

NEGOTIATION TYPES IN AGROTOURISM

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Abstract. *Some authors in the field, considered as the main factor in the development of tourism in general and especially the agrotourism, the growth of population incomes that will improve tourism demand, but there is a greater possibility of correcting the attention of tourists to rural tourism and agrotourism because of the lower costs compared to those practiced in classic tourism. Through the Romanian tourism promotion strategy it is followed to provide an image through which must be highlight the products originality, to summarize characteristics about the tourism potential, the concept of development and opportunities of practicing tourism. We conclude that to promote Romania's agrotourist offer it must be negotiated various programs and special agrotourist packages, by the prices and tariffs through recreational infrastructure and treatment available to tourists.*

Key words: *agrotourism, negotiation, promotion*

INTRODUCTION

A very important thing about the negotiation refers to the fact that it is present in all human existence phases, for example it can negotiate with friends regarding on who will pay the bill at the restaurant; can negotiate with the chief of an increase of salary; can negotiate with the client the conditions in which a commercial agreement can be closed, meaning that it can be negotiated at any time, any almost anyone.

Negotiation confronts two opponents with opposing interests and becomes a confrontation of forces in which one party must win, where the object of negotiation will be an agreement that will not take account of the interests of the partner and which will be even better, as it will hit harder the opposite part.

Negotiation like a chess game, it plays by the rules. The main difference that arises between them is represented by the fact that in the negotiation process, the other party does not have to know the rules by which they play. In this way, the responses will be predictable based on the movements made by the partners. Most often, through negotiations it is followed to be achieved bilateral winning situations, using a range of media and creative techniques through which participants can raise from the negotiating table with the feeling that they won. Agrotourism is one of the activities in which negotiation occurs widely in a form more or less conscious.

MATERIALS AND METHODS

Agrotourism can help to the economic recovery of the villages, but this activity is mainly influenced by the benevolent attitude of the villagers. Being practiced on a wide scale in a more or less organized form, agrotourism is one of the activities in which the types of

negotiation are clearly differentiated mainly because in rural areas is even more distinct the specific of each local community, culture and way of thinking.

The purpose of this paper is to highlight the particularities of each type of negotiation and their reflection in the agrotourism activity.

RESULTS AND DISCUSSIONS

In the special literature there are several types of negotiation based on several criteria's:

1. Depending on the purpose of negotiating we meet: distributive, integrative and rational negotiation.

Distributive negotiation is either/or type, which chooses between victory and defeat, that defines a transaction in which is not possible for one side to win, unless the other to lose. In this case, the negotiation confronts two opponents with opposing interests and becomes a confrontation of forces in which one party must win, where the object of negotiation will an agreement that will not take into account the interests of the partner and which will be the best, as long will hit harder the goal.

The tactics and techniques used in distributive negotiations are typical for solving the conflict phases: controversy, attack in force, intimidation, rhetorical maneuvers, disqualification.

This type of negotiation is possible when the opposition interest is strong, and the imbalance of power is significant.

Integrative negotiation equals with win/win and is the type of negotiation in which are respected the partner's aspirations and interests, even if they come against their own. The advantages of this type of negotiation are those that it reaches to better solutions, sustainable, more relaxed atmosphere between the parties and strengthens relationships, so we conclude that there is no part that feels disadvantaged. Integrative negotiation creates, saves and strengthens interpersonal relationships and long term business.

Rational negotiation is the kind of negotiation in which the parties not only propose to do or to obtain concessions, but trying to solve disputes on an objective position other than the position of either party: define problems, diagnose causes and search for solutions.

Any form of human interaction takes place after a certain strategy and tactics. They say: nothing in the world is not done without serving a purpose. To achieve the proposed purpose, a goal, we must use some strategy.

