

## FARM TOURISM INSTRUMENT OF EDUCATION, RECREATION AND ENTERTAINMENT

PETROMAN IONUȚ MIRCEA\*<sup>1</sup>, VĂDUVA LOREDANA<sup>2</sup>, IANCU TIBERIU<sup>2</sup>

<sup>1</sup>S.C. MERPANO S.R.L.

<sup>2</sup>Banat`s University of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timisoara, Faculty of Management and Rural Tourism, Romania

\*Corresponding author`s e-mail: petromanionut@yahoo.com

**Abstract:** *The promotion of farm tourism from the point of view of environmental protection is advantageous due to the fact that it promotes the understanding of cultural and human educational effects and profitably uses areas with lower agro-zootechnical yield, contributing to economic effects for farmers and the local community. Farm tourism, well managed through the protocols concluded between farmers and travel agencies, can become an educational tool by acquiring agricultural skills, farm leisure and the conservation and preservation of floristic and faunal biodiversity. This form of educational, recreational-fun farm tourism can be considered a form of alternative strategy with low costs for the recovery of agro-zootechnical farms by diversifying their activity and farm tourism through implemented programs a form of scientific tourism to contribute to the applied education of visitors. and farm tourists of all ages and profiles.*

**Key words:** farm, tourism, education, recreation-entertainment

### INTRODUCTION

Sustainable development in rural area, sustain the wise use and conservation of natural and anthropogenic resources, in order to maintain their long-term viability, the success of this approach is due to the following aspects: [11,14,18]

- the development perspective for the supporters of the continuous growth of the rural areas;
- sustainability for environmental activists and slow-growing supporters.

Sustainable development represents an attractive opportunity to continue economic development, without forcing the ability to sustain the environment: natural, socio-cultural, economic. Also in tourism, all its forms of niche, cultural tourism, rural tourism, agritourism, farm tourism, the concept of sustainable development, is used in the following sense: sustainable development is a process that takes place without destroying or depleting resources, ensuring the development, but resources must be capitalized, in a rhythm identical to their renewal, giving up exaggerated exploitation, when the resource is slowly regenerated, in order to be able to replace it with another with greater regenerative power. [4,10,15]

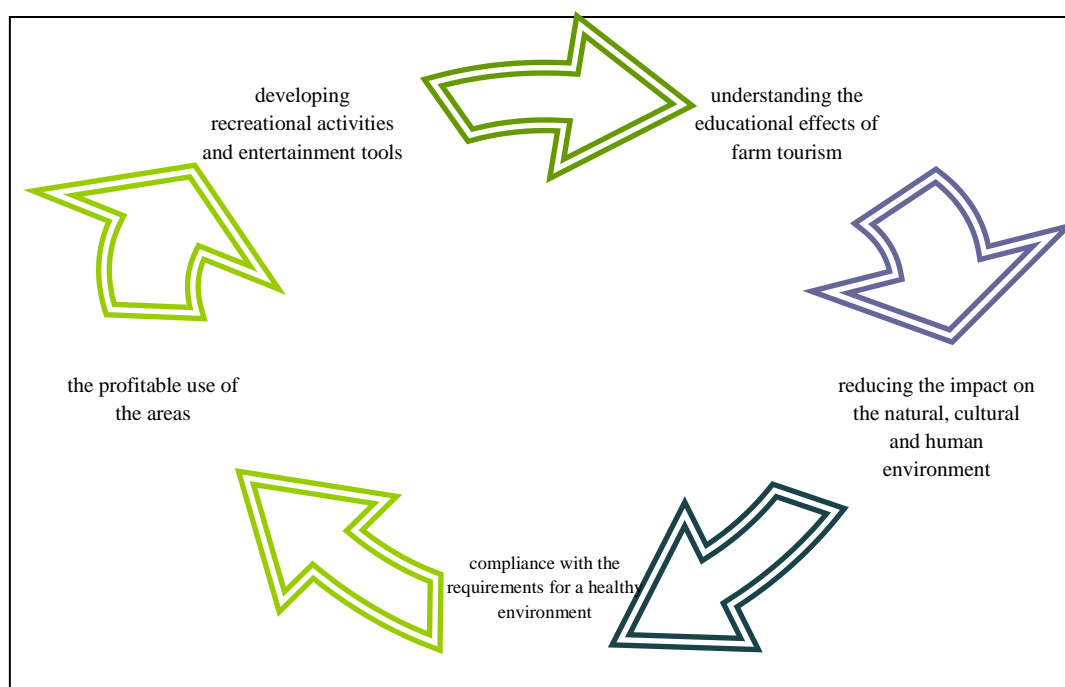
Sustainable farm tourism can be seen as the application of the idea of sustainable development in the tourism sector [16,19] in the sense of developing a form of tourism, which should come in:

