

## IMPROVING THE MANAGEMENT OF INFORMATION FLOW AT AGRO-ZOO-TECHNICAL FARMS AS TOURIST DESTINATIONS

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**Abstract:** *The promotion of agro-zootechnical farms as tourist destinations requires the development of managerial strategies, which aim to enhance farm products and services by implementing decisions and actions on individualizing the means and establishing the necessary resources to achieve the objectives, in order to gaining a competitive advantage. The elaboration of strategies to improve the flow of information in agro-zootechnical farms, destinations for farm tourism, requires the completion of stages of elaboration of specific farm products and services. The application of an efficient management of the destination, contributes to the obtaining of advantages for the farms, because it stimulates the competition in the improvement of the products and services, consolidates the farms and contributes to the sustainable development of the areas in the vicinity of the tourist farms. In addition to improving the management of information flow, knowledge to improve farm activity and improving management, best management practices respected in the development of products and services can be an alternative to improve the management of agro-zootechnical farms as tourist destinations.*

**Key words:** *agro-zootechnical farms, tourist destinations, management, information flow*

### INTRODUCTION

Due to the fact that the most important element of integrated management applied in farm agritourism is the management of information flow, regarding the quality of farm products, brands and services, research shows how it is aimed at consumers of products and services directly but also indirectly through farm tourism service providers.[22,23,24,12]

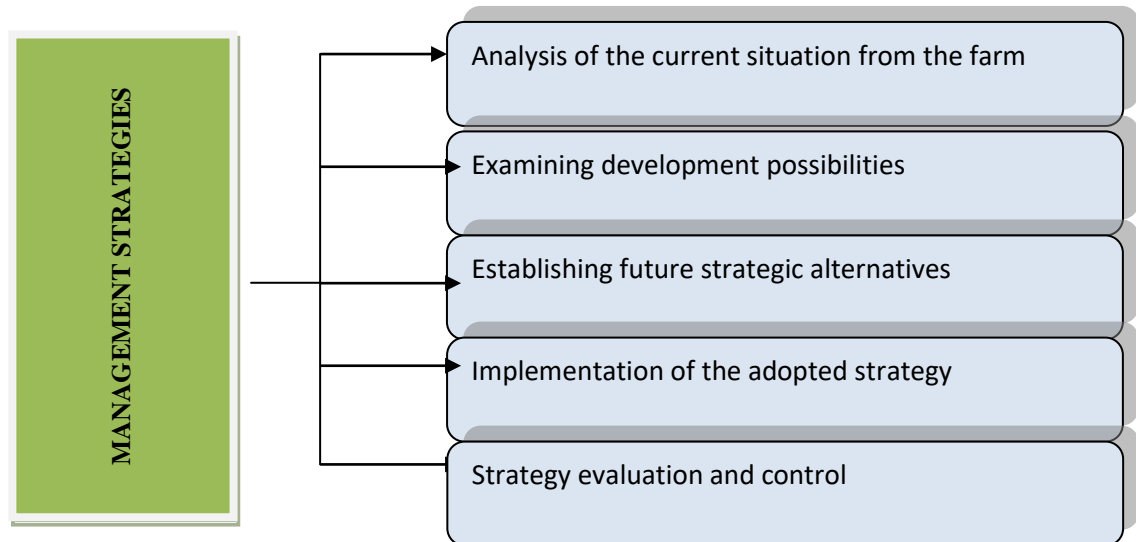
Improving the information flow in farm agritourism requires medium and long term strategies but also to go through development stages of farm agritourism products that over time become their own brands for each farm and differentiate it from other farms. In order to successfully achieve these goals, it is necessary to implement in the agro-zootechnical farms that also carry out tourism activities on the farm the following managerial strategies that are meant to: authenticity [1,9,15,16].

