

## SOME ASPECTS REGARDING PROMOTION OF AGRITOURISM IN THE BORDER AREA ROMANIA – SERBIA

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**Abstract:** *With an area of approximately 40,000 km<sup>2</sup>, the Romania-Serbia border enjoys a natural environment that favors the development of agrotourism activity. An important role is represented by the two peoples hospitality and good neighborly relations. Agrotourism is one of the activities that can contribute to development of the area, and thus, the present paper, we stopped over some elements to promote agrotourism activity. Promotion in agrotourism, as in other areas requires a good planning. The first step in this direction we consider to be setting goals of promoting activity in the border area.*

**Key words:** *sports recreation tourism, new tourists, tourists' profiles, Baile Herculane, consumer behavior*

### INTRODUCTION

National economic challenges, many changes to the XXI century, with the expansion of globalization and EU accession, made revenues to traditional rural occupations such as agriculture, forestry, mining and so on, not to produce incomes for rural communities population which began to seek ways to diversify the local economy. One of the identified possibilities is agrotourism and rural tourism, opportunities related to travel industry. Many communities felt they had potential attractions, basic resources and possibilities to exploit these opportunities through tourism attractions.

For urban residents with a more stressful lifestyle can be an attraction these natural resources, authentic agriculture or environmental activities, history, scenic beauty and charm of the small settlement, but to have these attractions are nothing if there are no concerns of management and marketing of their development of a real structure. In the paper we stopped over the possibilities of promoting tourism in the Romania-Serbia board area respectively on business objectives to promote tourism in this area with a long tradition in terms of collaboration.

### MATERIALS AND METHODS

Border region between Romania and Serbia covers the south-east of the Carpathian basin and integrates counties of Timiș, Caras-Severin and Mehedinti from Romania , districts Borski, Branicevski, South Banat , Central Banat, North Banat, from Serbia. Comprises an area exceeding 39,000 km<sup>2</sup> and a population of about 2.3 million.

### RESEARCH RESULTS

Among the main steps in the development of a community which develops tourism activities are:

- The first step is to establish clear objectives that support their entire community. They may include: extension of stay, the tourist season extension to achieve a steady stream of tourists, etc.. Groups involved include officials from the town common, business men, educational institutions, religious leaders, etc..

- The second stage refers to promotion to centralize and coordinate marketing efforts in organizing events such as festivals, village markets, etc., Funding fundraising

activities, hospitality to realize the importance of good customer service , an information center for visitors that provide useful information for a pleasant stay.

- The third stage is about the quality of products and services.

- The last stage is the business itself. This can be discussed based on a formula as an acronym CARE.

- C - creating new jobs;

- A - attracting new businesses in the area;

- R - maintaining existing firms;

- E - extending them

Pros and cons of developing an agrotourism zone can be remembered as follows:

- Can create new jobs and stimulate local businesses;

- Can increase investment in public facilities;

- Can diversify and bring new sources of income in the community;

- Can preserve cultural heritage;

- Can conserve natural resources;

- Can contribute to the budget of the local community through taxes and fees for the conduct of business tourism;

- Can increase local pride;

- Can increase the number of seasonal jobs;

- Can increase maintenance costs and may require new public services

- Can lead to conflicts with subsistence activities and local lifestyle;

- May change lifestyle;

- Can create conflicts with the beneficiaries of rest

- Agrotourism activities can lead to increased fees

- May increase congestion and crime

An important role in the creation of tourism demand, especially in foreign tourism demand is held by promotion activities through media chosen to support the promotion it is possible that information can reach in remote areas, a harder thing to achieve in the absence of some promotion activities.

Internal promotion is distinguished as a means of achieving the specific characteristics which confer specificity as follows:

- must represent a concerted action of all stakeholders and here we refer to local and central authorities, the economic agents, associations and profile organizations etc  
Special attention should be given to economic agents who should be encouraged to:

- Implementation of some marketing and promotional activities through which to be brought attention to domestic holidays;

- Organization of events such festivals, folk fairs, competitions to promote is agritourism and stimulate domestic tourism demand in the future;

- Encouraging youth tourism practice during the holidays, but also weekends;

- Facilitate the dissemination and gathering information on tourism and agricultural tourism areas;

- Improvement in booking and selling products and services.

