Technical – Material Basis of Agro Tourism Support of Touristic Potential in Romania

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Abstract. This paper analyses the indicators characterizing the accommodation capacity to obtain an overview on the technical- material basis of agro-tourism, alongside statistical indicators presenting the dimension of the touristic circulation in the Romanian rural area. In agro-touristic boarding houses, places offered to tourists increased in year 2009, as compared to 1999, 20.04 times, and the accommodation capacity increased 9.82 times.

In respect to the touristic capacity, the specific tendency of increase of the accommodation indexes dislocated, the agro-touristic boarding houses representing accommodation units that net usage index registers increases.

Keywords: pension, accommodation, rural, agro-tourism, tourist.

INTRODUCTION

The orientation of tourism towards rural areas has been encouraged by the politics of regional development of the European Union, corroborated with the national politics of the member states and on the other side of its effects and social, positive implications. The analyses that World Tourism Organization has made, showed that rural area tourism is developed in a faster manner than classical tourism (Moniet, 2006).

Agro-tourism (rural tourism form) uses as accommodation spaces and for serving meal the agro-tourist farms or boarding houses, in Romania as well as in the EU (Glavan, 2002).

Romania has represented an important touristic destination for zonal area, promoting, predominantly, touristic products of seaside, balneary resorts, cultural programs and the monasteries from North Moldavia and Bucovina. The Romanian touristic offer has not changed in time, becoming unchallenging in relation to the touristic demands and the similar touristic products on international market.

The varied configuration of the territory, as well as multi-millenary history of the Romanian people allow the existence of a high complexity touristic potential and of special touristic values in Romanian rural space.

In Romania, nowadays, there are about 13,000 rural localities. As part of these establishments, the accommodation equipments are classified in traditional and modern equipments (INS, 2011). These are able to ensure the accommodation, meal serving functioning in the dwellings of the citizens or in independent buildings. Agro-tourism achieved a special ampleness in the houses of persons, attired by the opportunity of living a real new experience for most of them, life in the country in a real household.
MATERIALS AND METHODS

As accommodation structures from rural environment have a certain specificity, for authorization it is necessary to be framed in the criteria of the relevant normative documents. The specificity of the agro-touristic pension involved also a special denomination, in the classification of these units, namely: *daïsies (flowers)*. This signifies the complementarity of the homestead/ agrotouristic household preferred by the inhabitants in the urban area. The classification categories of the rural/ agro-touristic boarding houses are determined by complying with all compulsory criteria indicated in the G.O no. 312, Part I /2010 (Order no. 1296/2010).

Only by establishing the evolution and the dynamics of a system of indicators can be obtained an ensemble image on the entire touristic activity in the rural area (Badita, 2004). This paper sequentially analyses indicators concerning the offer, request and quality.

Regarding the technical – material basis, there have been realized specifications to the accommodation capacity, signifying the statistic measurement and has as basis notions concerning the total number of places and their structures as:
- existent accommodation capacity, *expressed in number of places*;
- accommodation capacity in function, *expressed in number – places- days*;
- the index for the use of the functioning capacity expresses the relationship between the available accommodation capacity (offered places) and their effective usage by tourists in a determined period, can be obtained by reporting the total number of accommodation per night, at the accommodation capacity in force, and the result would be multiplied by 100.

The statistic indicators to indicate the touristic circulation in the rural spaces, aimed:
- the total number of tourists (∑t), it is an absolute indicator representing the number of persons (Romanian and foreign) travelling outside the locality where they have their stable domicile, for a period less than 12 months and stay for at least one night in a touristic accommodation unit in the visited areas from the country;
- the arrival of a tourist is made when a person fills in the Record to announce the arrival and the departure of the tourist, to be accommodated one or several uninterrupted nights. Each accommodation unit calculates one arrival per tourist, irrespective of the number of stay overnight from the continuous stay;
- stay overnight means each night in which a person is registered in a touristic unit.

