

PLAN TO TRANSFORM A SWINE FARM INTO AN AGRITOURISM FARM

MORARI PAUL FLORIN¹, MARIN DIANA¹, PETROMAN CORNELIA^{1*}

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

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

Abstract: *The plans for the transformation of the pig farms that have a surplus of space into agrotourism farms, require in addition to the transformation of the technical-material base and the implementation of new programs of educational-recreational and leisure activities for those who visit or stay at which do not meet on other tourist farms and which contribute to the increase of additional income from carrying out this activity. Through the new activities proposed tourists can learn how to raise and care for piglets, traditional slaughter of swine, obtaining meat, new ways of marketing farm products. In order to be able to carry out recreational activities on the farm in a safe way, we recommend arranging places with equipment specific to the activities included in the farm calendar, organizing events, dinner, wedding on the farm, subscribing loyal customers to purchase priority farm products and promoting products traditionally obtained through special events, farm day, Ignat at the farm, festivals. In order to become a farm that also practices top tourist activities, in addition to personalized activities and breakfast on the farm, unique routes, specific personalized educational activities and a healthy environment, for rest on the farm it is also recommended to offer healthy traditional products.*

Key words: *farm, swine, transformation plan, agritourism farm.*

INTRODUCTION

The anthropic tourist potential located in the agricultural area, economic objectives, farms, monuments, offers multiple possibilities for practicing rural tourist activities, which in addition to broadening the general cultural horizon of those who practice it also provides recreation and entertainment. This function of agriculture and animal husbandry is common to all sectors, vegetable, horticultural, zootechnical, it is exercised in optimal conditions, only when agriculture with its branches is based on the following elements: valences that make farms attractive, units are viable and efficient, the natural environment in the area of the farms is unaltered and the landscape of the farms is valuable, well-kept, well equipped with infrastructural elements. [7,10,17]

Zootechnical farms, due to the fact that they face a multitude of environmental problems, have had to either improve their integrated production management, which also includes environmental risk management, or reduce their numbers to the tolerability point of environmental factors. In the last case remaining unused spaces that can be used for farm tourism activities. The rural area, through the diversity of its extremely complex environmental components, offers for the farms nearby and for the area in their vicinity multiple possibilities of: [2,5,13]

- healthy natural environment and natural resources for food production on farms;
- performing multiple farm activities by visitors by transforming farms into agrotourist farms;
- practicing the multiple forms of niche rural tourism, agritourism, ecotourism, farm tourism, hunting tourism, equestrian tourism, country tourism, village tourism.

The implementation of recreational and leisure activities programs by diversifying the activity of agro-zootechnical farms and their transformation into agritourism farms involves the elaboration of a business plan which should include: [14,15]

- ✓ the type of farm, the object of activity, the basic activity, the alternative activity, the existing activities, the activities that are to be implemented, for the diversification of recreational and leisure activities;
- ✓ financial resources available in arrangements, leisure-recreation;
- ✓ the demand on the agritourism market for such recreational and leisure activities;
- ✓ competitors from the area and recreational-fun and leisure activities, prices and number of consumers; [6,12,16]
- ✓ the production plan and the contribution of the new recreational and leisure activities to the profit of the farm by highlighting the incomes and expenses;
- ✓ the possibilities of selling the surplus of agritourism products/brands and services, by elaborating the marketing plan; [3,4,9]
- ✓ the plan of the operative activities of the farm by seasons;
- ✓ promoting the recreational and leisure activities offered by the farm or the new activities implemented. [1,8,11]

MATERIALS AND METHODS

Solving problems regarding the transformation of agro-zootechnical farms into agritourism farms or diversifying the activity of agritourism farms by implementing new recreational and leisure activities, involves a program of preparation of new activities and can be done through analysis to establish new activities that can be customized, testing consumers farm tourism if they want, by promoting them, using the quality-price ratio. In this scientific approach, using the known methods of analysis and elaboration of new recreational and leisure activities, we carried out research in a non-professional swine farm, which has surplus area by restricting activity due to environmental problems, in order to diversify its activity. and its transformation into an agritourism farm, implementing some recreational and leisure activities based on plans to improve their economic activity by making it easier to sell the products obtained directly on the farm.