Promoting through a partnership framework should be able to provide:

- Media coverage Romania as a tourist destination with priority for population;

- Active participation through policy formulation and program of action;

- Participating in the financing promotional programs, or actions to implement this Program;

- Involvement and integration of partners and their active participation in the information measures;

The development of a agrotourism area should consider the cost of research, impact analysis, insurance, fundraising, etc. Therefore, it requires a resource management plan to minimize the disadvantages and maximize the advantages.

Phases that should complete a plan are:

- Defining objectives;
- Identifying attractions and resources;
- Consultation with other organizations;
- Impact analysis (feasibility study);
- Identifying alternatives;
- Developing a marketing plan;
- Implementation;
- Monitoring of;
- Evaluating the results.

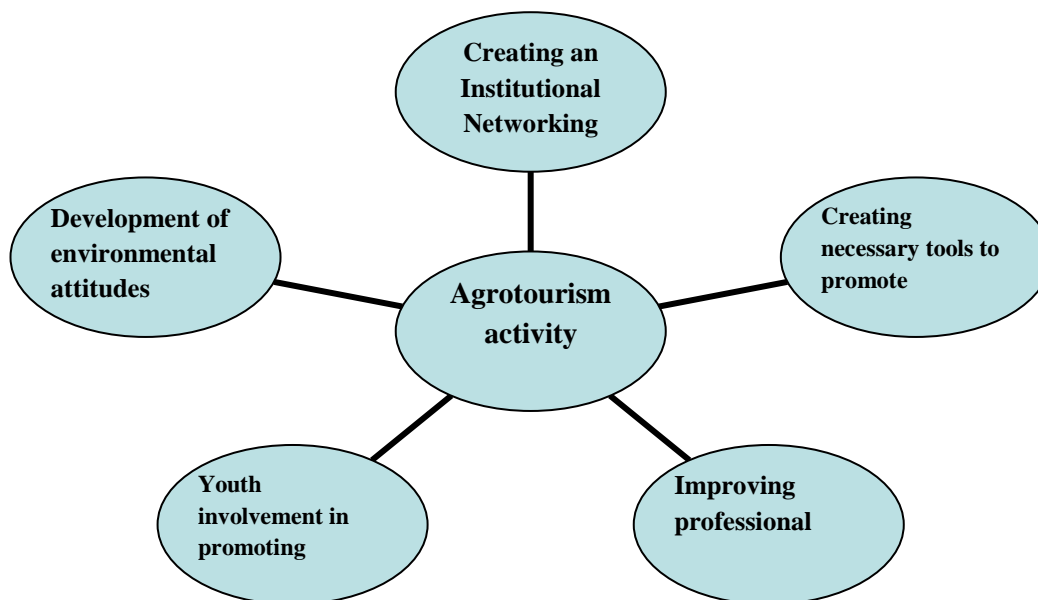
Techniques related to agrotourism development in a particular area are:

1. understanding the potential for rural development;
2. informing and educating the local community to provide support;
3. securing investment from public and private sources;
4. natural resource management, financial and human resources;
5. building a positive image of the community.

In the border area development potential was analyzed and concluded that agrotourism development can contribute to the overall development of the area.

To this end we consider appropriate to support activities promoting agrotourism because of the implications that the development of this activity may have on the area.

For agrotourism development in the Romania-Serbia it appeals to local resources from underdeveloped micro-regions, and here we stopped on the micro-region of Romania, Vuia Traina and Kanjiza micro-region of Serbia.



**Figure 1. Objective of agrotourism activity**

As part of promoting agrotourism we consider appropriate to set specific objectives that contribute to the general objective. The specific objectives designed to help support agrotourism area activities:

- creating an institutional network based on common principles to support agrotourism promotion in both micro regions;
- creating tools to promote agrotourism;
- Improve the professional level of people working in agrotourism;
- Engage young people in promoting agrotourism and environmental attitudes

In the two communities, institutional partners can be local governments of two micro regions, namely: Dumbrava City Council, local community Tetovo Selo, local council Balint Tomești local council Fardea, local council Manastiur, the local council Pietroasa.