- **analysis of the current situation from agritourism farm** by comparing the present and past strategies in accordance with the objective pursued, ascertaining the correspondence of the current conditions, in view of the decision to maintain, correct or change them. The performance obtained following the application of the current strategy will be compared, in order to verify if the results are as expected. For a pertinent analysis of the current situation on the farm, a system of indicators will be used: [4,7]

- a. the profitability degree of farm agritourism;
- b. if it is necessary to diversify the activity of the farm;
- c. debt recovery;
- d. indebtedness of the farm by diversifying the activity.

- **examination of the development perspectives of the agritourism farm** which is based on: [14,21]

- a. the conclusions obtained following the analysis of the current situation of agritourism farm;
- b. the analysis of the factors from the external and internal environment, finally establishing a set of medium and long term objectives.



**Figure 1. Managerial strategies**

- determining and establishing future strategic alternatives. In this sense, the final management strategy will be elaborated based on the objectives established in the previous stages. [13,18,19]
- implementation of the strategy. This stage involves the practical application of the strategy adopted through:
  - a. elaboration of functional strategies;
  - b. their action on organizational factors;
  - c. application of technical-organizational measures regarding the institutionalization of the strategy. [10,20]
- evaluation and control of the strategy. The components of the strategy will be analyzed and supervised through operational controls, which:
  - a. does not work at proper efficiency;
  - b. obstructs the application of the strategy;
  - c. requires measures to eliminate disruptive factors. [11,17]

Going through these stages is intended to ensure the success of managerial activities in farm agritourism regardless of the applicability in any agro-zootechnical farm and obtaining high economic returns by diversifying the basic activity of farms. [6,8].

### **MATERIAL AND METHOD**

The main objectives of the research aimed at highlighting and verify the legitimacy of information provided by information flows regarding products, services and brands of agro-zootechnical farms, through the methods of analysis used to identify products and services offered as brands, which give personality to agritourism farms, practices of the better farm management, choice of destinations, addressability according to the type of tourists, respect for traditional production technologies, authenticity of products promoted on the market, compliance with veterinary and production hygiene rules, health and their effect on consumer health. In order to improve the knowledge management within the agro-zootechnical farms, were analyzed the steps to be completed because the management of the information flow is based on the knowledge management regarding the farm activity, the knowledge of the behavior of consumers of farm products and services, marketing management and loss of privacy. In order to analyze the effects determined by knowledge management, it is necessary to know the information infrastructure of the farm,

good practices for achieving the objectives to be achieved, number of days of stay, length of stay, establishing potential customers, products and services offered.

### RESULTS AND DISCUSSIONS

In order to improve the knowledge management in agro-zootechnical farms that also carry out farm tourism activities, the following steps must be taken into analysis:

- finding the information regarding the agritourism activity from sources through which the farmers present their activity, made available to farms, local administrations, specialized organizations;
- diversification of information provided by farms;
- updating programs, events and updating knowledge;
- improving the products and farm brands offered;
- creating new products/services by using new information regarding farm activities;
- implementing the practical benefits obtained from the new knowledge assumed by the farmer based on the information;
- systematization of information to be applied efficiently in the modernization of products/ services offered by the farms;
- elaboration of pertinent information for those involved in farm agritourism activities -farmers, product organizations, tour operators, farm tourism consumers.

For any agro-zootechnical farm which practices farm tourism, we consider that information/informatics networks are very important in the management of knowledge related to:

- implementation of new activities based on knowledge;
- promoting activities such as farm products/brands or services;
- creation of databases to provide information about the farm, access roads, basic area, products/services offered, prices, personalized services, promotion logos, other means of media promotion.

