

AGROTOURISM MANAGEMENT IN MONEASA REGION (ARAD COUNTY)

MANAGEMENTUL AGROTURISMULUI IN ZONA MONEASA (JUDETUL ARAD)

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Abstract: *Agrotourism in Moneasa region represents a form of management and capitalization of the natural landscape, accommodation and services offered to tourists by inhabitants in this area. Agrotourism must have a management able to harmonize the natural environment and the agrotouristic unit, in order to meet tourists' requirements.*

Rezumat: *Practicarea agroturismului în zona Moneasa reprezintă o forma de organizare și valorificare a peisajului natural, a ofertei de cazare și a serviciilor ce sunt puse la dispoziția turistilor de către locuitorii din zona. Agroturismul trebuie să dispună de un management capabil să armonizeze cadrul natural și exploatarea agroturistică pentru a satisface exigențele turistilor.*

Key words: *agrotourism, management, development,*
Cuvinte cheie: *agroturism, management, dezvoltare,*

INTRODUCTION

Although Romanian internal and international tourism records a remarkable descendant tendency (especially due to the decrease of buying capacity, on one hand, and to the reduction of the foreign visitors' interest, on the other hand), agrotourism has developed dramatically in Romania after 1990 and especially during the last years.

Agrotourism must have a management able to harmonize the natural environment and the country household in order to meet tourists' requirements.

The agrotouristic region represents the region of attraction which comprises all elements of local development. So, there is a correspondence relationship between the agrotourism activity and the economic-social development of the rural areas: therefore the enhancement of the touristic circulation may be done through the general development of rural areas, and this can be achieved through the enhancement of the touristic activity. The enhancement of the touristic activity generates the development of local economic activities destined to satisfy the demand for agricultural and non-agricultural products.

MATERIAL AND METHOD

Researches were performed in Moneasa, Arad county. This region is located along the river Moneasa, near the mountain Codru-Moma, at an altitude of 290 m and it is 100 km far from Arad and 20 km far from the little town Sebis. The access may be done on railway and road. When doing this work, we focused on the presentation of the agrotouristic potential of the region Moneasa, and we performed sociological questionnaires in order to carry out the studies. One of the reasons which determined us to apply to sociology is that, in its substance, agrotourism is organically associated to human behavior, and the second reason is that the achievement of sociological knowledge is indispensable for the elaboration of projects made to be applied practically. We distributed 170 questionnaires in this region, and the subjects investigated did not have to mention their identity. We mention that the subjects had the possibility to answer to our questions in the same day or after a few days.

RESULTS AND DISCUSSIONS

The results of the questionnaire applied in the region Moneasa are presented below in a synthesis.

The question „Is your region often visited by tourists?” was designed for the outlining of the physical-geographical area within the perimeter studied, as perceived by the individuals investigated.

In Figure 1, we may notice that 85% of our subjects said „yes, the region is often visited by tourists” and 15% answered „I don’t know”.

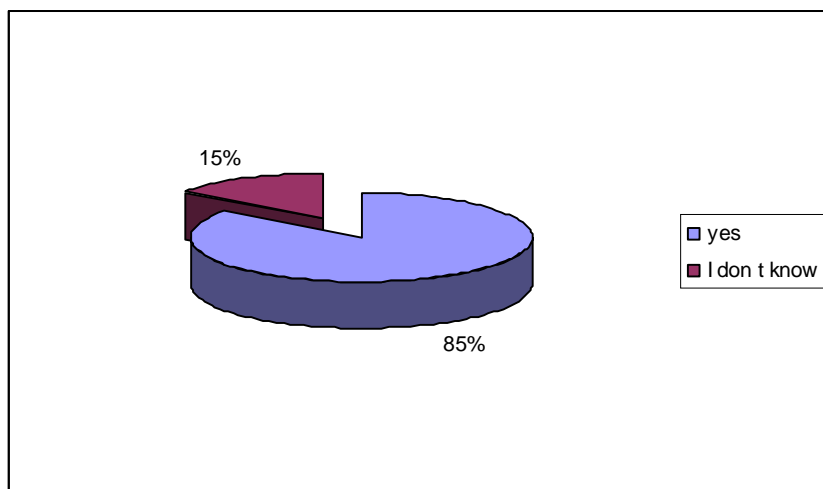


Fig. 1 Percentage concerning the acquaintance with the tourism phenomena in this region

At the question „What do you think the advantages of your region are?” (Fig. 2), the investigated persons mentioned the special landscape on the first position (50%), the river – 20% and the mineral water available in this region – 30%.

