

STUDY REGARDING THE IMPACT OF FARM TOURISM AND AGROTOURISM ON RURAL AREA

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Abstract: *Tourism, in general, and farm tourism and agrotourism, in particular, are important agents of change, especially in economic, natural and social terms. The most important type of impact that the development of farm tourism and agrotourism have on a rural community is manifested at a cultural level by: changing the cultural behavior and thinking of a person or group through contact with another culture, obtaining cultural products such as handicrafts objects, of festivals of whose profile is changed, of songs and dances interpreted for tourists and which are no longer anchored in traditional values.*

Keywords: *farm tourism, agrotourism, influence, rural*

INTRODUCTION

Sociologists and environmental specialists were the ones who first assessed the impact of tourism at different levels, so we find that **tourism development** has a multiple social impact on the community because [1,4].:

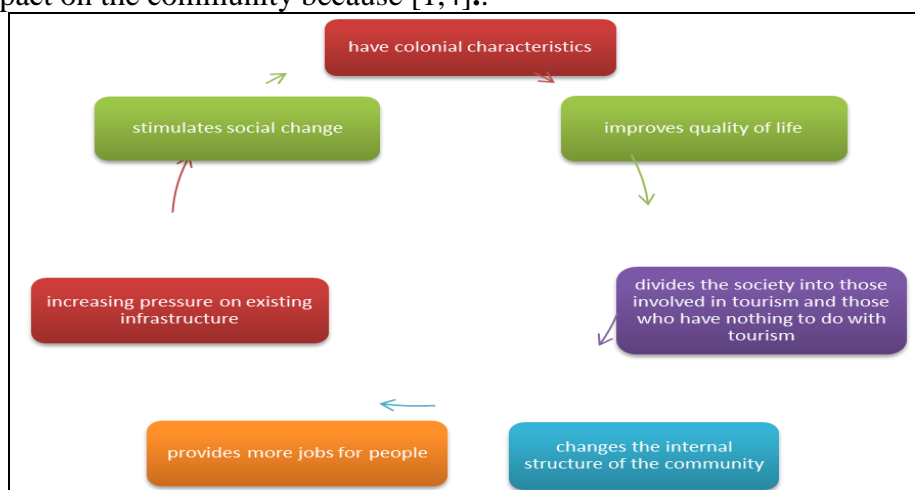


Figure 1. The social impact of farm tourism and agrotourism

Tourist-host interaction also has a multiple impact on:

- communication skills;
- the attitude of young people, through the effect of observing the actions of other individuals and their consequences on the behavior of an individual [2];
- attitudes, behaviors and values of tourism;
- cooperative behavior;
- understanding and tolerance [3,7, 11].

The most important type of impact of agrotourism development on a community is manifested **at the cultural level** through the following [5,6,9]:

- favoring the process of changing the cultural behavior and thinking of a person or group through contact with another culture;
- objectivity of culture (producing cultural products such as handicrafts, festivals whose profile is changed, songs and dances interpreted for tourists and no longer anchored in traditional values);
- preservation of meaning and/or authenticity;

- the revitalization of arts, crafts and local culture [8,10].

MATERIAL AND METHOD

In order to accomplish this scientific work, we have conducted studies in order to determine the influencing way of farm tourism and agrotourism, rural development, where these activities are carried out, identifying ways of behavior of locals with foreign tourists, depending on the country of origin.

RESULTS AND DISCUSSIONS

It is not possible to determine precisely whether the impact of farm tourism or agrotourism is positive or negative, because it depends on the circumstances, the desire for change, the people and the speed at which changes occur, the appreciation in negative terms comes only after the evil for example, affecting local services, noise pollution, changing attitudes, changing beliefs, etc.) occurred when agrotourism development was the only development solution taken into account by the community. Result from here, how important is the role of the tourism manager, the only one capable to assess the impact and adapt its development strategy from the point of view of its approach, content and purpose.

Analyzing the behavior to be followed when coming in contact with tourists, according to their place of origin, we identified the defining elements of the culture of the top 10 tourist countries from the world, from the point of view of the "elegant manners of the traveler" - generally, so we present some good behavior rules in tabular form.

Table 1.

