23	10	450	27	50	72	264	0
Alto Garda e Ledro	30	6	235	60	98	107	437	1
Vallagarina	35	9	400	48	80	79	314	2
Ladino di Fassa	8	4	200	12	23	5	54	0
Total	328	131	5251	421	712	807	3150	5

Source: Trento Province, Tourism Department, www.trentinoagritourismo.com

From the 328 existing farms a percentage of 40% of the agro-tourist structures in action (126 farms) is aimed to taking food and drink. These farms are mainly distributed in the area of Valle di Fiemme, Fassa and Primiero (29%) Adigelui Valley (23%), Valsugana (13%), Val di Non and Val di Sole (9% each), Valli Giudicarie (7 %) and the remaining is distributed in small amounts in other areas.

Territorial distribution of these private agro-tourist farms is not homogeneous. Thus from the 328 active private agro-tourist farms about 22% are concentrated in the Val di Non (where the historically began to develop of this form of housing), a 19% proportion is concentrated in Val d'Adige, about 14% in the area Valli di Fiemme, Fassa and Primiero, Valsugana 13%, 10% Valagarina, and the remaining 32% is distributed in small amounts in other areas.

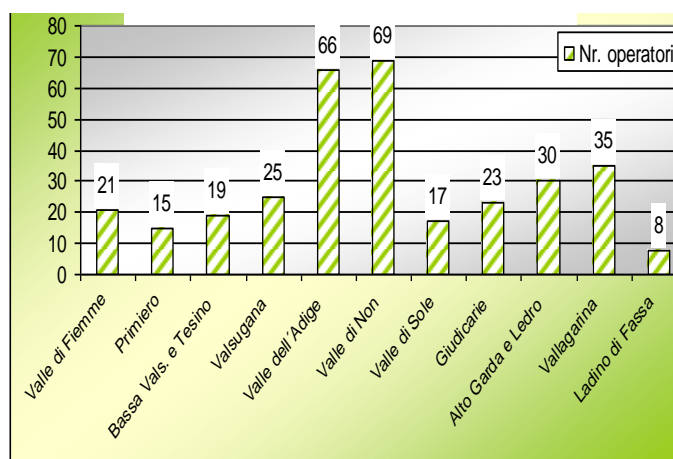


Fig.2 Distribution of private agro-tourist farms from Trento Province by areas

Trento Province producers gathered under the brand "Agritur TRENTO" seek recovery of processed products, directly from the farm, product exploited by agro-tourism must have at least 70% of the original product produced on the farm and be prepared directly from its members.

Table 2

Private agro-tourist farms from the Trento Province that produce and sell directly through agro-tourism, products brand "Agritur TRENTO"

Name of agro-tourist farm	Name of the owner	Products brand "Agritur TRENTO" exploited through agro-tourism	Geographical location of the farm
Agritur Dalaip Dei Pape	Scalet Massimo	jams, juices	Primiero
Agritur Fior di Bosco	Lozzer Graziano	cheese	Valfloriana
Agritur Florandonole	Facci Andrea	honey	Fai della Paganella
Agritur La Contadina	Rigacci Angelo	herbs, teas	Bondone
Agritur La Trisa	Cosi Manuel	cheese, yogurt	Giustino
Agritur Le Cort	Gelmini Ivo	oil, jams, juices, cooked, canned	Valle S. Felice
Agritur Monte Ozol	Fellin Marco	wine	Revò
Agritur Monte Pin	Pancheri Mario	honey	Livo
Agritur Rincher	Zottele Dario	cheese	Roncegno Terme
Agritur Simoni	Simoni Ferruccio	wine	Giovo
Aneghe Taneghe	Mittestainer Nadia	meat	San Michele all'Adige
Malga Riondera	Dalmonego Andrea	honey, cherry	Ala – Loc. Riondera
Malga Mortigola	Bongiovani Leonardo	fruit, wine, horticulture, honey, cheese	Mortigola, Altopiano di Brentonico
Agritur Martinelli	Martinelli Lauro	flour for polenta	Centa San Nicolò
Mas Dala Val	Seppi Dario	cheese	Ruffré
Maso alle Rose	Pederzulli Diego	oil, wine, jams, juices	Bleggio Superiore
Maso Corradini	Giupponi Monica	jams, juices	Castello Molina di Fiemme
Maso Mongidori	Grosselli Vitale	sausage	Lasino
Museo del Miele	Marigo Amelio	honey	Lavarone
Troticoltura Armanini	Armanini Andrea	trout	Storo

