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AGRITOURISM- ORGANIZATION BETWEEN TRADITION AND MODERNITY

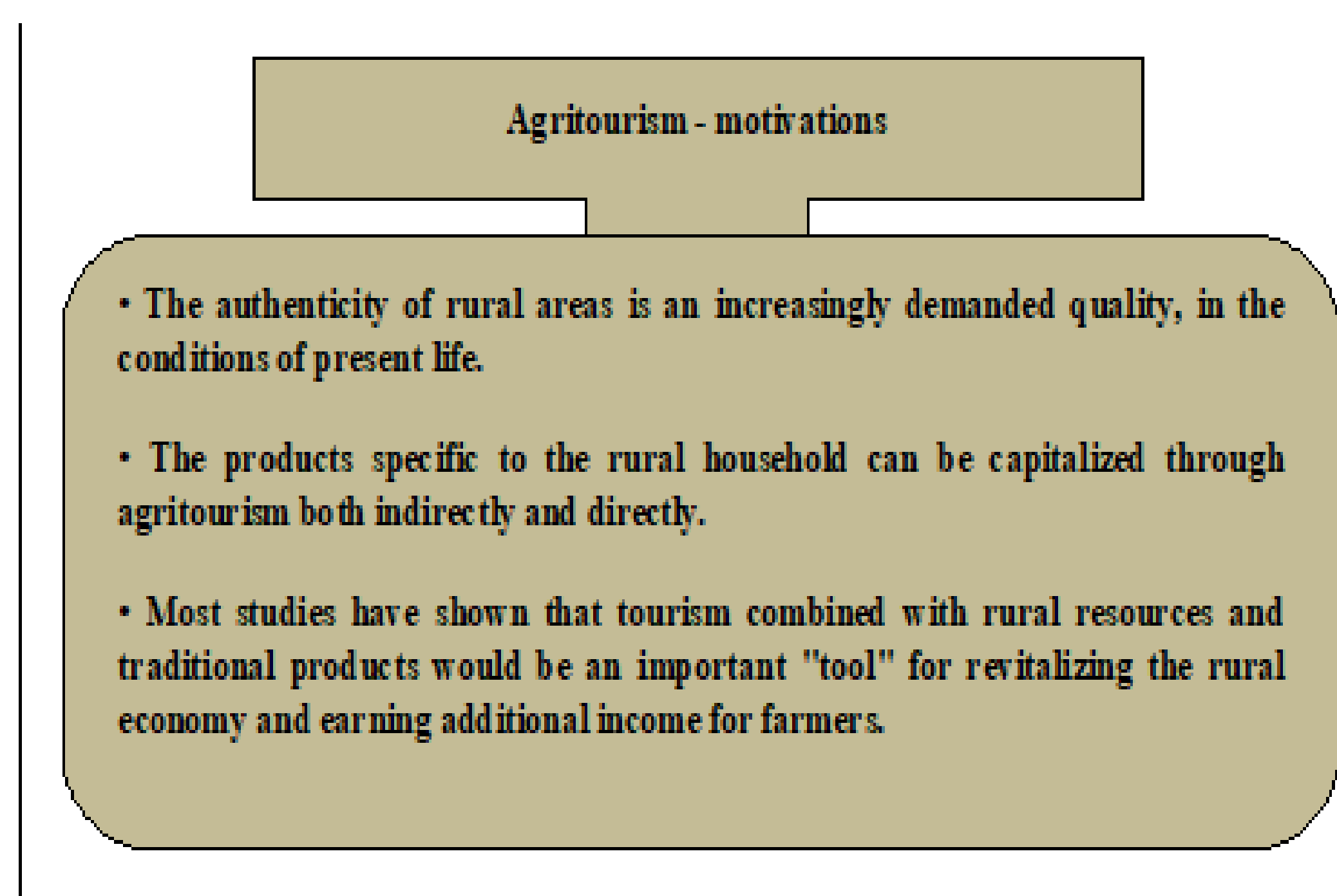
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Abstract: Among other activities that capitalize the potential of the village was born the idea of mixing traditional activities with those related to hospitality and recreation. There are many rural areas that have made the forms of rural tourism a way of life and additional income. The main benefit could be translated by the fact that through the forms of rural tourism are sold not only the accommodation spaces but also the household products in the form of food or even household food, as well as various handicrafts, a wide range of services. , mostly tourist, whose volume, variety and quality depends on local conditions and largely on the capacity and imagination of locals.

