ASPECTS REGARDING THE CHARACTERISTICS OF THE HOUSEHOLDS FROM THE CLUJ COUNTY - THE POTENTIAL SUPPLY OF RURAL TOURISM SERVICES

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SUMMARY

The offer tourism services is particularly defined by the fact that it reunites an ensemble of material and immaterial elements offered to the consumers in order to satisfy their needs: the natural and social frame; the general factors of the human existence and activity; the general infrastructure; the tourist equipment; the tourist services [2]. The rural accommodations remain the symbol and the first type of welcoming form for the tourists in the country side, because the image of the villager or the farmer, opening the door of his home, confers the power of evocating the ancestral hospitality which the friend or the tourist enjoys. [1] In the rural environment there are a number of structures of tourist reception, but our attention was directed towards the rural households, in order to find out their endowments, the existence of the unused chambers and the availability of the tourist housing in the free rooms. In order to realize the research a study was initiated using the inquest based on a survey, using the questionnaire as an instrument. The questionnaire was subjected in seven communes in the Cluj County, on a sample of 160 people, using as a sampling method the undifferentiated simple unrepeated method. The data were processed using the SPSS program, version no. 15, as well as the Excel application. After processing the data it was observed that from the total of 160 respondents 37.5% have in their households a new house and a summer kitchen and 3.75% have an old house without a summer kitchen. The main heat source of the house is the tiled stove using wood (81.87%); central heating using wood (12.5%), and central heating using gas being only 0.625%. The material which is most used for building the house is brick (64.37%) and stone (49.37%). By analyzing the questionnaires it can be observed that there is an excess of free rooms, which means that 1 (33.75%) or 2 rooms (28.75%) remain unused in the households, the owners declaring themselves willing to place them in the touristic circuit. Besides these accommodations spots, the interviewees have available space for installing tents (85.62%). Regarding the coupling to the utilities, we remark the large percent of houses having water in the yard (85.62%) and the small percent of houses which are coupled to the methane gas utility (6.25%). The buildings, the access ways and the surrounding areas are clean and very well maintained, the personal yard has green spaces and outside relaxation arrangements.

REFERENCES