APPROACHES CONCERNING THE SPECIFICITY OF AGRICULTURAL-TOURISM AS COMPONENT OF THE RURAL TOURISM

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SUMMARY

The agricultural tourism represents a relatively concept of recent date, which makes reference to different forms of tourism being on immediate connection to agricultural activities and/or with buildings having specific destinations, functions within agriculture. This specific form of rural tourism is based upon the assurance – within the country farm, of the accommodation services, meals, amusement and others complementary to these. This form of rural tourism is practiced by small owners from rural regions, usually as secondary activity; the developed activity in the own farm/run remaining the main occupation and source of income. The specification that in two of the European countries with old stages of activity, on the field of rural tourism – is about France and England – they try to accomplish a distinction between “agricultural tourism” and “the tourism at farm”, in the view of simple emphasizing and from the start on using the traditional houses as accommodation places for tourists. In spite of these considerations, it is obvious that both forms make part of rural tourism sphere. Adjacent practicing by peasants for the tourism leads to accomplishing a superior development of village areas, both by the contribution brought by the incomings from accommodation, especially by capitalization of local agricultural products, by including them within the tourist’s consumption.

For this actual situation of agricultural tourism of Romania, we need a serious programming of what we wish to do, especially of seriously thinking of what we wish to achieve. It is important to think these things on long term, and from this reason the appropriate solutions would be: developing and increasing the quality of human factor, which works in agricultural tourism, accomplishing certain market studies in the view of seeing to whom we address, increasing the level of services performed to the tourists and applying accurate marketing politics.

REFERENCES