

ETHICS ASPECTS IN AGRITOURISM

CARMEN DUMITRESCU¹, VIRGIL MARCU¹, GABRIELA POPESCU¹, SEBASTIAN MOISA¹, REMUS GHERMAN¹

¹ *Banat's University of Agricultural Science and Veterinary Medicine from Timisoara, Faculty of Agricultural Management, Timisoara, Romania; carmen02dumitrescu@gmail.com*

Abstract *In agritourism like in the other fields, the ethics plays a very important role for the activity's smooth running. With as much as in agritourism the business are the majority run by families, the ethics is very important being underline by the necessity that entrepreneur's behaviour to be based on principles bringing trust relations, but also awareness for the community's problems where the entrepreneur activates..*

Key words: *agritourism, business, behaviour*

INTRODUCTION

Often in tourism field and also in agritourism, through ethical codes we understand the ensemble of responsibilities that company has toward consumers, employees, business partners, stakeholders and community.

In ethical codes from agritourism field are included aspects regarding the importance of consumers satisfaction, prices honesty, consumer protection, but also aspects regarding respecting the terms of contracts, the perceived poundages, aspects regarding the cooperation, hospitality and quality insurance. There are also included aspects related to human resources capitalization, selection, working environment, changes equality, salary, retirement. If we refer to company relations with stakeholders, the codes of ethics impose the information accuracy regarding the economical-finance situation and the protection of investments. Aspects related to company responsibility towards community are also specified and here we refer to environment protection, educative activities, the organisation and involvement of activities in community interest.

MATERIALS AND METHODS

In agritourism the business behaviour must be based on principles in order to assure reliable relations, discipline and integrity in business environment but also the awareness toward the community problems and environment. In the same time, these principles are intended to assist people in the right perception toward the owner of the business and to generate satisfaction.

RESEARCH RESULTS

In the field of agritourism, the businessmen should act in order to realize the business with full transparency. The activity they develop must respect the law and assure the access to information regarding their services and products. We can affirm that there is considered against ethics principles the use of business as a background for unlawful activities or for activities in order to obtain others facilities or subsidies from the state.

In agritourism the most expanded type of business is the family business and in this case they must be very careful and avoid any situation in which can involve taking or

giving gratification. In order not to affect the nae in any manner and implicitly to maintain the clients, the payment made must be the same with the one establish at the begining and must be proper for that service or product.

Another important aspect is represented by the interests conflict situation in which they can find in agriturism. In order to present this situation an exemple can be represented by the owner of a agritouristic bed and breakfast that can work in local administration and at his job must adadopt decissions that can affect the activity developed in his guest house.

Also, the entrepreneurs from agriturism field must show transparency and respect the law when they are doing sponsorships.

Registering in a correct manner of financiar operations, the correctness of bookkeeping documents represent other ethics aspects that must be respected all the time and correlated to the law.

In agriturism field, the hospitality plays an important role and it represents the process through which there are anticipated and satisfied the customers needs. Customer satisfaction has a very important role and from here it arises the care for customer, to satisfy its needs putting a stress on the relations customer – worker.

Referring to the guest house, we can say that lots of uest houses are alike as facilities, endowments, but the difference is made the by customer care, aspect found in also in the relation costomer-worker. There must be followed the fact that any customer is a unique person, and his own personality puts a mark on his needs.

A critical role is played by the capacity to interpersonal relationship, the capacity to communicate and the ability to answer to requests in a proper manner adequate to the situation and interlocutor personality. Using certain words, expressions, gesture or inappropriate atitudes may lead to customer dissatisfaction and so there is the risk that customer to not appeal to the services once again or to discourage other persons to appeal to the services and products through a negative advertising.

The communication plays an very important role because starting from the first moment when the customer arrives in the guest house, he must have the safety feeling and to know that he will have a pleasant stay with quality services. In order to assure this safety and to prove the staff qualification and professionalism they must rely on verbal and non verbal elements.

In agriturism all the stay must be a quality one supposing a complex process to assure the service. So there must be known the customers needs and requests, but must take in count the fact that those can change even in the same day.

