

ENTREPRENEURIAL POLICIES IN TOURISM AND AGRO – TOURISM

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Abstract: *The entrepreneurial activity constitutes a continuous factor for creation, used to search, discover and put in practice new solutions that ensure development, economic growth, upgrades, enhancements, innovations as elements which will ensure the progress in various fields.*

In the rural area, the tourist accommodation can be done in tourism and rural tourism pensions, as well as in other structures like village inns, rural small hotels, chalets, camping or guest houses and rooms.

Key words: *entrepreneurship, tourism, agro-tourism, sustainable development, business plan*

INTRODUCTION

From the entrepreneurship definitions results that it is a continuously changing process, and the functional role of entrepreneurs includes activities such as: coordination, innovation, uncertainty neutralization, the provision of capital, decision-making, ownership and allocation of resources.

Therefore, entrepreneurship is, in essence, a behavioral feature of a person. Entrepreneurs can expose it only during a certain phase of their career, or only in respect of certain activities. But once with the technological change and with the idea of globalization, entrepreneurship is encouraged by increasing the competition on the international markets

The entrepreneurship requires the existence of an orientation toward innovation. However, this is not sufficient for success. The recognition of all innovation sources and the rigorous selection of those in which a valuable investment can be made are necessary components of the entrepreneurs. Bringing the entrepreneurial process in a rational area, with fundamental decisions and recognized components is one of the main ways to insure the increase the success opportunities of the new business.

Therefore, the entrepreneurs act as catalysts for economic changes, promoting further actions like innovation, introduction of new technologies or creation of new products and services, with consequences reflected in the increase of efficiency and productivity. They are individuals focused on acknowledgement and exploitation of opportunities, but also creative individuals imagining new solutions and thus generating opportunities for obtaining profit for them and other rewards for those who are involved in their arrangements.

With all their desire to exploit opportunities, the contractors take into account, however the few "golden rules" in business, namely: to start with a simple small business, requiring minimum investment (personal, from the state or the European Union); to identify the motivation for the business development; to identify the source of funding; to correctly evaluate the business idea; to identify the need for potential customers; to identify target groups; to evaluate the costs; to use the human-factor; to allocate all the free time necessary for the business; to identify the commodity market for the product or service offered.

Not respecting these rules can lead to mistakes related to the successful launch of the business and later on even the failure of the first organizational creation.

MATERIALS AND METHODS

The authors of this study applied as a working method: data collection, processing, analysis and conclusions.

RESULTS AND DISCUSSIONS

Animated by the desire to enhance existing potential of the western area of our country, with its main agrarian feature and taking into account the variety of ethnicity living together in an exemplar understanding, the idea to find a solution for the economic support and development of the area by practicing a specific agro-tourism, named interethnic agro-tourism where the ethno – cultural contribution of the nationalities living supports the economic progress of the area.

The history of the Banat area confirms the harmonious understanding among the nations different from the point of view of nationality, traditions, habits, culture, customs, etc. The common or specific achievements of the labors which are mainly agrarian have unified the inhabitants of these places to obtain great results, by applying the best example, irrespective of their ethnic background. The specificity of every household from the rural areas has characteristic accents of the owner's nationality where specific items are combined, like: architecture, food processing methods, tools used inherited from the ancestors, culinary habits, customs, etc.

The historic development marked the life and destiny of many inhabitants of Banat and not only. In the old regime many inhabitants from the western region of the country, moved to other areas, although they were born here and have ancestral links with these places.

In order to make more obvious the historical, cultural, and especially economical potential of the cities from the Western plain and not only, it is necessary to use a form to exploit the existing opportunities, by arranging agro-touristic farms with ethnic specificity, agro-tourism units with local specificity which should satisfy the customers' requirements in a favorable, quiet and natural environment.

Based on the above statements and taking into account the contemporary historical stage, where Romania joined the European Union, for the economic and social development of this euro-region, it is necessary to highlight the agro-tourism.

Promoting this form of valuation of the local resources with ethnic specificity, through establishing rural tourism farms and boarding houses, makes possible the motivation of life in rural areas, after applying modern methods of marketing and management.