- a. meeting the needs of the present - escaping into a cleaner environment;
- b. compromising the capacity of future generations;
- c. satisfying one's own needs or that of a tourism that uses and conserves resources wisely;
- c. maintaining the long-term viability of natural and anthropogenic resources. [2,6, 12,13]

Sustainable farm tourism can help to reduce negative impacts on areas and increase positive impacts as economic sustainability ensures, improving rural life, maintaining the environment untouched by tourist flows and redirecting tourist flows to other areas to preserve the biodiversity of tourist areas. Spatial planning and zoning needs to be done for

sustainable farm tourism based on the support capacity of ecosystems to help achieve the following objectives over time: [1,5,9]

- understanding the educational effects of farm tourism on different types of tourists;
- developing those activities that become the most effective recreational and entertainment tools on the farm;
- reducing the impact on the natural, cultural and human environment;
- the profitable use of the areas around the agro-zootechnical farms with tourist vocation;
- compliance with the requirements for a healthy environment.



**Figure 1. The objectives of land planning and zoning for sustainable farm tourism**

Recent research shows that sustainable farm tourism must make proper use of environmental resources, respect the socio-cultural authenticity of communities, preserve cultural heritage and traditional values, maintain intercultural tolerance, ensure long-term viable activities and to maintain the satisfaction of the tourist at high parameters. [3,7,8,17]

### MATERIAL AND METHOD

Promoting a sustainable tourism in the area of animal farms, farm tourism, agritourism, ecotourism, hunting tourism, from the point of view of environmental protection is advantageous for the following reasons, due to the fact that it favors the understanding of educational effects from a human and cultural point of view.

