THE REASONS FOR SPENDING THE LEISURE STAY AT THE ZOOTECHNICAL FARM THAT CARRIES OUT TOURIST ACTIVITIES

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Abstract: *The activity of livestock farms that carry out in addition to the main activity and alternative tourism activities on the farm is influenced by a number of correlative factors of the market, demand through income and leisure, supply depending on accommodation conditions, food, leisure, quality services and the confrontation between the two main market players. The main motivations regarding the constraints of the stay are determined by the demand of the clients that link the quantity of services and the products offered by the price, but these constraints are also influenced in the zootechnic farms that practice farm tourism and two other factors. However, the increase of rural tourist traffic in the area of large urban agglomerations highlights the receptivity of consumers for tourism at the zootechnic farm, the reasons for the stay being leisure, medical treatment through interaction with animals, special events but also fun-recreational reasons, depending on the material base offered to visitors.*

Key words*: livestock farm, tourism, reasons, leisure stay*

INTRODUCTION

Tourism at zootechnical farm is influenced by a multitude of factors that can be structured according several factors, such as: [1,8,11]

- the demand from tourism field: incomes, free time;
- the offer from tourism field: environmental conditions, tourism basis, services offered on the farm and their quality;
- of the supply-demand confrontation: the quality of the access infrastructure to the animal farm. [6,12,16,20]

During their stay at the zootechnical farm that carries out farm tourism activities, tourists demand a large variety of agri-food products and services obtained in the farm or farm area. Thus according to realities found in practice, even if in reality farm has no industry, agrotuorism activity is practiced in animal farms and define all the activities carried out by the farm. [2,5,13,19]

It is necessary to make an analysis of these activities and the main reasons that determine the farm tourists to spend their free time on the agritourism farm and how much they intend to spend on farm activities, what products they want to buy and what is desired for their leisure stay at the agritourism farm. [3,4,9,14] For these analyzes regarding the leisure stay, at each zootechnical farm that also carries out tourist farm activities must be identified:

- the reasons for the visit or stay at the farm;
- consumption behaviors of farm tourists;
- recreational and leisure activities;
- length of stay on the farm. [15,18,22]

Because tourists buy a leisure stay at the zootechnical farm that also carries out farm tourism activities in order to spend their free time, it is considered that they purchase a certain image of the agritourism farm, unique services and activities but also the possibilities of using a healthy and unspoiled environment in the area near the farm.[7,10,17,21]

MATERIALS AND METHODS

According to the new concepts used in identifying the ideal type of farm tourist, it is considered that this new type of tourist must have a multitude of characteristics such as the desire to be independent in leisure, gaining experience on the farm, the desire to obtain knowledge of the natural environment of the farm area, flexibility in tourist arrangements and sensitivity to farm animals and services provided by the farmer. In order to find out what causes farm tourists to spend their free time at these locations, research has been carried out, so that after the analysis to highlight the impact on the economy of the zootechnical farm through farm tourism activities.

RESEARCH RESULTS

Tourism at zootechnical farm, practiced for various reasons by middle-income farm tourists, acts with benefic benefits on the farm and on local economy, through the particular demand of the tourists for agri-food products and services, this particular demand resulting as a result after tourist stay on the farm, so is it is necessary:

- to improve the tourism particular material base;
- to stimulate the production of all elements which are component of rural tourist product;
- to ensure the development of products and services obtained in the farm with a unique character.

Well-managed farm tourism contributes to the added value of farm production through the effect of training in the achievement of goods and services, stimulating production and other areas of activity upstream and downstream of the farm and influencing the use of local labor. It is necessary to implement in the development strategy of this form of farm tourism, regardless of the reasons why tourists visit the farm for managerial measures of:

• protection of visitors' health, because they play with animals from the farm;
• integrated management of livestock production, tourism products and services;
• protection of the natural area of the farm an beyond farm;
• preservation of specific resources of the rural area, such as: animals, flora, all what means wildlife, when are developed activities outside in nature.

Spectacular increase in rural tourist activities and forms highlights the receptivity of these activities to actual life and demand of tourists and in the same time covers a complex of factors, which influence its evolution. These factors influence differentially the tourist phenomenon analyzed by us:

- socio-economic factors, such as:

a. social factors: type of leisure, what is fashionable, consumer type;

b. economic factors: two particular factor can be put in this category: firstly prices practiced in tourism activity, then incomes of tourists;

c. technical factors: material base which supports tourism activity;

d. demographic factors: referring to tourist’s age, number, type, gender.

- civilizational, educational, psychological factors: desire to know the rural environment, existing studies, the opportunity to learn about the exploitation of animals and agricultural products.

