

TOURISTIC ARRANGEMENT OF THE FARMS FROM THE MOUNTAINOUS REGION

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Abstract: This paper brings to discussion the manner in which the agrotouristic farm from the mountainous region should be arranged. At the beginning, theoretical notions about the subject were presented, starting from general to particular and then the way in which these things are found or not in reality. For a more practical study of this theme we have chosen the agrotouristic farm „Saon” from Bicazul Ardelean, Neamț County. I consider tourism an extremely beneficial activity for the tourists who can relax and forget the daily stress and worries and also for the service performers in this field who obtain economic advantages. Agrotourism is special, nothing compares with all the possibilities given and the content after such a trip. You will come back to the authentic traditions and the friendly hosts. The accommodation is made in agrotouristic pensions with a capacity of maximum 20 rooms, this means that the population from a particular accommodation unit is not too numerous, offering the chance of making new relations, friends. Agrotourism offers different possibilities of entertainment, more than in urban area. I enjoy everything connected to the touristic arrangement because it involves a through research of an area and a lot of imagination.

INTRODUCTION

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From the initial analysis, to the planning, to a personal progress towards the accomplishment of your dreams, all ended with extraordinary rewards, just as you wanted.

Tourism represents today, undoubtedly one of the phenomenon which dominate the contemporary world, one of the most profitable segments, of the global economy, unique, in its dynamics, multiple motivations and great variety of ways of manifestation.

Europe was the first to record forms of rural tourism in the 16th – 17th centuries; in those times, the painters were interested in creating works of art influenced by the constructions and the ambience of the rural area. The life of the village, not invented, but the real one, was immortalized in the works of famous French, Italian or Dutch painters.

Synchronizing with general direction in art, Jean Jacques Rousseau – describes in this paper ”Confessions”, a trips in the Alpes, determining many people to plan a journey in the

mountains in order to admire the nature. In the next century, 19th, once the landscape artists had their break through, the rural architecture plays more and more important role in drawing or painting. Now artists, French, Italian and English (Grolleau Henri – „Patrimoine rural & tourisme dans la CEE”) are starting to gain ground.

In Romania, which was – as Geo Bogza asserts in his report „Villages and Cities” – at the beginnings a country of villages, exclusively agricultural, the rural area has always been prosperous. The life at the countryside was a very common subject in the Romanian literature, culminating with the development of a literary current; similarly, in the painting from the end of the 19th and the beginning of the 20th century, the village was the frame, object, subject and inspiration for a great number of Romania painters.

Regarding the manifestations which can increase the circulation of tourists in the rural areas in our country – overlooking the city dwellers who own a house in the countryside – there are several examples: Sânzieni custom when, as the tradition goes, people from Maramureş go to monasteries from Moldova; pilgrimages to worship centres; holidays during religious celebrations spent at a monastery or in a village; exodus to the rural area during summer time („my summer crib is at the countryside”), the ideal place for relaxation.

Among those who preferred rural holidays are some important people of Romanian culture: Alexandru Vlahuţă, Ion Luca Caragiale, Barbu Ştefănescu Delavrancea, Mihail Sadoveanu, Nicolae Grigorescu, Ştefan Luchian, Calistrat Hogaş, Nestor Urechia, Nicolae Iorga, Octavian Goga, George Enescu, Ştefan Ciobotăraşu and others. These were promoters of a way of life, contributing to the development of a new mentality, generating a general desire to travel which upgrade to tourism.

The first attempts of an organized tourism were realized in the 1907 – 1968, for groups of tourists on the Romanian seashore. The beginning was promising, therefore in 1972 the Minister of Tourism elaborated the 297/1972 law and as a result the Research Centre for promoting international tourism, started selecting several rural localities suitable, for launching in tourism.

It was established according to the previous studies and opinion of the local administration and county authorities, that an estimated 118 localities met the proper standards in order to be included in national and international tourism projects.

Starting from 16-th of July 1973, the Minister of Tourism declared, experimentally, 14 localities as „touristic villages”: Leteşti (Argeş), Fundata şi Şimea (Braşov), Sibiel (Sibiu), Tismana (Gorj), Murighiol şi Crişan (Tulcea), Recaş (Timiş), Sfîntu Gheorghe (Tulcea), Bogdan Vodă (Maramureş), Vatra Moldoviţei (Suceava, Poiana Sărată (Bacău), Văideni (Vâlcea).

Next year, after elaborating the 225/1974 decree, it was forbidden to accommodate foreign tourists in private houses, the touristic villages becoming improper for international tourism. Due to the fact that some of the villages enumerated were included in cultural and folk programs of the National Office of Tourism „Carpaţi” Bucharest and contracts on the external market a breach was created – using a disposition of the former political power (Office Communist Party) – for the villages Lereşti, Rucăr, Sibiel, Murighiol and Crişan.