Source: Trento Province, Tourism Department

Agro-tourist accommodation structures have a capacity of 10 seats with bathroom and 8 without bathroom, a dining room for about 30 people (10% of them are able to organize a banquet for 100 people), between 20 and 50 hectares of cultivated land, are in family management, and in 25% of cases, can offer customers the opportunity to take riding lessons.

CONCLUSIONS

Italian agro-tourism is characterized by a strong experience and degree of development.

To attract customers, Italian businessmen invest considerable sums in advertising:

- by customers;
- publishing advertisements in newspapers and specialized directories;
- working with a travel agency;
- through participation in local tourism organizations;
- through posters and advertisements;
- using articles published in newspapers;
- participating in festivals, celebrations rustic, holidays;
- advertise in papers by associations and professional organizations.

Certain is the fact that since it was founded, Italian agro-tourism has experienced a remarkable popularity.

REFERENCES

- 1. CIOLAC RAMONA, CSOSZ I., RUJESCU C., NITA SIMONA, ILIE ALINA, BOGDAN NICOLETA**, (2012), Managerial approach of rural tourism through holiday village-realities and profitability, Journal of Biotechnology of the Eurobiotech2012 Agriculture Symposium, Kayseri, Turkey, Volume 161, p. 21
- 2. CIOLAC RAMONA, CSOSZ I., MARIN DIANA, MARTIN SIMONA, MARINĂU CĂLINA**, (2009), Agritourism, a chance, in the current crisis from the agricultural sector, International Scientific Conference „Science and innovative environment” Tomori Pal College, Kalloca, p.195-202
- 3. DINCU ANA MARIANA, SAMBOTIN, L. CIOLAC RAMONA, GHERMAN R., SAMBOTIN DANA**, (2011), Design of bio-organic farms, International symposium “Trends in the European agriculture development” Research Journal of Agricultural Science, 43 (3)
- 4. HALL DR.**, (1998), Tourism development and sustainability issues in Central and South-Eastern Europe, Tourism Management, Volume: 19, p. 423-431
- 5. MARIN DIANA, PETROMAN CORNELIA, PETROMAN I., CIOLAC RAMONA, BĂLAN IOANA**, (2009) Study regarding rural guest-houses and agri-tourist household's number and percent in the total number of tourist establishments in Romania, *Lucrări științifice USAMV Iași, seria Agronomie* „Proceedings of the 51th international scientific conference „Romanian agriculture in EU – opportunities and perspectives” USAMVB Iași
- 6. OHE Y ., CIANI A**, (2011), Evaluation of agritourism activity in Italy: facility based or local culture based?, *Tourism Economics*, Volume: 17, p. 581-601
- 7. PASQUILINI B., JACQUOT B.**, (1992), *Tourism en Europe*, Action Touristique, Dounod, Paris
- 8. PETROMAN CORNELIA, PETROMAN I., ORBOI MANUELA DORA; ET AL.**, (2005), Activities generating new jobs in the rural area, Conference: 2nd International Scientific Conference on Rural Development Location: Kaunas City, LITHUANIA
- 9. TABĂRĂ-AMĂNAR C.G., STANCIU S., MARIA M. MOATĂR, ȘTEFAN CAROLINA**, (2012), Study on product development and tourist destinations in Romania and its legal implications, *Lucrări Științifice, Facultatea de Management Agricol, Seria I*, vol XIV, p.305-310
- 10. Tourism Department**, Trento Province, www.trentinoagritourismo.com