Good behavior rules for foreign tourists

The country	Place of manifestation	Behavior rules
France	In general	- do not use combs, dung, chewing gum in public - scarring and yawning are not allowed - it is not indicated to say jokes
	At the table	- the fruit is not eaten whole but cleared of the shell and sliced - the bread is not break with the hand, does not cut with the knife - no whiskey or martini are ordered before the meal: they are considered beverages that numb the mouth
United States of America	In general	- not need to be take ad literate salutation formats like <i>See you later!</i> or <i>How are you?</i> - It is advisable to smile to these tourists whenever is possible
	At the table	- no delay at a party is indicated
Great Britain	In general	- it is not recommended: • squeezing hand too hard when someone greets you • pushing and crushing - it is advisable to keep the door open for the person who comes up
	At the table	- it is not recommended: • leaving a small amount of food in the dish after the meal is finished • going from a party with a meal right after it's over • waiting for the host to start eating
Italy	In general	Dress up stylishly but conservatively Do not crack or remove your shoes in public
	At the table	- it is not recommended • turning pasta into spoon, but on the edge of the dish • screaming in public - it is recommended to keep hands above the table and elbows outside when you are at the table
Spain	In general	-the bread is placed directly on the table - do not take more food than you can eat
	At the table	-it is recommend patience and wait for you to be interrupted when you talk, you can delay 30 minutes in the south and 15 minutes in the north but never at the bullfight - it is recommended to offer everyone a tip for everything
China	In general	- it's recommended to applaud if you're applauded - it is not recommended to use your fingers and the whistle - respect for the elderly is mandatory

	At the table	<ul style="list-style-type: none"> - you can scream and sip your food during the meal - do not eat raw beef - some food is left on the plate as a sign of appreciation of the host's generosity - it is recommended to keep a toast as small in any occasion
Austria	In general	<ul style="list-style-type: none"> - we do not recommend wearing shorts at shopping - have a hand with everyone (men, women, children) before a social or business meeting - punctuality is mandatory
	At the table	<ul style="list-style-type: none"> - it is not recommended to cut the dumplings with the knife, but to crush them with the fork - do not talk about business at mealtime unless the host does it - it is not recommended to insist paying a check in a restaurant when you are invited
Germany	In general	<ul style="list-style-type: none"> -it is recommended the presentation with surname and without title - standing up is recommended when an older person or a senior person enters in the room, it must not be exaggerated with compliments
	At the table	<ul style="list-style-type: none"> - it is recommended to eat sandwiches with knife and fork - it is recommended starting the meal only after the host says Guten Appetit!
Russia	In general	<ul style="list-style-type: none"> - it is recommended speaking Russian language if you want to make friends and succeed in what you are proposing - there are demonstrative greetings: tightening in arms, beating on the back, etc.
	At the table	<ul style="list-style-type: none"> - assess the resistance to drinking objectively - it is not recommended making other plans if you are invited to the table, because socializing after the meal is very important
Mexico	In general	<ul style="list-style-type: none"> - people prefer to stay very close to others - may be delayed at meetings with social character
	At the table	<ul style="list-style-type: none"> - it is not recommended <ul style="list-style-type: none"> • leaving the table as soon as you have finished eating • excessive drinking, especially if you are a woman. - it is recommended always keeping both hands on top of the table

Source: processing after different authors

There is established even a list of the most serious cultural mistakes made by tourists who, in paraphrasing a well-known phrase in rhetoric, have no cultural influence:

- touching in Saudi Arabia, China, Korea, Europe, the Middle East, Qatar, Thailand (where the head is sacred);
- self-service with wine without first serving the others in France;
- avoiding eyesight in Germany
- eating with left hand in Africa, India, Morocco, the Middle East;
- the manifestation of the nerves at the wheel in France, Hawaii, Italy, Middle East, Russia;
- keeping shoes at the entrance in house, in Asia, Hawaii, the Pacific Islands;
- eye-sight in Korea, Japan;
- wearing a bathing suit, short trouser, t-shirt, etc. at hammam, sauna or in other purifying places in Turkey, the Scandinavian countries;
- the refusal of the flower tree in Hawaii;
- refilling the glass without first emptying it in Korea;
- removing the shoes at the entrance in the house in England;
- vodka sorption in Russia;
- blowing of the nose (especially at the table) in Saudi Arabia, China, France, Japan;
- casting the drink with your left hand in Latin America;
- casting the drink for women in Korea;
- speaking in sacred places or meditation places, in churches from Europe, in saunas from Finland, in temples from Thailand;
- talking during the meal in Africa, China, Finland, Japan, Thailand.

CONCLUSIONS

Tourists in general or the one who practice farm tourism or agrotourism must be properly and timely informed of all specific details, but this can be considered a weak point for most tourism managers regardless of where the country where is practiced tourism or agrotourism. Practicing farm tourism or agrotourism means, according to the vast majority of the definitions given to both tourism in general and to agrotourism, in particular, to make the experience of another culture, including to learn how drink the people of the place, how people behave, how eating, etc. No matter how difficult it seems to be, for a European, even the culture of another European country can be something new from this point of view.

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