Customizing each rural tourism unit is realized through: specific architecture, ornaments with specific models for the respective ethnicity; objects and tools characteristic for the lifestyles; compliance with national costumes, music, public holidays with ethnic character; specific furniture and utilities, in accordance with the minimum requirements of comfort and ambient, specific to the classification standards; arranging mini-museums with worship objects, traditional tools used by ancestors in their works, highlighting the ethnic originality and creativity; past and present occupations; customizing the ethnic origin of the units offering rural tourism services while preserving a general Inter-European framework, for examples - (according to the unique presentation model framework, at the entrance of the agro-touristic accommodation unit or farm can be written three saying specific for the respective ethnicity and translated in one of the main international languages); using menus prepared according to the tradition and national specificities, by respecting the service and hygiene standards specific for the category of the agro-touristic unit or complex; preparation of some traditional dishes at the express requests of the

customers, which might highlight events or holidays, customs and habits specific for the respective ethnicity; provide an appropriate framework for the participation of the willing customers certain farm work like: animal feeding and care, plants growing, vegetable and fruit harvesting of fresh consumption or medicinal plants harvesting.

The entrepreneurial activity constitutes a continuous factor for creation, used to search, discover and put in practice new solutions that ensure development, economic growth, upgrades, enhancements, innovations as elements which will ensure the progress in various fields.

In the rural area, the tourist accommodation can be done in tourism and rural tourism pensions, as well as in other structures like village inns, rural small hotels, chalets, camping or guest houses and rooms.

The agro-touristic boarding houses where the accommodation, meals and other touristic services are based on agro-zoo-technical products and activities and there are several types of boarding houses: houses arranged on the old peasant structure in order to practice tourism or building parts especially build for practicing tourism.

In order to protect the quality of the touristic product, the activity of the boarding houses and rural tourism boarding houses should comply with the legal requirements for tourism in Romania. A mandatory requirement for the development of the rural tourism is the involvement of the local public administration in insuring the infrastructure and minimum techno-municipal, commercial, leisure and health services.

The main normative acts issued after 1990 to stimulate the Romanian rural tourism development refers to:

- the definition of the terms: touristic and agro-touristic pension or farm by the O. G. No 63/1997 in order to establish facilities to develop rural tourism, namely:

Tourist boarding houses are the receiving structures with an accommodation capacity up to 10 rooms, totaling maximum 30 places, in the rural area, and up to 20 rooms in urban areas, operating in the citizens' dwellings or in independent buildings, insuring tourists' accommodation in specific places offering also the meal preparation and serving.

The rural tourism boarding houses (the equivalent of the rural tourism farms) are those accommodation facilities which can insure (in addition to the accommodation - author's note) a part of the tourists' food by providing products of their own production but without the obligation to serve meals.

The legislative act stipulates also the following conditions for the organization of a rural tourism/agro-tourism tourism boarding house:

- the location of the urban touristic pensions, rural touristic pensions and agro-touristic pensions should be in places protected from pollution sources and any other element which could harm the tourists' life or health;

- the facilities from the rooms and sanitary units intended for the tourists' use should be exclusively available to them. Inside the rooms, the owner's personal objects are not allowed (articles of clothing and footwear, trinkets or other objects which could disturb the tourists)

- the spaces for meal preparation and serving, in the case they are intended also for tourists usage, the number of places at the tables should be higher than the accommodation places but lower than 20 places, they are classified in a similar way as the tourism food units according to the specific norms issued by the Tourism Ministry;

- the agro-touristic boarding units which have land to provide camping services, in order to install tents and caravans, will comply with the criteria regarding the sanitary equipment and size of the plots

Through the same normative acts some facilities for rural tourism development were established. We mention:

- Granting of priorities for the installation of telecommunications lines (telephone, telex, fax);
- Specialized technical assistance – any means – from the tourism ministry and from the professional associations;
- the local Councils may provide available land, in the forms and conditions provided by the law, plots of land for construction, development and operation of boarding houses and agro-touristic
- The inclusion of tourist offer of the pensions and agro-touristic pensions in the tourism promotion materials edited by the Tourism Ministry and ANTREC;
- inclusion in education programs of the institutions with travel or agricultural of the pensions and agro-farms specific issues (ASE Bucharest, the training and innovation center for development in Carpathian Mountains- Dorna Candreni, etc., tourism, Hotel, restaurant
- Consulting Group, etc.).

