

IMPLEMENTATION OF RECREATIONAL AND LEISURE ACTIVITIES TO DIVERSIFY THE ACTIVITY OF AGRO-ZOOTECHNICAL FARMS

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Abstract: *The proposal of business models that diversify the activity of complementary or alternative agro-zootechnical farms, must take into account the option of farmers depending on opportunities and resources but also the legislation in force on classification, development of licenses respecting quality management and traceability of products offered by farms. The process of implementing new activities involves the transformation and modification of some farm activities, the elaboration of the business plan and the elaboration of the marketing plan of the sales of products and services offered by the farms. Models of adapting or transforming agro-zootechnical farms into agrotourism farms require solving financial management problems, identifying risks and implementing prevention measures, ensuring the welfare and biosecurity of animals and visitors, using good production practices and training farmers' communication skills with tourists. farm. The implementation of recreational and leisure activities will contribute to obtaining multiple benefits for farmers by training new managerial skills and obtaining constant income for farms.*

Key words: *agro-zootechnical farms, management, recreational and leisure activities*

INTRODUCTION

The agro-zootechnical farms with lower economic results, must aim for their economic recovery according to opportunities, the elaboration of transformation models in farms with alternative agritourism activity in addition to the basic agro-zootechnical activity. The main objectives of the farmers must be to analyze all the opportunities for transformation and operation of the proposed models and the concrete possibilities of implementation depending on the type of farm, the steps for transformation, obtaining legal operating documents, the type of marketing management proposed for sales, the programs for the conservation of the natural and anthropic resources of the agritourism farm, the restrictions on the access roads, the objectives included in the itineraries and the environmental protection measures and the ways of promotion. [14,15,18,21]

Transformation models of animal, vegetable or horticultural farms into agritourism farms must take into account the rules of organization of activity and management of the marketing of products and services offered, the process of transformation and modification of animal breeding and exploitation, plant cultivation in agritourism farms requiring the following main stages:

- identifying the options regarding the transformation, by evaluating the farm and going through the following two main steps: [6,11,16,17]

- determining the farmer's options and evaluating his activity by: identifying recreation opportunities, calculating basic material needs, identifying the knowledge of the farmer and family members regarding the recreation industry, understanding why tourists will come to the farm, assessing preferences, options and goals, drawing up the recreational map, property management and access to the agritourism farm; [3,10,12,20]
- carrying out the transformation procedure, project, permits, accommodation facilities, meals, recreation, establishing access to the objectives included in the farm activities, indicating the routes.

- evaluation of the opportunities offered by the farm, depending on the field of basic activity;
- identification of farmers' considerations, in order to meet the legal conditions for approving the transformation and operation of the agritourism farm by: zoning to ensure privacy and tranquility and obtaining a license to operate, distribute products and services; [4,5,9,13]
- elaboration of the business plan, which will support the future complementary or alternative business of income generation;
- drawing up the marketing plan for the sales of products and services. [1,2,22]