- environment factors: where the farm is placed, which are the opportunities for spending free time, if the access to the farm is made easily;

The main possibilities identified by us and which determine the stay at the zootechnical farm that carries out tourist activities on the farm are (figure 1):

- agreement, recreation, entertainment, leisure;
- farm visits for educational purposes;

- training desire;
- medical recovery after some diseases;
- particular events (on-farm cooking classes, purchase of traditional products, farm work, volunteering);
- reasons connected to spending free time.

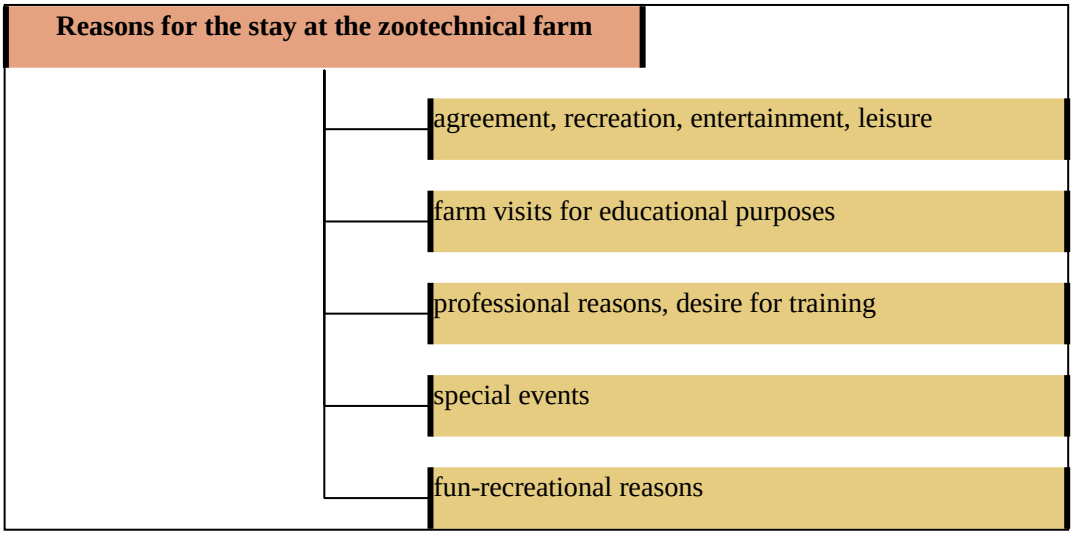

Figure 1. Reasons for the stay at the zootechnical farm

- Different types of factors can block or even disturb the attraction for the zootechnical farm, the main motivations regarding the constraints, the stay being determined by:
- Demand for products and services offered by the livestock farm. Every farm that carries out tourist activities it is influenced by the particularities of consumer demand, from where it derives as well as what will be produced and bought.
- The supply side is a possible constraint, with a somewhat permanent character, due to the fact that resources are limited in time, if good management is not ensured.
- The technical aspects are possible constraints and may come from some misunderstandings between the tourist and the farm staff, thus restricting the activities of the farm.
- Time can also be a possible constraint that influences the activity on the farm.
- Certain sanitary constraints may also appear, in the situation in which certain animal diseases appear, which can also be transmitted to the tourist who came to the farm.
- The ignorance of the opportunities that the farm can take advantage of can be a constraint that, in the long run, can slow down the development of the agrotourism activity.
- Limits of resources to support farm activities, festivals, product fairs, rural holidays related to transhumance.

We find a multitude of reasons for the stay of the stay at the agritourism zootechnical farm, by those who want to:

a. know the rural roots and the activities specific to the zootechnical farm;

b. the local gastronomy and the ways of traditional processing of the zootechnical raw materials;

c. to be educated in the zootechnical field, technologies of breeding and exploitation of animals, processing, capitalization of production;

d. are eager for recreation and entertainment.

Although there are many reasons for a special stay at the zootechnical farms that carry out tourism, we also see the existence of constraints, which reduce tourist flows due

to lack of promotion of farm tourism, lack of knowledge and information about this form of niche rural tourism and last but not least, the opportunities to stay on the farm.

CONCLUSIONS

Tourism at the zootechnical farm acts as an important factor, supporting the development of the local economy. From the development of the tourist activity in the rural area will derive in time an increase of the quantity of local products and services sold to the tourists, with benefits both for the farm and for the rural environment and the local producers. There are many factors that can contribute to the development of tourism, which must be taken into account.

The principal aspects that determine the duration of the leisure stay at the zootechnical farm that also carries out tourist activities on the farm are leisure, medical treatment and special events associated with educational, fun and recreational reasons. Taking in consideration the fact that many farms have a surplus of space and inadequate economic results, it is advisable to diversify their activities and carry out farm tourism activities because consumers wish to spend leisure time in the farm, developing activities, such as the management of animal herds, meaning fun-animal husbandry and less participation in farm activities that require physical effort.

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