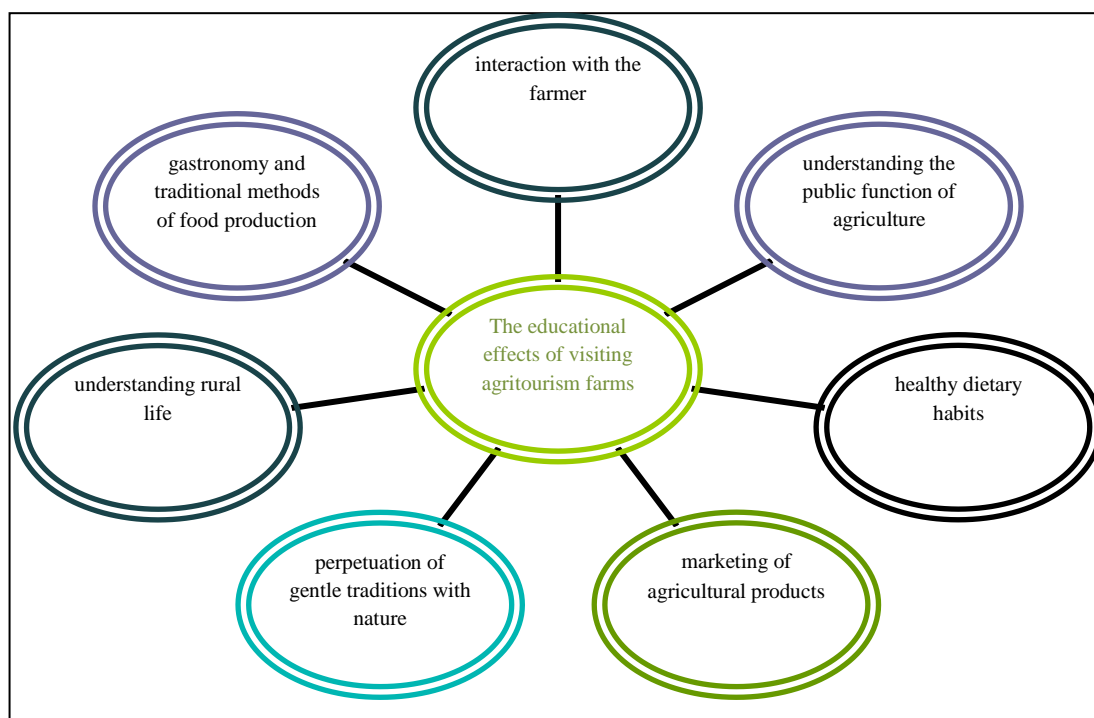
Cost-effective use of areas with lower agro-zootechnical yield and higher economic effects for farmers, farm population, recreation facilities, entertainment, recreation, accommodation, food with farm benefits and local communities, conservation of endangered animal species at the minimum threshold of existence, breeds of birds, pigs, cattle, by forming microfarms at the entrance to agritourism farms and contribute to the protection of spontaneous flora and fauna by preserving habitats and ecosystems. Because rural tourism with its niche forms, farm tourism, agritourism, ecotourism, village tourism, country tourism, is an incredible educational tool as it is designed and practiced, the effect

expected by this scientific approach, in terms of education for tourists of different profiles, would be the knowledge of the traditional rural agropastoral culture, the importance of nature conservation and the preservation of the floristic and faunal biodiversity in a healthy environment. Farm tourism through the measures based on proposed analyzes, to improve the management of agritourism farms, can become an educational form for, pupils, students, families of middle-income rural tourists and 1-2 children, other knowledge seekers, by implementing in farms with a vocation of applicative activities depending on the needs of these types of tourists and the suitability of the farm.

## RESULTS AND DISCUSSIONS

The acquisition of skills by visiting agro-zootechnical farms, depending on the age and the level of training of the farm tourists, depends on the way of managing the agritourist activities of the farm, requiring them to aim at the following effects:

- understanding the public function of agriculture with its plant branches and raising animals and rural areas;
- interaction with the farmer, the producer of goods for the acquisition of traditional technologies;
- gastronomy and traditional methods of food production;
- healthy dietary habits using, farm products, plants from spontaneous flora as spices;
- marketing of agricultural products;
- maintaining balance in nature;
- understanding rural life;
- perpetuation of gentle traditions with nature;



**Figure 2. The educational effects of visiting agritourism farms**

Direct experience by participating in farm activities, for the formation of skills does not always mean performing practical activities but one can attend activities aimed at realizing that nature must be protected, forming a behavior about obtaining food in the traditional system, using technologies storage, preservation of products obtained on the

farm. Farm activities can have in addition to the formation of skills depending on the profile and age of farm tourists and a cultural and economic-social impact focused on education, covering a wide range of educational-recreational-fun activities, educational character for visitors or farm tourists but we consider that it must meet the following characteristics:

- to take place in the country, village, farm and bring benefits to administrators;
- to be based on the consumption of local products from the agro-zootechnical farm;
- involve educators and producers, processors and farmers.