Beginning with the year 1990 the interest for the rural tourism increases. Several associations and organizations newly created have among their objectives the development of tourism in the countryside. An example is the Romanian Federation of the Mountainous Development (1990) which intends to offer total support to the mountain dwellers, including through promoting, organizing and expanding the agrotourism. Other examples are the Romanian Agency for Agrotourism (1995) which aims to connect the Romanian agrotourism to the international system and the National Association for Rural Ecological and Cultural

Tourism in Rumania (1994) – member of the European Federation of Rural Tourism (EUROGITES).

Situated at the border between Moldova and Ardeal, Poiana Stampei locality is documentary mentioned since the year of 1593, during the reign of Aron Vodă.

Poiana Stampei locality is situated in the south – west of Suceava county, in Dorna Depression, along the National Road 17, Vatra Dornei – Bistrița, national and European thoroughfare. The villages of the locality have developed along Dorna River, which collects downstream all the waters that flow in the area.

Being given the location of Poiana Stampei, locality in an area surrounded by Bârgău Mountains in west, Dorna Depression in north, Bistrița Mountains in east, the relief is curved, with peaks downstream, high peaks and narrow valley upstream. The average altitude in the area is 800 m with Pietrosu peak of above 2000 m and Tămău – 1800 m. The important massifs are: Bistrița Mountains in east and Călimani Mountains in South.

Thanks to the geographical position and the beauty of the landscape, Poiana Stampei is one the touristic attractions in Bucovina area through its Natural reservation „Tinovul Mare”, unique in the country, possession of this locality. Also, the agrotouristic pension „Poiana” is situated in Dorna area, more exactly in Poiana Negri village, at the altitude of 850 m, 15 km away from Vatra Dornei city.

Is privileged, considering the great location. Dorna area is a land blessed by God with a diversity of natural resources.

Dorna is a legend word which in Slavonic means „waterfall”, referring to the confluence of the two rivers, Dorna and Bistrița. The legend attributes the name Dorna to a very rich girl called Dorina, who had a lot of sheep who got lost in those regions. Impressed by the rich meadows and the purity of the water, she settled there, where she founded her home. With this girl falls in love Dragoș, voievode of Moldova, but she will be killed by him, by mistake while hunting. In its memory, the settlement got, the name Vatra Dornei. The word suffered several phonetical modifications until it got to the final form of Vatra Dornei (the city of Dorna area).

The geographical space of Dorna depression is in the north group of Carpații Orientali, having as extreme limits Pasul Mestecăniș (1096 m), Pasul Tihuța (1201 m) and Pasul Prislop (1416 m), being a depression of tectonic origin closed in north by Obcina Suhardului, in east by Bistrița Mountains, in west by Bârgău Mountains and in south by the eruptive Călimani Mountains.

The region is characterized by a great hidroecological potential, at the surface (Dorna, Bistrița rivers and their tributaries), as well as underground (through the existence of mineral water springs).

The mineral waters in Dorna area are documentary certified with over 200 years, the first spring mentioned was the one from Poiana Negri.

At the beginning, the mineral water springs which naturally burst to the surface were collected and arranged by the native people in wooden pools, some in them which exist nowadays too. The people around the area were using this water as drinking water, being known as Borcut. Around the year of 1775, the mineral waters in the region were transported in wooden barrels to Viena and were appreciated by the consumers for its healing qualities.

The Poiana Negri deposit traverses alluvia, boulders, gravel and sands caught in a grey – yellowish mould, which could be an explanation of the scientific name it has.

The legend says that many years ago, when first settlements were founded, the river springing from Călimani massif and crossing the village was having muddy water all the year,

that's why it was called „Negrișoara” (Blacky). The village with plain aspect, surrounded by mountains and traversed by Negrișoara river was called by the native people Poiana Negri.

At every step there you find a wonder of nature, places which captivate you by curiosities and unseen forms. One of the most infesting places of this kind is Muntele 12 Apostoli (The 12 Apostles Mountain) whose rocks are similar to human faces, an enigma of the nature situated at 13 km away from the village.

The vegetation is represented by coniferous woods (fir, spruce fir, pine) which stretch up to the superior limit of the woods.

On the highest tread of the depression, it is represented by Alpine meadow (bushes of juniper tree; small shrubs: pine, roman tree, small grass).

MATERIALS AND METHODS

As citizens of Romania, we are proud to live on these picturesque lands where we have the Black Sea and the Carpați Mountains, with a temperate climate of four seasons.