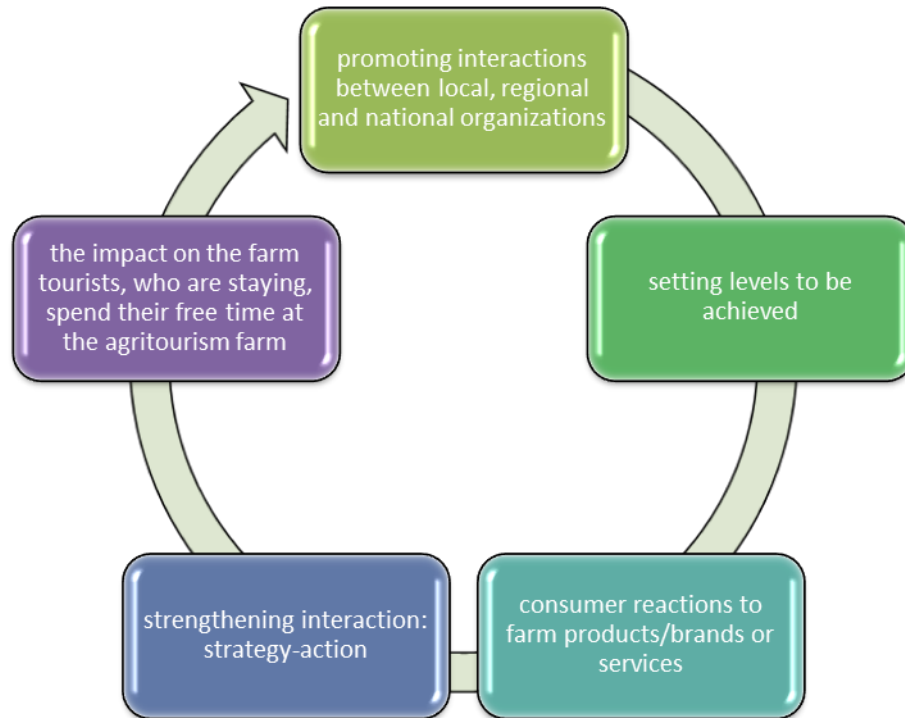
The management of the destination at the agritourism farm can be coordinated in conditions of economic efficiency, only by involving several existing entities on the market and in the area of agritourism farms:

- the public, regional, local sector as the main responsible for promoting the destination;
- private actors whose object of activity is the orientation, promotion and direction of farm agritourism flows according to demand.

In order that the destination programming activity, the coordination in the destination management to be carried out in optimal conditions in terms of quality, it is necessary to establish partnerships and arrangements with those involved in the development of destination management plans. The management plan of any agritourism farm must be structured so as to include:

- a. the objectives to be achieved by the agritourism farm;
- b. the measures that must be taken to achieve the objectives;
- c. the tools that will be used to achieve the objectives.

From a practical point of view, the destination management plan will be an opportunity to achieve the objectives to be achieved:

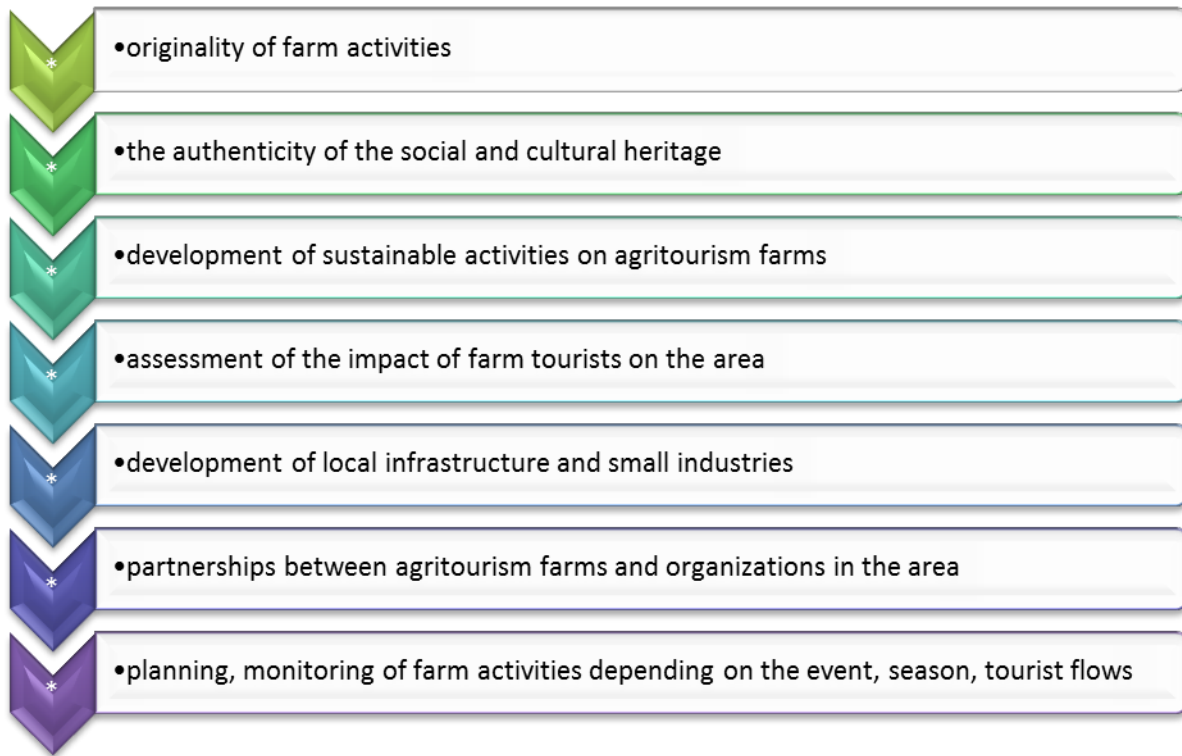


**Figure 2. Opportunities for achieving the objectives proposed by the destination management plan**

Applying an efficient destination management on the farm, contributes to obtaining advantages on the farm because:

- stimulates competition in improving the products/brands and agritourism services offered;
- consolidates agro-zootechnical farms;
- contributes to the sustainable development of the area;
- ensures the preservation of biodiversity and the protection of the environment;
- optimizes tourist flows;
- contributes to the development of local industries;
- has a multiplier effect on farm activities;
- attracts tourists to the farm;
- contributes to living a rural experience through the attractions offered.

In addition to the management of the destination information flow, at the agritourism farm, without the use of the best management practices on the farm, the objectives proposed by the management plan cannot be achieved. The achievement of these practices cannot be done without proposing concrete objectives to be achieved by farms: friendly relations with the local community, a safe business environment, personalization of services as unique, rediscovery of new educational-recreational and leisure activities and increasing their economic efficiency. In order to improve the management of the agritourism farm and to make the best management practices more efficient, we propose to respect the following principles:



**Figure 3. Principles of good management practices to improve the management of the agritourism farm**

The elaboration of good management practices based on the observance of these principles, which contributes to the improvement of the management of agro-zootechnical farms that practice farm agritourism, from the point of view of farm tourism practice, can be a model for farmers who do not have transformed agro-zootechnical farms into agritourism farms and an alternative activity, which would increase their additional income from other farm activities and promote them on the rural tourism market.

## CONCLUSIONS

In order to promote the agro-zootechnical farms that carry out farm tourism activities, it is necessary to elaborate managerial strategies that aim at highlighting unique products and services, which should be established as brands of agritourism farms. In order to develop managerial strategies in farm agritourism, it is necessary to apply a set of decisions and actions regarding the individualization of means and the establishment of the necessary resources in order to achieve the objectives, in order to obtain a competitive advantage on the market, due to the fact that the most important element of management applied in agritourism on the farm is the management of information flow, regarding the quality of farm products, brands and services, the choice of agritourism destinations and best management practices, which requires knowledge management to be directed, to consumers directly but also indirectly through farm tourism service providers. The efficient management of the destination contributes to obtaining advantages for farms, as it stimulates competition in improving the products and services offered, strengthens farms, contributes to the sustainable development of the area of influence and ensures the preservation of biodiversity, contributing to a quality rural experience through the attractions offered. In addition to managing the flow of information and agritourism destinations, to improve the management of agro-zootechnical farm and streamline best management practices, we propose to respect in the development of farm products and

services some principles on, originality of recreational and leisure activities, development of sustainable activities and assessing the impact of farm tourists on the area but also planning, monitoring and coordinating farm activities depending on the event, season and tourist flows.

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