The touristic pensions are classified by the tourism Ministry by assigning a number from 1 to 5 flowers, after that it enters in the tourist circuit, in accordance with Order no. 65/2013 for the approval of Rules for issuing the classification licenses of the receiving structures with accommodation and catering functions, H: G: no. 1267/2010 for issuing tourism classification certificates and licenses, with the subsequent amendments and additions. These flowers are granted based on the facilities equipment. For example, 1 * is accepted as dry WC – outside the building; 2 ** the sanitary group is common for all accommodation spaces; 3 *** sanitary group is unique for each chamber, there is central heating, the rooms surface should be between 10 mp and 13 mp; from 4 **** - 5***** the differences consist in: access to the pension through a bitumen road, the outside aspect of the pension, playing grounds for children, room equipment: telephone, air conditioning, etc, leisure activities: ping - pong, sport fields, sauna, pool, etc.

In agro-tourism pensions the services are integrated in the farm and household, meaning that they are interdependent with the usual activities of the farmer and its family. For example, activities related to agriculture, livestock farming, and cultivation of various types of plants, orchards, and craft activities.

From economic point of view, the household is a micro-company that provides to its members the necessary goods and basic foodstuffs but also the income, by selling the surplus obtained. The focus to maximize the surplus in the household as a microenterprise involves material and labor capital investment, prejudicing other methods to direct the resources. Focusing on the household, without major investments means farmer's strategy and poor exploitation of opportunities. On the contrary, the entrepreneurial strategy, involves substantial investment of capital by assuming risks and maximum exploitation of the opportunity.

Due to the geographic and economic frame, to the infrastructure and to the demographic realities, the Romanian entrepreneur accepts also a limited profit. It is not lack of importance, but also the percentage of those who wish a greater profit from their business is not representative.

CONCLUSIONS

The future of the rural space could be the development of the rural tourism for rest and recreation. The integrated tourism in rural areas and localities is an alternative to resolve in the same time questions which concern both village and city.

The rural tourism was born as a spontaneous form and has developed gradually, so that it managed to solve some problems related to: strong reduction of the agricultural income, aging and abandoning of agriculture, new approach related to environment, population stability.

From the researches results a theory according to which there is no rural placement which cannot provide at least one touristic interest, starting from the quality of the landscape and up to gastronomy. From here results the possibility of any citizen to become an entrepreneur in rural tourism. To do this, a touristic pension owner has to have the following qualities: to have natural hospitality, to be familiar with and to be able to communicate information to tourists about the village life, attractions in the region, to cook with pleasure and according to traditional recipes, to have availability to get involved and liven up activities, together with tourists, to listen the tourists' requirements and to solve them, to fix errors on-the-go, to be a good organizer of its work, according to the moments needed to be spend with the tourists, without imposing its presence when it is not necessary, to keep the hygiene of the location and to comply with the hospitality rules.

The agro-touristic pensions insure a better food safety, better adaptability to interferences and better social stability. For a certain size, it is more effective, fact determined by triple quality of the owner: investor, manager and performer.

The entrepreneurial activity constitutes a continuous factor for creation, used to search, discover and put in practice new solutions that ensure development, economic growth, upgrades, enhancements, innovations as elements which will ensure the progress in various fields.

The socio-demographic transformations and changes, the implementation of the modern production, distribution and consumption factors, ensure the progress and the development of the contemporary economy, with clear trends of globalization

The regional and territorial reorganizations imposed major mutations also in the services area, which have an increasing percentage in the national GDP and in the international economy.

Also the touristic and agro-touristic services activities need to continuously focus on launching new touristic and agro-touristic products complying with the regional, euro-regional and even international development tendencies.

The highlighting of special ethno- cultural features which characterize each area, region, and locality keeps alive the ethnical cultures in the euro-regionalization and globalization context, establishing the place and the value of a nation's culture within the multi-color spectrum of the globalization.

The evaluation of the natural potentials, the leveraging the natural resources through different forms of manifestation and in various areas and geographical locations are the components that lead to the diversification tourism services and positively influence the economic future of the cities, mainly those which are close to rural environment.

It is necessary a permanent attention on the nature-environment report, i.e. the diversification of the services and the development required by the economic evolution and in the same time to ensure the certainty to keep and strengthen the sustainable character of the legacy we leave to the future generations.

The present and future entrepreneurs should take into account all these elements mentioned above when they start new activities, adapted to the contemporary performance requirements and especially the future requirements.

A better life can be carried out by thinking to the development of innovative activities and by strengthening the role of the services which are specific to tourism, rural tourism and agro-tourism.

If the lucrative organisms of the European Union have highlighted the potential of the rural area at European level, the possibility to develop rural tourism and agro-tourism, the entrepreneurs will be following efficient actors thinking to future solutions and leveraging the general legal framework, the natural and economical local conditions of each space which can be arranged and exploited.

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