In addition to the contribution that local government can bring to the good of the project, we consider beneficial also the involvement of NGOs, among which Telecentre Association Traian Vuia, Micro regional Traian Vuia Development Association, the Association of Agrotourism Faget National Tourist Organization Kanjiza.

Due to the sphere of influence of promotional activity can be considered as direct beneficiaries the local communities, from the two micro regions local governments, NGOs, the general public.

The indirect beneficiaries are represented by the inhabitants of both micro regions and tourists.

As expected results may be mentioned:

- Carrying out the analysis of the potential of promoting agrotourism and the analysis results may be published in Romanian, Serbian and English;
- Develop brochures and presentation folders;
- Preparation of maps indicating agrotouristic areas of the micro region;
- Organization of festivals designed to promote specific micro-region cuisine, and traditions and customs;
- Establishment of information centers.

For the implementation of this project are required several steps, corresponding steps attaining certain activities as described below:

Creating a project management team

- Can participate representatives of organizations of the two countries will be established a schedule of meetings and home of their location; location may differ from one meeting to another, meaning that a meeting may be held in Romania a meeting may be in Serbia.

Stage of creating a working team includes the completion of the detailed description of the posts needed for the implementation of the project, achieving the necessary specialists of the team and team training that will include presentation of the project and team training in the management of projects financed by the European Union.

Project logistics will include the purchase of furniture and equipment necessary for the proper conduct of the project and subcontracting services etc.

Promotion potential of micro-region analysis seeks to identify potential cross promotion of cross-border region with highlighting the strengths and weaknesses. In preparing this analysis will involve representatives of local authorities, of NGOs, representatives of the educational environment.

By creating resource centers for tourism promotion will be followed the establishment of two resource centers, one for each participating region with the role of ensuring the development and promotion of tourism in the two areas. These centers will be

provided with a single point of information for tourists, office and conference room. Also will be carried out smooth conduct of business centers, or centers equipped with furniture, office and IT equipment, the creation of a database containing the information necessary for the proper conduct of business, creating web pages, providing the necessary personnel, etc. . Centre should assist the companies in the tourism, information, training for people working in the field or for those who intend to start a business in the area.

Stage of creating groups of young volunteers include:

- Selection of 10 young people from rural groups in each micro-region and training them as guides.

- Conducting seminars and trainings regarding the development potential of the micro-region, ecology and agrotourism.

- After a year of volunteer youth will work with documents in the resource centers. training

- Training managers in tourism and related services, and those who intend to start a business in rural tourism in order to support a more efficient management and to provide better quality service.

- Will study the laws of each state, along with the concepts of management, marketing and public relations. As part of this activity will be addressed and the concepts of financial management and accounting.

Organization a gastronomic festival in Romania and Serbia should have the following aim:

- Promoting tourism, traditions and local services.

- Preparation of traditional products during the festival and exhibition products.

- Finding sources of funding for the festival.

Dissemination of results by publishing a guide agrotourism business

- Providing advice for starting an agrotourism business.

- Commercial and financial law.

- Regulations regarding the agrotourism.

Promotion activities should include:

- Preparation of press releases for all stages of the project, press conferences, presentations, etc..

- Conducting seminars to promote the project among local communities.

- Printing of information materials - brochures, flyers, maps, etc..

- Organizing seminars to promote the project among NGOs, educational institutions, representatives of local authorities and the media.

## CONCLUSIONS

Over the time there has been much evidence of collaboration between the inhabitants of these regions, cooperation and coexistence that was done in very good conditions of social peace and progress for both regions.

To develop tourism in the Romania-Serbia call local resources in underdeveloped micro-regions, and here we stopped on the micro-region of Romania and micro-Vuia Traina Kanjiza of Serbia.

For development of both micro required several steps, each of them corresponding stage specific activities to support the achievement of project objectives.

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