In the services offert and the shown atititude there must show flexibility because the answer to changes came from the customers and obtaining his satisfaction present a large importance for a quality service.

Customers complains represent their insatisfaction and must be resolved in order not to affect the services quality. In agriturism may appear situations in which even if a customers does not complain this does not mean he is satisfied. In this case we underline the communication importance and the trust feeling that must be transferred to the customer because there are cases in which he must be determined to say if he has problems through a open discussion between customer and staff.

In the case when the customers is unsatisfied are preferred the situations in which he complains and so there can be adopted measures to obtain customer satisfaction, situation when the client can observe the importance that is given to him in change to not say anything and to leave unsatisfied, not to come back to the guest house and to spread his unsatisfaction feeling and the decision not to come back to pension.

In agritourism accordingly to the rules from hospitality filed, the staff is responsible for what is happening to the customers and their goods while they stay in the guest house, the responsibility been also material and moral. There can be mentioned as risk sources the staff, the customers, various activities held in the guest house, animals etc.

The first impression counts a lot and so the staff that comes in the contact with the tourist for the first time must be well prepared and prove professionalism. In order to offer a pleasant feeling to the guests, the person in charge with their receiving must be smiling, to establish visual contact and to greet each time the customers.

Many customers are communicative persons and as they enter the guest house they want to have a conversation with the hostess in order to find out more details and to grow their safety feeling. In the discussions held with the tourists, the reception staff but not only, must follow some principles for a good development of the relations and to offer a pleasant feeling to the customer. So the staff does not share negative thoughts regarding the unit they represents, they must confirm the customer positive reactions and to prove attachment for the unit they represent.

The communication is made visually, acoustic and kinesthetic in a certain measure. Due to this reason the staff from agritourism field must be conscious that any element communicate and to control these elements not to create a negative impression to the tourist.

The active listening principle is more efficient if it is doubled by a proper body language. This principle is very important especially in the case of complaints, situation in which there must be harmonized three compounds and more precisely showing understanding, body language and solutions offering.

The body language may harmonized the discussion, may create a positive state and on this base the other two compounds may follow naturally. We can affirm that a courteous and careful body language proving different customers reactions is the necessary support to an efficient communication, but also the support for them to accept the constructive proposed solutions. The lack of this kind of communication we may risk that some customers to do not perceive the utility of the proposed solutions and to condemn from the start as failed any trial to solve their problem.

There must be respected the same standards in communication with the customer also in the catering units, following that the customer to be treated with maximum attention and courtesy. In the catering units the complaints may appear due to the staff faults, mismatching their work or due to the customer wrong perception. But also in solving those complaints there must be shown professionalism.

The principles that appear and must be respected in agritourism field are:

- The general principle supposes acting in the way you like to be treated;
- The unitary principle – acting manner must determine as many as possible people to act in the same way;
- The professional principle – the actions must be made in such a way to be considered properly by a group of people with the same job;
- Test principle – imposes the answer to the question if doing that activity in front of audience the person would feel comfortable;
- The legality principle – the actions must respect the law, the legal background representing the minimum standard for ethics.
- The principle of the four question / an action is considered to be ethical if it answer in a positive way to the questions: the decision is sincere, the decision is fair for all the people that will be influenced by it, the decision brings advantages

to all the people it influences, and it contributes to understanding consolidation among people.

There must be respected some requests in order that a service to be considered to have high quality as it is shown in the following:

- knowing very precisely the customer needs, desires and demandings
- service accessibility
- the existence and prove of desire to answer to the requests
- worker competence proved by the knowledge and the ability to provide the service, the capacity to listen, to answer, to explain etc.
- service technology
- the existence of the material background required
- worker solicitude shown by the care, kindness and consideration
- accuracy and timeliness of the service

CONCLUSIONS

The agritourism is the field in which the contact with the customer, the manner in which the customer is treated play a critical role in business success.

Starting from the first contact, the customer must be treated with attention and making him feeling important.

From the booking service, the reception, accommodation till catering and other connected services that can be realized in the guest houses there must be respected the ethics principles in realizing them, in order that the customer to be satisfied and to come back another time.

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