When we host guest from abroad, we don't know where to take them first because these have a lot to visit, although if it is to choose the mountain instead of sea, we would certainly not regret. Indeed, the waves and the sea wind will not be present, but they can easily be replaced by bracing woods with birds singing, springs, waterfalls, caves, mineral water springs, weird shaped rocks where numerous hiking and several sports specific to the mountainous area can be performed.

But, of course, tourism in the mountainous area has its particularities. Among these, the most important is its seasonal character. The touristic activity in the mountainous area is mainly unfolded in the summer period (May – September for wandering) and in winter when diverse sports can be practised (skiing, sleighing).

The market to which the tourism operators address to in the mountainous area is represented by the population (local or not) which visit these places. Among these, the majority are persons of different ages, but less old persons, with education level which is not the same for all, having average and high incomes, persons who love nature and sport, practising different sports. This, it means these are full of energy and away searching for something new.

In the specialised literature are known three main ways of locating the mountain stations:

- located on the outskirts of the cities, close to the mountain massifs, with conditions favourable to winter sports practising;
- located linearly, along the natural passages of penetration in the mountain, stations with road axes being created;
- Located at high altitudes which developed in the Alpine areas.

Another particularity of this type of tourism is that:

- the tourist installations are designated to mainly satisfy luxury customers coming from other regions and from abroad;
- the most wanted mountainous stations are the complex ones (spa treatment, air cure, mountain tourism – summer, winter sports) which offer the tourist the possibility to integrate in the social life of the locality;
- the accommodation of tourists is made in a variety of places, from luxury hotels, to inn, pensions or camping with heating installation;

- regarding the network of public nourishment, of great popularity are the traditional restaurants, especially those who offer local types of food.

RESULTS AND DISCUSSIONS

The most important – coefficient of capacity use (ccu) – the level of occupancy of the accommodation capacity.

$$ccu = \frac{N\Delta T}{C_{max}} \times 100 = \frac{170}{365} \times 100 = 46,57 \%$$

Considering the obtained result, at the moment, the annual capacity accommodation is occupied 46,57 %, although the prices are accessible for a variety of social categories, and the offer is attractive. The solution is the development of promotion.

A. Indicators of the alimentary activity efficiency expressing profitableness of this service:

$$R = \frac{P}{D} \times 100 = \frac{84,340}{133,640} \times 100 = 63,10 \%$$

The level of profitableness in the alimentary field is good, as the result of the indicator shows.

B. Indicators which analyses future investments

The pension starts building a new tennis court.

Indicators which analyses this investment:

- the value of the investment – 170.000 lei
- capacity – 172 sq
- the duration of the project – 1 year
- the volume of the total cashing after it starts functioning
- the determination of this income is more difficult to make because the construction represents a new base for a new entertainment activity at the pension but for which a fix tax (like in the case of tenting) is not required. It represents a new way to attract tourists whose presence will register in the overall cashing.

Profitableness of the objective gets higher in case that the foreseen advantages will be obtained.

- the duration of recuperating the investment:

$$D = \frac{\text{the value of the investment}}{\text{volume of annual profit}} = \frac{170,000}{100,616} = 1,7 \text{ years}$$

According to the foreseen results, the investment is welcome.

Maximum income of the pension with a prices of 100 RON per night.

Number of unoccupied rooms 20

Total number of unoccupied rooms per year (100 %): 365 x 20 = 7300

Best charge for a room. 100 RON

Maximum income generated by the pension during one year:

$7300 \times 100 = 730000$ RON

Number of rooms at a level of 60 % occupancy: $60 \% 7300 = 4380$

Best price for a room 100 RON

Maximum income during one year $4380 \times 100 = 438000$ RON

The touristic activity of the studied farm is a intense one hundreds of tourists come every year. The arrangement and the equipment of the farm have developed from year to year, fact which led to the increase of the touristic services quality. This determined the tourists to return here on more than one occasion, some becoming permanent customers at the agrotouristic pension „Poiana”.

CONCLUSIONS

Living in a world where day – to – day life becomes, more and more stressful, we start feeling more often the urge to get away from all the problems and simply relax.

If our spare time and income allow us, it is ideal to move towards a natural environmental, to serve dinner in a specific unit and stay overnight in a welcoming and comfortable atmosphere.

We will full much better and as if we have more energy to start all over again and go through daily troubles.

Tourism is a non-lucrative human activity unfurled temporarily (on a period of minimum 24 h and maximum 4 months) in a location outside home, having as purpose: entertainment, health recovery, missions or business performance or gaining a wide range of knowledge.

Tourism is a complex phenomena, it s the action, the will even the art of travelling for personal pleasure. It is the spare time activity which consists in travelling or even living, in a period of 24 h – 4 months for away from home, for the purposes above mentioned.

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