

MAXIMIZE BUSINESS IN AGRO-TOURISM ON FARM BY CREATING TOURIST BRANDS

PETROMAN CORNELIA¹, PETROMAN I.¹, BENK A³., POPESCU M.², NEGRUȚ
LUCIA², MARIN DIANA¹, CIOLAC RAMONA¹, LOZICI ANA¹

¹ *Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Agricultural
Management Faculty, Romania*

² *West Univesity, Timisoara, Romania*

³ *University of Szeged , Faculty of Agriculture, Szeged, Hungary*

Abstract: *Maximizing the objectives to be achieved within agro-tourist farm units, it is possible by establish a specific order of priorities (turnover, profit and revenue, revenue and profit for the farm and the need to diversify its activities). In order to maximize any business in general and the agro-tourist in particular, must take into account the uniqueness of brands. The moment of creating a strong brand is when the product obtained by traditional technology is given a special meaning by application of an identifier element that distinguishes it from competing products.*

Key words: *agro-tourism, farm, tourist brand*

INTRODUCTION

In each business, in general, and in agribusiness (agritourism farms), in particular, there are at least three commercial goals from a financial point of view: turnover, profit, and returns.

The turnover represents the value of goods and services sales of an agritourism farm, and to maximize it, we can take into account several options with different financial implications:

- Discounts for a certain minimum value of product and service sales from the agritourism farm, resulting in an increase of the sales and, as secondary effects, a diminution of the profit and an increase of the returns when the basic activity is not profitable and the complementary activity is at its climax;
- Payment deadlines for the clients that buy and prepare the products of the farm, resulting in an increase of the sales and, as secondary effects, a diminution of the returns and an increase of the profit.

Profit is determined by the difference between the value of the sales and the cost of the goods and services sold. If we wish to maximize the profit of the agritourism farm, then we can do one of the following:

- Market mainly high profit goods, resulting in an increase of the profit and, as secondary effects, a diminution of the turnover because there is decrease of the goods for sale, or an increase of the turnover if the clients get trade credits;
- Revising the policy of discount per groups of products and categories of consumers (loyal), resulting in an increase of the profit and, as negative effects, a diminution of the turnover and of returns.

Returns are represented by the value paid by the consumers for the goods and services sold by the agritourism farm. In the case of maximizing returns, we need to take into account:

- Launching special offers upon celebrations (Easter eggs, Christmas pork, traditional meals at the farm), sold outs, price cutting, resulting in an increase of

the returns and in negative effects such as the increase of the turnover and the diminution of the profit;

- Changing the trade crediting policy per categories of customers, resulting in an increase of the returns and in negative effects such as decrease of the sales and diminution of the profit.

MATERIALS AND METHODS

To achieve this scientific approach, we determined the solutions for the maximizing of an agritourism business through the promotion of new products and services that attract tourists to the rural area.

RESEARCH RESULTS

We can see that there is a close relationship of interdependence between the three financial dimensions of the business (turnover, profit, and returns) that make up the base of a balanced development of the business: this relationship should be managed and optimised by establishing financial priorities for each period and stage of development of the vegetal or animal agritourism farm with potential for expansion of a certain activity and for diminishing another one depending on the demands of the consumers of farm agritourism products and services.

The concept of **brand** includes the variety of features that identify a product and service from the products and services of the competition. The identification elements can be represented by a symbol, a term, a name, a sign, or any other element that personalises the product and service offered by the vegetal or animal agritourism farm.

The goal of the marketing operators consists in continually expanding new products and the brand under the guidance of a moderator who presents, for the first time, a few ideas in front of the consumers to help them make the best choice.

It is more and more common to see a new product and service introduced with an old brand that is demanded by the visitors of the rural area and farm.

Though the efforts of the operators that manage the brand ensure the success of launching a new product on the market, the consumers decide the position of the brand: marketing operators only need to brand the destination.

On an animal agritourism farm, the features of the brand depend on the region in which is located the farm, on the features of the products and services, and, last but not least, on the name of the farm.

In this respect, the tourism region where the farm is located will give value to the farm's brand due to the high standard of the tourism market; certain products specific to the region and that are well known nationally and internationally will confer a high degree of interest in the farm from the consumers who are willing to buy such products. With these two components that impact decisively the destination choice by the tourists, a last element that personalises even more the brand of an animal agritourism farm is the name of the farm itself; in this case, the credibility of the brand will be constructed through the farmer's and the farmer's family's attitude towards the tourists, the foods' quality and the accommodation's quality that will make a good impression on the visitors of the farm.

It is important to mention that, despite all efforts to construct a quality brand, the number of consumers loyal to a certain brand is relatively low.

CONCLUSIONS

We believe that constructing a brand in agritourism activities is important because it warrants the products and services offered by the tour-operators: they identify the tour-operators present for a long time on the market and that the consumers trust. In this case, the brand says that the products and services are high quality, that it is a successful animal agritourism farm and convince that this is the best choice even if there are lower price products and services on the market but without a brand.

The features that determine the efficiency of a farm agritourism brand are related to the capacity of the brand to influence the agritourism market, the degree of internationalisation of the brand, the capacity of the brand to resist innovation operations, the stability of the brand on the market, as well as the capacity of the brand to increase the sales of the animal agritourism farm.

REFERENCES

1. **ADAM, KATHERINE L.** (2004). Entertainment Farming and Agri-Tourism Business Management Guide. National Sustainable Agriculture Information Service
2. **ALECU I.N., MARIAN C.**, (2006), Agroturism și marketing agroturistic, Editura Ceres, București
3. **HOLLOWAY, J.CH.**, (1994), The Business of Tourism, Ed. IV, Pitman Publishing, London
4. **JIVAN A.**, (1997), Turismul ca serviciu agregat, Editura Mirton, Timișoara
5. **PETROMAN CORNELIA, PALADE S., PETROMAN I., POPA DANIELA, ORBOI MANUELA DORA, PAICU D., HEBER LOREDANA**, (2010), Managerial Strategies for the conservation of rurality in rural tourism, *Lucrări Științifice Zootehnie și Biotehnologii*, Universitatea de Științe Agricole și Medicină Veterinară a Banatului Timisoara, vol 43(2), Pg. 420-422
6. **PETROMAN I., PETROMAN CORNELIA, POPESCU JANINA, TRISĂU I., MARIN DIANA**, (2010), National policies in the field of agritourism, *Agriculture and Countryside of climate Change and Recession*, Vol 5, Hodmezovasarhely, Ungaria
7. **PETROMAN I., TRIȘĂU I.**, (2010). Tourism distribution management, *Management of Durable Rural Development*, Seria I, Vol. XII (3), Timișoara
8. **TABĂRĂ-AMĂNAR C.G., STANCIU S., MARIA M. MOATĂR, ȘTEFAN CAROLINA**, (2012), Study on product development and tourist destinations in Romania and its legal implications, *Lucrări Științifice*, Facultatea de Management Agricol, Seria I, vol XIV, p.305-310