For these reasons, rural tourism in general with its niche forms, farm tourism, educational agritourism in particular, combined with other forms of tourism, can be developed as a basic component of a business model to support urban educational units in the development of practice profile, the agro-zootechnical entities to promote their agro-zootour type activities, by setting up some application farms. In order for the educational, recreational and fun effect on farm visitors and tourists of different profiles and levels of education to be the desired one, we recommend:

1. Planning farm activities according to the profile of the farm: agricultural, horticultural, processing or business animal husbandry, specialized practice, by production seasons;

2. The management of the activities will plan the activities according to the specific aspects that will determine the efficient education, recreation and entertainment that will lead to the formation of the desired skills by:

- alternative planning of educational, recreational and fun activities without tiring the visitors or farm tourists;
- involvement of everyone in each practical activity according to age and profile;
- establishing clear rules for participation, without disturbing agro-zootechnical activities;
- awarding prizes in products;
- possibilities to purchase products at promotional prices.

3. Management of farm tourists. The management of the visitors' behavior is the responsibility of the group leader and the farmer, the success depends on the cooperation between them in coordinating and carrying out the farm activities. It is necessary to implement in agritourism farms an additional type of management - the management of the impact of the group of farm tourists, because they come into contact with workers, processors of farm products. For this, strategies and management practices of the group of tourists by fields of activity must be developed and the activities with applicative purpose must be supervised for the formation of educational, recreational and entertainment skills, providing the following strategies for farm tourists:

- providing accommodation and food according to the purchased tourist package;
- marking the areas, the route to follow;
- observance of work safety norms;
- inclusion in the farm program;
- participation in skills training activities;
- elaboration of training programs;
- checking knowledge through recreational-fun contests;
- rewarding all participants in activities through product tastings;
- possibilities to purchase products for a cost.

Well-managed farm tourism in agro-zootechnical farms can become a tool for:

- education for visitors and farm tourists according to age and profile;
- conservation of traditional animal breeds;

- trainer of applicative skills specific to agro-zootechnical farms;
- nature walks;
- protection of the natural environment;
- preservation of traditional technique and culture;
- direct experience of knowing and understanding life in the country;
- indirect experience of education, recreation, entertainment, regarding the preservation and capitalization of archaic techniques;
- cultural experience;
- learning using the senses, through practical observation at the agro-zootechnical, horticultural or processing farm.

Even if the practice of agritourism on the farm is considered a form of niche tourism, of rural tourism, which addresses a small number of visitors and farm tourists, well managed through the proposed activity programs, it can become a scientific, recreational, fun, tourism to help educate young people, those who want to know the secrets of animal husbandry, agriculture, forestry, agri-food, business and those of other profiles who seek, peace in the farm environment, are eager for traditional culture and healthy nutrition, those who want to protect the environment and preserve biodiversity.

For these reasons, farm tourism, educational, recreational-fun, can be considered a form of alternative strategy, training of application and educational skills, with low impact on human communities and the environment and contributing to the development of rural areas through promoting new activities carried out on agro-zootechnical farms that practice agritourism, as an alternative activity of additional income.

## CONCLUSIONS

Sustainable development of rural areas, supports the wise use and conservation of natural resources in the area of agro-zootechnical farms and agritourism farms and zonal anthropic resources but through educational, recreational-fun activities on farms, farm agritourism with its forms can become a means of skills training for farm tourists and income earners for farmers or agritourism farm managers through planned activities. Farm agritourism, well managed through protocols between farmers and travel agents, can become an educational tool by acquiring practical skills in traditional rural techniques, production, processing and conservation of agricultural products, nature conservation and conservation of floristic and faunal biodiversity.

Direct experience on agritourism farms, for the formation of technical skills does not always mean performing a practical activity but also assisting in activities aimed at raising awareness that the nature of the agro-zootechnical farm area must be protected. For these reasons, this form of educational tourism, recreational-fun farm, can be considered a form of alternative strategy with low costs for the recovery of agro-zootechnical farms by changing or diversifying the field of activity. Through well-managed programs, it can become a form of scientific tourism that contributes to the applied education of farm tourists of different ages and profiles, but also of young people who are preparing in tourism, biological, animal husbandry, agriculture, horticulture, agri-food, business and of those from other profiles.