• Introduction

- Rural tourism is much more than an alternative to the currently prevailing tourism model; it is also, and above all, a decisive element in the protection of rural societies, so it is a matter of a priority alternative: the one of maintaining or not the living conditions bearable by the human species

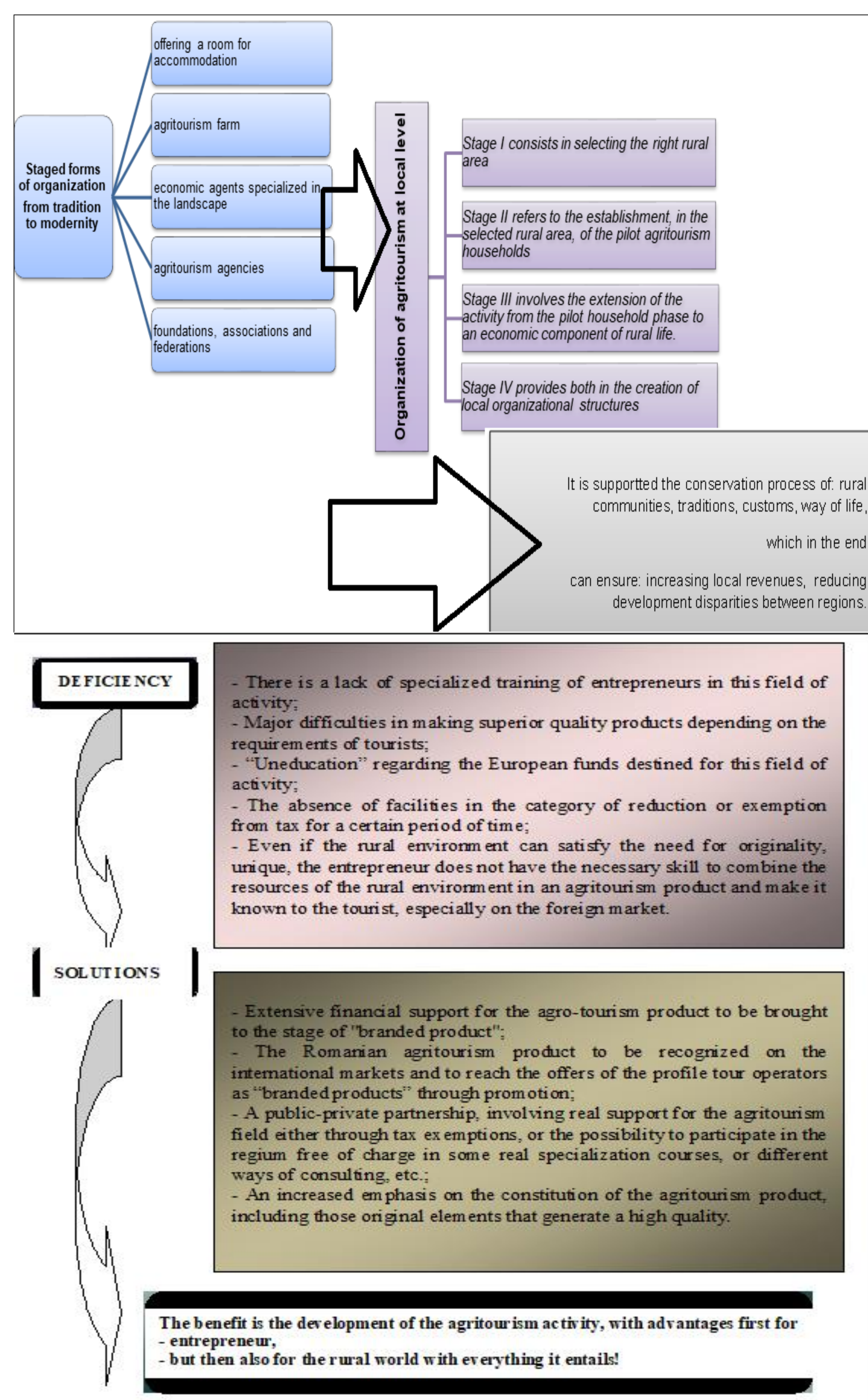


• Material and method

- The purpose of this paper is to review the particularities of the agrotourism activity, which is really between tradition and modernity, at the base of this desideratum stands as the method of multicriteria analysis, a series of theoretical documents, and several objectives.

• Results and discussions

- Globally, the development of agritourism must respond to the following fundamental problems:
- - What is the true nature of tourism development in rural areas?
- - Are there any privileged ways you could borrow?
- - If so, then what are the products they lead to?
- - What are their production and consumption patterns?
- - Who should be the clientele?
- - For which "pleasures to live" should agritourism programs and products be designed?



• Conclusions

- It is especially important to create a good image on the foreign market, in this sense some priorities are important.
- The main benefit of these measures could be translated into the fact that the agritourism activity sells not only the accommodation space but also household products in the form of food or even household food, as well as various artisanal and handicraft products, a range of wide services, mostly tourist, whose volume, variety and quality depends on local conditions and largely on the capacity and imagination of locals.