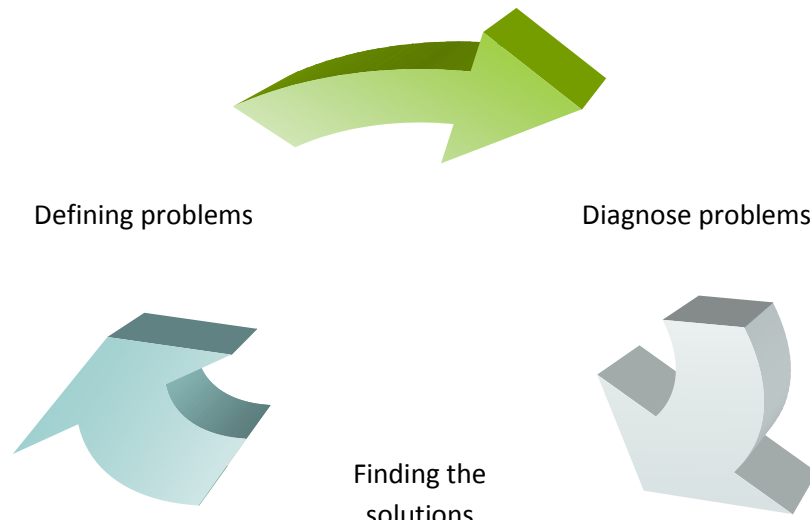


Figure 1. The Algorithm of rationality in negotiation

2. After the object of negotiation we distinguish: economic negotiations, legal, political and informational.

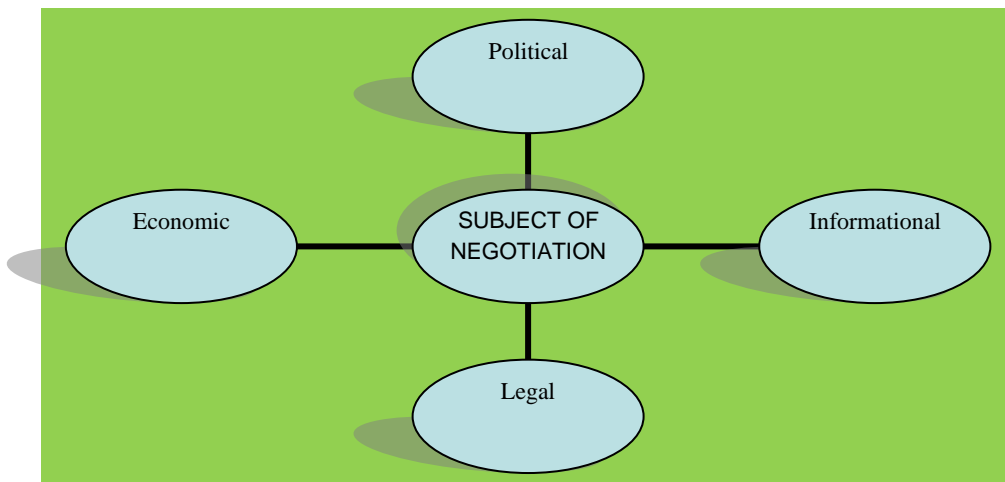


Figure 2. Classification of negotiations by the subject of negotiation

The most common types of negotiation encountered in practice are economic ones. This type of negotiation is one in which the ultimate objective of the process aimed the economic exchange of goods (traditional products, eco, bio – obtained in owner household) / services (accommodation in pensions from rural area) and their value (their value into a monetary unit).

The interests regarding the ownership quality of the agrotourist household (tourist), meaning the possession of goods or taking into their possession, are those which give consistency to the economic motive of negotiation. The object under the negotiation in this case may be a material good (a souvenir in the form of traditional costumes), a spiritual good (tourist leaves more relaxed, energized and positive due to thin air and clean from rural area etc.) or a service (accommodation in agrotourist guesthouse, catering - by offering traditional products).

Economic negotiations may be concluded with no written or written agreements; important is the fact that it is the finality of a settlement obtained through economic negotiation. Once executed the exchange between the two parties (owner and tourist), negotiation can not be restarted or called into question, the relationship between the object under negotiation and stakeholders are stable up to a possible a new economic negotiation process.

Negotiations of law are those in which the subject of negotiation is represented by the rights or obligations on statuses, skills, abilities, activities.

In this type of negotiations are established understandings about justice of interests expressed by the concerned parties, justice that always is appreciated depending on some lists of criteria's or according to customary rules.

Through political negotiation we understand any power negotiation, regardless of the field and level at which appears the power as object subject to negotiation. The object of negotiation is direct expression of the interests of power manifested by persons, interests that may arise in the most diverse social structures: families, groups of friends, associations, interests, political parties themselves. The purpose of political negotiation is to achieving and maintenance and operation of power that has such a social structure by the persons (parties) that disputes her.

Informational negotiations are also called negotiation of meaning. The object under negotiation in such processes is information's, in whatever form are presented them: databases, scientific knowledge, news etc.

Informational negotiations are among the most important subjects of negotiation in the contemporary world and at the same time can make separate part of understanding that has other subject. Own character of informational negotiations is given by the relationships between interested parts with the object under negotiation.

3. After negotiation process factors we distinguish between individuals, negotiations, between individuals and groups, negotiations between several groups,

negotiations without representation, negotiation with arbitration and negotiation with arbitration.

Negotiations between individuals are the classic case referring to the negotiations of two people who are at the same time as two interested parties in relation to an object subject to negotiation.

Negotiations between individuals and groups are those referring to negotiations between an individual and a group (as happens, for example, in case of negotiations between a farmer and a group of farmers from the same area).

Negotiations between several groups of people should be considered and analyzed separately from negotiations between individuals and group, because they present some peculiarities. When we talking about groups of people we refer, undoubtedly, also to small groups: circle of friends, a family, and an association; but equally we must consider the organizations, institutions, ethnic or professional groups. Negotiations without representation are those negotiations in which either one or both sides that show interest in connection with a subject under negotiation are those who play the role of negotiator. Negotiations without arbitration are that type of negotiation in witch the game, rules, strategy and methods of confrontation of arguments are fixed and followed only by interested parts and/or by the negotiators. If the case of arbitration negotiations, a third actor is involved in the negotiations - the moderator - who intervenes in the process. He is recognized as an authority who can decide about the correctness of the interests expressed by the parts and on the validity of means used during the negotiation.