RESULTS AND DISCUSSION

Tourism is in the category of the open system, characterized by increased phenomena, amplification of functions, great accumulation of properties, adaptability to the environmental conditions, restructuring, etc.

The quantitative and qualitative representation of the technical – material basis in rural tourism is connected to accommodation structures. Their economic function imposes knowing in an analytic manner the present situation of the accommodation structures. Only this way can be presented actual and efficient solutions for the capitalization of the agro-touristic potential.

Concerning the total number of agro-touristic boarding houses can be observed significant increases, in case at national level, in 1999 there were only 341 such units, in 2009 there are registered 1412. (Tab.1). When comparing the evolution of the number of agro-touristic boarding houses with the one of the number of touristic structures in Romania, it can be observed the significantly increased rhythm (+ 414.07 %) concerning the agro-touristic
boarding houses, in relation (+56.92%) increase registered by the total number of the touristic accommodation structures, existing in Romania.

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<tr>
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<tbody>
<tr>
<td>Number of establishments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total, of which</td>
<td>3250</td>
<td>3900</td>
<td>5095</td>
</tr>
<tr>
<td>Agro-touristic boarding houses</td>
<td>341</td>
<td>892</td>
<td>1412</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Specification</th>
<th>Number of places</th>
<th></th>
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<tbody>
<tr>
<td>Total, of which</td>
<td>282806</td>
<td>275941</td>
</tr>
<tr>
<td>Agro-touristic boarding houses</td>
<td>1643</td>
<td>7510</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specification</th>
<th>Accommodation capacity in use (thousand places –days)</th>
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<tr>
<td>Total, of which</td>
<td>51275</td>
<td>53989</td>
</tr>
<tr>
<td>Agro-touristic boarding houses</td>
<td>482</td>
<td>2132</td>
</tr>
</tbody>
</table>


From this ensemble knowledge of the accommodation agro-touristic structures, at national level, results an estimable existent potential.

The accommodation capacity represents the main anthrop element in agro tourism and reunites the totality of the different endowments necessary for the tourists in transit or staying, a period of time more or less prolonged, on a territory foreign to the residence place. Permanently, the capacities of the touristic accommodation concerning the accommodation places, involve the quantitative and qualitative aspect, as part of the analyses. The specific character of agro tourism, imposed continuously in the analysis of the qualitative elements, referring to the existent, used accommodation.

The **quantitative aspect** concerning the total number of accommodation units existent in agro-touristic boarding houses, which at national level knew substantial increases, having 1643 places in 1999, to 19783 places in 2009.

The **qualitative aspect**, taking into account the presentation of the existent touristic accommodation capacity, which for the same period reflects similar tendencies. The total, at national level, registers increases from 51275 to 61104 thousand places, the increase being of +19.16 %. For agro-touristic boarding houses, the increases are especially significant (from 482 in 1999 to 4735 thousand place in 2009, which represents an increase rhythm of about 9.82 times).

The existence of the touristic capacities characterizes the ensemble side of the touristic activities, which should be completed with the systems, forms and the level of using these capacities. But, all these are expressed in the attitude of the agro-touristic services by arrivals and nights to stay.

The arrivals and nights to stay in the touristic accommodation structures in the rural environment from Romania, by registrations given in chart 2, giving a signification concerning the use of touristic capacities. From comparative analysis, concerning the arrivals, the following can be mentioned:
Tab. 2

Arrivals and stay overnight in accommodation agro-touristic structures in Romania

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<tbody>
<tr>
<td></td>
<td>Total, of which</td>
<td>Foreign tourists</td>
<td>Total, of which</td>
</tr>
<tr>
<td>Arrivals of the tourists (thousands tourists)</td>
<td>5109</td>
<td>795</td>
<td>4847</td>
</tr>
<tr>
<td>Agro-touristic boarding houses</td>
<td>12</td>
<td>3</td>
<td>149</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nights to stay/tourists (thousands tourists)</th>
<th>TOTAL, of which</th>
<th>Agro-touristic boarding houses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, of which</td>
<td>17670</td>
<td>18501</td>
</tr>
<tr>
<td>Total, of which</td>
<td>1981</td>
<td>321</td>
</tr>
</tbody>
</table>


- the arrivals in the agro-touristic boarding houses register a significant rhythm of increase, 27.08 times (from 12 thousand tourists in 1999 at 325 thousand tourist in 2009), and the ones of the foreign tourists certify an increase of 3 thousands in 1999 at 19 thousand foreign tourists in 2009.