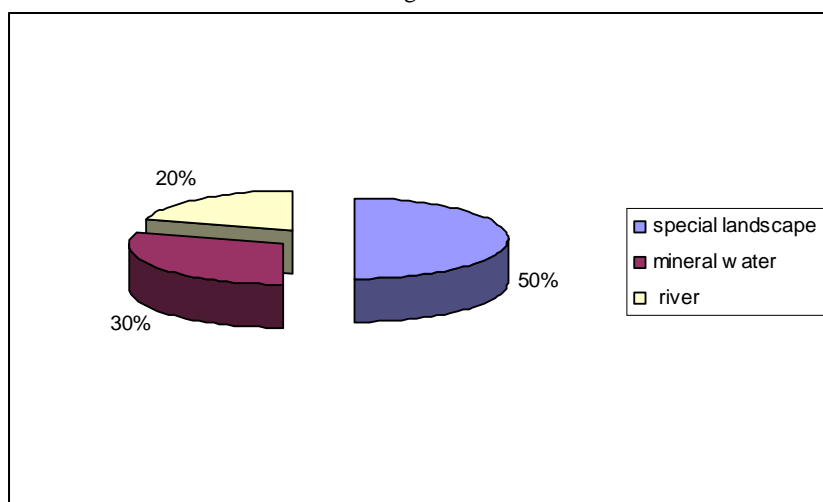


Fig. 2 The advantages of your region

Concerning the degree in which this region is known, 90% of the subjects investigated answered „yes” at the question „Do you think this region is known?”, and 10% said „no” (Fig. 3).

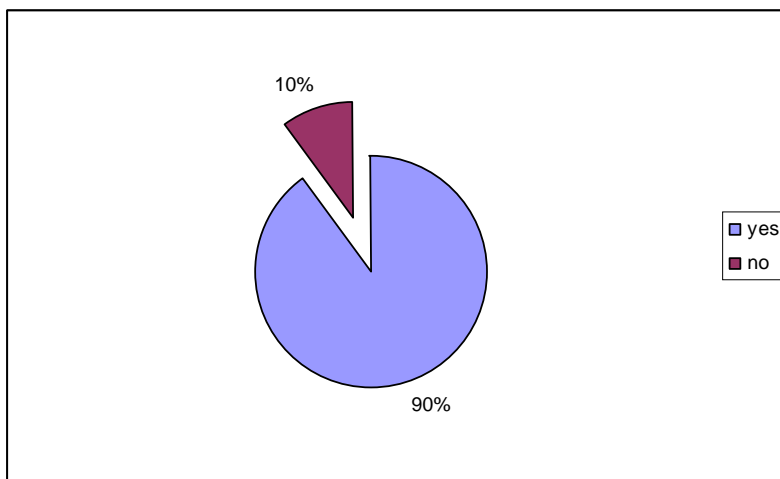


Fig.3. Is Moneasa area enough known for you?

By way of proof, a significant percentage of 75% of the food supply is provided by the traditional cuisine, 15% consider that they should offer the tourists food from the international cuisine and only 10% consider that they could serve diet food, too.

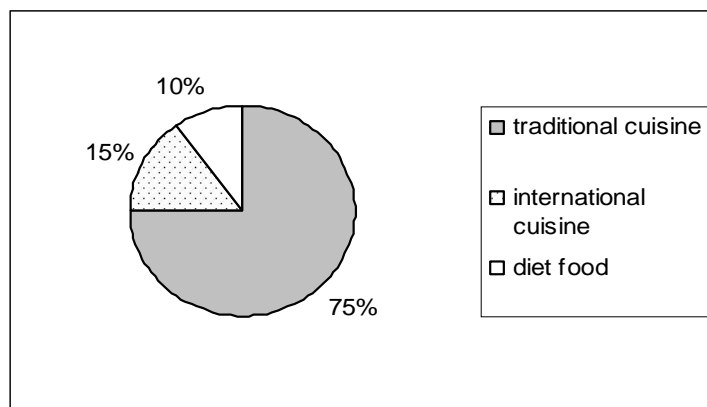


Figure 4. Food supply for tourists

CONCLUSIONS

The region Moneasa has many advantages to develop quickly in the future, namely:

- It is well known due to the acidulous mineral waters containing Calcium, Magnesium and Sodium, recommended for the treatment of disorders of the locomotor apparatus, peripheral nervous system, digestive tract, tiredness and asthenia.
- There are installations for warm baths with mineral water, electrotherapy, hydrotherapy and kinetotherapy in Moneasa, open swimming pools for cold baths with mineral

water, beaches.

- Bat cave.

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