4. After the parties' interests we meet negotiations:

Negotiations in witch the interests manifested by the parts are divergent represent the usual case of the process. They involve a finality in witch occurs the exchange of goods and values, in which is confer or recognize status only of one part of the emitting claims, which delegates authority and right to manage wills, in witch are transferred and circulated sense.

Convergent nature of the interests expressed by the parts in report to an object under negotiation determine a tacit coordination of the parts in the process case, in such situations, negotiators will reach to optimal and common solutions without needed the of precise instructions in this regard.

The object under negotiation, in the case of managerial negotiations, is the mission of the group, organization, institution. Specific to this type of negotiation is that none of the involved parts may claim the negotiated object; it remains further environment of negotiation, as a final goal which is expected to be achieved.

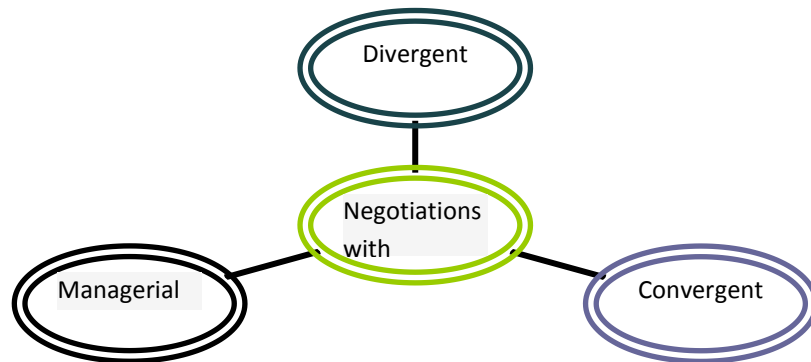


Figure 3. Types of negotiations by the parties' interests

5. After the environment of negotiation we can have in mind: negotiations prepared in advance, negotiations in crisis, negotiations with a determinate or indeterminate time, negotiations held at the headquarters of one of the partners and negotiations undertaken in other locations.

These negotiations involve time available, relatively long, for their training. In the period before meeting between negotiators are gathered the necessary datas of the parts for the development, setting of the goals related to the object of negotiation and establish negotiating team.

This type of negotiation is determined by the sudden, unannounced and unaware appearance of objects under negotiation. Almost always such situations are associated with circumstances with negative potential.

The difficulty of hiring such negotiations is that most often the implicated parts are more than willing to use other arguments than those of reason, if not use exclusively the arguments of force. The negative potential of this situations consist from the effects that produces such arguments.

Negotiations with fixed time cause the greatest stress to the negotiators, so that why it try the avoidance of them. However, there are situations in which negotiators must follow a strict schedule, for several reasons. One would be that the negotiations are in a culture that focuses on timing.

Are those negotiations witch even if involve a work agenda, do not imply a predictable finality. Such processes are not firmly fixed their closure term and they are not conditioned from outside by a deadline. Negotiations with undetermined time can be considered all informative negotiations with cognitive nature: the process of knowledge never ends, therefore either the sense negotiating purchases up to a certain point.

One of the most important issues in the negotiation process negotiation is venue proper, which can be both at the headquarters of one or other of the partners.

Negotiations with indeterminate time can be considered all informative negotiations with cognitive character: the process of knowledge never ends, therefore neither the negotiation of acquisition up to a certain point.

One of the most important issues from the negotiation process negotiation is the place of the negotiation, which can be both at the headquarters of one or other of the partners.

In order to eliminate the disadvantages (or advantages) of the negotiations on the land of a part, especially when there are several rounds of negotiation, it can be to choose a neutral negotiating land. It gives the same status to both negotiating teams. Often such negotiations are negotiations with arbitration.

6. After finalization way of the negotiation it can be distinguish negotiations finalized without / with written agreements. Principle understanding to witch the parts reaches signalize also the closing moment of the negotiation process. This agreement in principle is declared by both sides, moment in witch it is considered that the conflict of interests that he manifested in relation to the object of negotiation ends. Finalizing the agreement can be reflected in an agreement or in a written report.

CONCLUSIONS

Not always a negotiation can be solved using well-developed strategies. Possible alternatives are: persuasion, concession, coercion, joint problem solving, and arbitration. Negotiations that ends without be associated the written agreements are always based on the word of honor of the parts or of the negotiators and they are based on trust between them, trust gained over time as a result of previously principle agreements concluded and respected.

Written agreement witch accompany the finalization of negotiations has the advantage that can be invoked in a manner not interpretative by either of parts, even in face of an mediator, whether their drafting was taken or not taken into account by a code of laws, rules, etc.

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