- the total of the arrivals at national level for all forms of touristic structures registered for 2009, in comparison with 1999, increases of +20.19% (in case in 1999 would be registered 5109 thousand tourist in 2009, their number begin of 6414 thousand tourists), the rhythm of increase being lower in comparison with the ones of arrivals in the agro-touristic structures;

For staying overnight we can observe:

- significant increase of the stays overnight at the agro-touristic boarding houses, the increase rhythm in 2009 in comparison with 1999 is 24.08 times (from 28 thousands stay overnight in 1999 at 673 thousand stay overnight in 2009).

- for the national total, for all forms of touristic structures, the increase rhythms would be maintained in the period 1999-2004 (4.70%) in the period 2004-2009 being registered decreases of 6.35%.

The evolution of the arrivals and stay overnight for foreign tourists, registers increases for all forms of touristic structures, as well as agro touristic boarding houses. The highest rhythm of increase can be found at all agro-touristic boarding houses, where the levels by the comparison of the years 2004 and 1999, are 5.66 times for arrivals and 5.37 times for stay overnight.
The use of touristic accommodation capacities in the rural area is given in a synthetic manner through indexes of net usage of the accommodation capacity whose presentation can be found in chart 3. For all agro-touristic boarding houses, in the period 1999-2009 (INS, 2010) can be observed the following:

- at national level, for all types of touristic structures, the analyzed index, indicates for the period 2004-2009, a descending rhythm. If in 2004 the level of the usage index was of 34.3, in 2009 this level reaches 28.3;
- the touristic boarding houses from Romania represents accommodation units for which the indexes of net usage register increases. If in 1999 the value of the index was 5.8 appreciated as low level in comparison with the total level, in 2004 the level was of 15.0 being one of the most increased.

From all these, can be deduced the specific increase tendency of the accommodation indexes from the agro-touristic boarding houses, together with the possibilities to use accommodation capacities from touristic structures. Still, the levels of the these indexes at the agro touristic structures in rural environment are still inferior, about \( \frac{1}{2} \), in comparison with the level of the same index, at all touristic structures forms.

**CONCLUSIONS**

In Romania, the agro-touristic accommodation indexes are represented by their increase in the period 1999-2009. This way:

- the number of agro-touristic boarding houses, in 2009 reaching 1412 registered units;
- the existent accommodation capacity gathering 19783 places, and the accommodation capacity, depending on the 4735 places;
- at the level of the country, places offered to tourists increased in 2009, in comparison with 1999, 20.04 times, and the accommodation capacity increased 9.82 times.
Concerning the utilization of the accommodation capacity, existent in the agro touristic boarding houses, it could have been observed the following:

- the arrivals in agro touristic boarding houses register a specially significant increase rhythm, 27.08 times (from 12 thousand tourists in 1999 at 325 thousand tourists in 2009), and those of foreign tourists certify a 3 thousand increase in 1999 at 19 foreign tourists in 2009.
- the significant increase of the stays overnight at agro touristic boarding houses, the rhythm of increase in 2009 in comparison with 1999 is 24.08 time higher (from 28 thousand stay overnight in 1999 at 673 thousand stay overnight in 2009).
- the agro touristic boarding houses in Romania represent the accommodation units for which the net usage index register increases. It can be deduced the specific tendency of increase of the accommodation index from the agro touristic boarding houses.

REFERENCES