**REFERENCES**

- [1].**ARRU BRUNELLA, FURESI R., MADAU F.A., PULINA P.**, 2019,Recreational Services Provision and Farm Diversification: A Technical Efficiency Analysis on Italian Agritourism, *Agriculture*, 9(42), pp. 1-15
- [2].**BARBIERI CARLA, XU S., GIL ARROYO, CLAUDIA, RICH SAMANTHA ROZIER**, 2015, Agritourism, Farm Visit, or... A Branding Assessment for Recreation on Farms, *Journal of Travel Research*, pp. 1-15
- [3].**CĂPET V.A., VĂDUVA LOREDANA, PETROMAN CORNELIA**, 2021, Business improvement in swine meat processing units, *Lucrări Științifice Management Agricol*, Vol. 23 (3)
- [4].**DANIELS BARB, POWELL J., ROTTMAN SUSAN**, 2001, Promoting the Farm or Ranch Recreation Business, Laramie, WY: University of Wyoming
- [5].**GIL ARROYO CLAUDIA**, 2012,What Is Agritourism? Reconciling Farmers, Residents and Extension Faculty Perspectives, MSc Thesis. Raleigh, NC: North Carolina State University
- [6].**KHANAL ADITYA R., HONEY U., OMOBITAN O.**, 2020, Diversification Through 'Fun in the Farm': Analyzing Structural Factors Affecting Agritourism in Tennessee, *International Food and Agribusiness Management Review*, 23(1), pp.105-120
- [7].**LATTANZI M.**, 2005, Creating Successful Agritourism Activities for Your Farm, South Deerfield, MA: Community Involved in Sustaining Agriculture
- [8].**MAHALIYANAARACHCHI ROHANA P.**, 2015, Agri Tourism Farm & Farm Stay, Balangoda: Sabaragamuwa University
- [9].**NUTHAL P.L.**, 2010, Farm Business Management: The Human Factor, Wallingford-Cambridge: CABI
- [10].**PETROMAN I.M., CSOSZ I., HOLLIEFIELD S., PETROMAN CORNELIA, MARIN DIANA, DUMITRESCU A., SOUCA LAVINIA, STAN ANDREEA**, 2012, Notes on the role of farm agritourism in a vegetable and animal farm economics, *Lucrări Științifice Seria I. Management Agricol* 14(4)
- [11].**PETROMAN I.M., PETROMAN I.**, 2013, Conservarea autenticității prin activități agroturistice, Editura Eurostampa, Timișoara
- [12].**PETROMAN I., MARIN DIANA, PETROMAN CORNELIA**, 2015, Bazele turismului, Editura Eurostampa, Timișoara
- [13].**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, *Animal Science and Biotechnologies*, Vol. 43 (2)
- [14].**PETROMAN CORNELIA**, 2015, Typology of tourism destination, *Scientific Papers Animal Science and Biotechnologies* 48 (1), pp. 338-342
- [15].**PETROMAN I., MARIN DIANA, PETROMAN CORNELIA** , 2015, Bazele turismului, Editura Eurostampa Timișoara
- [16].**RISTEA I., BOLOCAN RODICA, PETROMAN CORNELIA, IANCU T., MARIN DIANA, PETROMAN I.**, 2018, Implementing measure for the safety of product obtained in agrotourist farms. European Biotechnology Congress, Athens, Greece
- [17].**VĂDUVA LOREDANA, PANDURU ELISABETA BIANCA, PETROMAN CORNELIA, ADAMOV TABITA, MARIN DIANA, PETROMAN I.**, 2020, Tourism forms practicable in protected areas, *Lucrări Științifice, Seria I. Management Agricol* 22(1)
- [18].**VĂDUVA LOREDANA, PETROMAN I.M.**, 2021, Forme alternative de turism, Editura Eurostampa
- [19].**VĂDUVA LOREDANA, PETROMAN CORNELIA**, 2017, Ecumenical tourism in Banat, *Lucrări Științifice Management Agricol Seria I.*, 20(1)