RESEARCH RESULTS

The swine farm has surplus spaces and does not have a special economic activity, we consider that it can be transformed into an agritourism farm, where farm tourists can carry out for a fee, recreational and leisure activities, specific that do not meet them in other agritourism farms and can contribute to farm incomes increase. Farm tourists can learn from recreational and leisure activities the following farm activities:

- how piglets are raised and cared for (care of pregnant females, gestational control, type of boxing, parturition, purperium, weaning, rearing);
- the traditional slaughter of the swine, the obtaining of preparations, the consumption of preparations, the customs regarding the cutting of the swine, the celebration of Ignat on the farm;
- caring for and feeding your favorite piglet;
- tracking nutritional behavior, sucking, drinking, feeding;
- capitalization of production surplus at the farm store, through wholesalers, other traders.



Figure 1. Recreational and leisure activities practiced on the swine farm

In order to avoid the appearance of epizootics in tourists who practice these recreational and leisure activities, we recommend taking safety measures regarding human health when visiting the farm, because the accommodation spaces will be separated from the production spaces:

- marking tourist access areas, use of protective equipment;
- observance of the sanitary-veterinary and hygiene norms of the activities with the animals;
- presentation of the farm and access places, description of the visit schedule, possible activities, if tourists are allowed to come into contact with animals, approach, restraint, piglets;
- marking with warning signs of ducts, electrical panels, feeding equipment, how to enter in the sow box with piglets.

The farm that is going to diversify its activity, by implementing recreational and leisure activities, has a herd of 50 heads of sows in different physiological states: preparation for sowing, gestation, lactation, for which we propose the following recreational and leisure activities:

- recognition of the breed or type of mestizo existing on the farm;
- determination of physiological condition by inspection and palpation;
- establishing the suckling capacity of the sows by catching and weighing the piglets at 21 days;
- monitoring the milk ejection: piglet massage, elimination of oxytocin, milk ejection;
- determining the number of sucks or determining the amount of milk swallowed per suck;
- feeding sows with green meal, alfalfa or clover;
- assisting calving, weighing piglets, marking piglets;
- weaning the sows and leading them to the waiting hall for sowing;

The following recreational and leisure activities will be implemented in the fattening sector:

- following the formation of the group hierarchy;

- nutritional and rest behavior;
- determining the growth increase during the stay on the farm;
- determination of fodder administered in food, quantity of fodder, method of administration;
- choosing one's own animal for slaughter, participating in traditional slaughtering, cutting and processing;
- swine charity, festive meal for visitors.

In the established routes and farm activities, in addition to animal interaction activities, we also recommend a paid visit to the store, the product stand, the farm pantry, so the agritourism farm that provides accommodation and meals will be able to benefit from other additional income. For the good development of these recreational and leisure activities, we consider that some additional managerial measures are required for visitors and tourists such as:

- access to toilets and decontamination areas, especially if products are consumed;
- elaboration of a project for the presentation of the products, their purchase, with the observance of the food safety norms;
- arranging green spaces for consumption, places for serving dinner on the farm in nature, especially for visitors.

The implementation of these recreational and leisure activities must also take into account the competitors from the area, analyzing the agritourism farm according to accommodation capacity, type of tourists, age, place of origin, length of stay and complementary activities, to take the following initiatives:

- collaboration with other agritourism farms for other recreational and leisure activities required by farm tourists: fishing, horseback riding, hunting tourism;
- elaboration of diversified tourist packages, for increasing the stay on the farm and carrying out recreational and leisure activities at other agritourism farms in the area, with serving food and consuming products, from farms that exploit other animal species;
- different recreational and leisure programs at each farm depending on the type of basic activity;
- personalization of farm products/services and activities to attract as many visitors and farm tourists as possible.

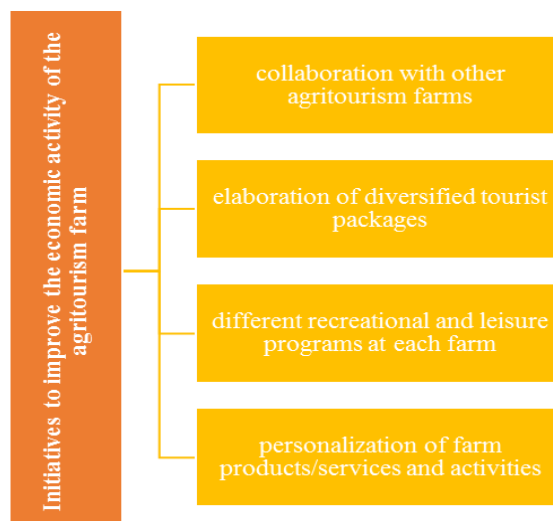


Figure 2. Initiatives to improve the economic activity of the agritourism farm

Wanting to intensify the recreational and leisure activity in the researched swine farm, we consider that an important role belongs to the analysis of the agritourism market

for the detection of potential customers, who are interested in farm activities. We believe that the swine farm, which has changed its field of activity in the agritourism farm, through appropriate advertising will also be able to attract students, young high school students who are related to agriculture, animal husbandry, agritourism and the rural environment, through:

- contacting the management of the profile schools, faculties and introducing in the programs of practical preparation the visit to the agritourism farm that exploits swine for meat production;
- concluding contracts and establishing visiting prices;
- establishing the routes and the category of swine to be visited, recreational and leisure activities;
- elaboration of materials, plates with the morphoproductive properties of the swine from the farm;
- compliance with safety regulations and avoid contamination.

The production plan will be drawn up in such a way as to provide rhythmically with products the agritourism farm and availability for sale, by drawing up the register of swine herds by categories, the seeding plan, the number of animals entering the basic herd by calving or exits through live sales, slaughter or death. Depending on these tasks to be performed, a calendar of recreational and leisure activities will be developed at farm level:

- the period of grouped or staggered calving's for the entire period of the year;
- weaning dates of piglets on Saturday and Monday;
- days of slaughter and processing of meat;
- traditional slaughter dates for visitors;
- establishing joint programs with agritourism farms that exploit other species of animals and birds.

In order for recreational and leisure activities to take place safely, we recommend:

- arranging places with specific equipment for the activities included in the farm calendar, which comply with the legislation on food safety and human health;
- possibilities for organizing events, farm dinner, farm wedding;
- subscribing loyal customers to the purchase of pork products: ham, smoked sausages, smoked nape;
- promoting the products from the pig farm through special events: sausage festival, farm day, Ignat on the farm;

All these products offered, recreational activities, will contribute to the development of:

- the agritourism farm and the rural area with its natural and anthropic resources;
- farm products/brands and services;
- personalization of the farm and the area.

The swine farm will not be able to sell its surplus products efficiently if it does not advertise on its own website that will contain information about specific recreational and leisure activities, but to become a top farm, in addition to the activities customized farm, we believe it should further promote:

- accommodation in personalized spaces and breakfast on the farm;
- sleeping in hay;
- visiting the natural resources in the farm area, in order to increase the visibility;
- unique routes, traveled by traditional means of transport: docks, carts, sleighs, horseback riding;
- educational and animal therapy activities;
- specific personalized activities, raffles with products;
- opportunities for traditional activities;

- nature in the area for rest, play, recreation and leisure.

CONCLUSIONS

The implementation of recreational and leisure activities programs by diversifying the activity of agro-zootechnical farms and their transformation into agritourism farms involves the elaboration of a business plan according to the type of farm, existing financial resources, agritourism market demand, production and operational capacity and possibilities. for the sale of surplus products obtained by the farm The swine farm with low economic activity, due to the modeling of the herds according to the degree of environmental tolerability, can be transformed into an agritourism farm, for farm tourists, they can carry out for a fee, accommodation and meals at farm, recreational and leisure activities, specific that they do not meet at other agritourism farms and the income obtained can contribute to improving the economic activity of the farm. The recreational and leisure activities implemented for farm tourists are diverse depending on the category of tourists and refer to learning how to raise, care for piglets, traditional slaughter of pigs, obtaining food, eating food, meat slicing habits, the care, feeding of the preferred piglet and the ways of capitalizing on the surplus production. Through the recreational and leisure activities specific to each sector of activity, the farm can increase the number of visitors, students, pupils, by concluding contracts with schools and faculties but also by advertising for those related to agriculture, animal husbandry, agritourism and rural environment. The swine farm will be able to sell its surplus products more efficiently if it advertises its specific recreational and leisure activities and also promotes accommodation in personalized spaces, breakfast on the farm and unique routes in a healthy natural environment.

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