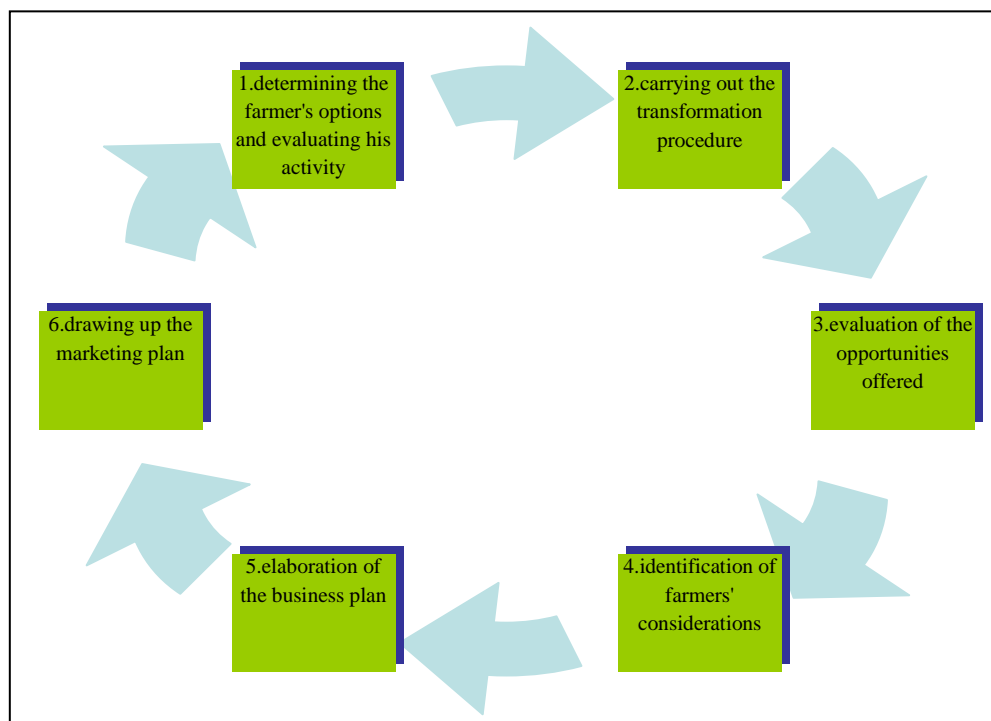


Figure 1. The stages of transformation of animal and vegetable farms into agritourism farms

MATERIAL AND METHOD

In order to propose models for the transformation of agro-zootechnical farms into complementary or alternative agritourism farms, with chances of implementation, the option of farmers must be taken into account in designing opportunities, depending on existing resources and the type of farm activities that can be offered to visitors, but also the legislation regarding classification, development of licenses for accommodation, food and consumption, sale of farm products and compliance with quality management and traceability. Before starting a transformation of the animal/vegetable farm into a farm the farmer must decide basis on the analysis of the educational, recreational-entertaining role of agritourism in the economy of its primary, complementary or supplementary farm and depending on the invested capital the transformation of the farm can be considered a basic activity, when farm agritourism becomes the dominant activity in the farm, complementary when it is part of farm activities and alternative activity, which support the production of other products on the farm and increase incomes for the farmer. [7,8,19,20]

RESULTS AND DISCUSSIONS

Although specialized literature abounds in models of farm transformation and diversification of their tourism activities, the models proposed for implementation by us are addressed to any farmer who wants to transform his animal/vegetable farm into an agritourism farm and they involve solving the following managerial problems:

- financial management through:
 - o analysis of the productivity of the activity carried out;
 - o analysis of production costs;
 - o monitoring inputs and outputs;
- identification of risks and prevention measures by consulting:
 - o specialized organizations;
 - o elaboration of the risk management plan regarding the safety of the farm;
 - o elaboration of the management plan for the quality of the products and services offered and the preventive measures;
 - o detection of risk areas on the farm;
 - o compliance with regulations on the safety and health of tourists who stay, consume farm products;
- ensuring the patrimony of the agritourism farm, the technical-material base, the health of the human resource;
- ensuring the biosecurity and welfare of animals and plant health;
- compliance with the taxation of products/services:
 - o business taxation;
 - o sales taxation;
 - o income taxation;
- correct application of the labor code:
 - o providing benefits to employees based on achievements;
 - o communication with tourists respecting the principle of good host;
 - o performance evaluation;
 - o the causes that determined the non-achievement of the objectives;
 - o maintaining a proper working climate;
 - o prompt resolution of tourists' problems;
- use of good practices in the following sectors:
 - o of hospitality;
 - a public catering;
 - a farm.
 - communication skills:
 - a direct farmer-farm tourist communication;
 - o interpersonal skills;
 - o Involvement of the farmer in meeting the needs of tourists.

We consider that the proposed objectives can be achieved in any farm depending on the profile only on the basis of a detailed managerial program of the preparation period for the implementation of the model for transforming the vegetable/animal farm into an agritourism farm:

1. six months before implementation:
 - diversification of farm activities;
 - identification of tourists interested in farm activities;
 - equipping the farm according to activities;
 - elaboration of a map with the access roads;
 - setting costs and profit;
 - concluding contracts with service providers;

- calculating the maximum number of receipts;
 - promoting the new agritourism farm.
2. two months before the implementation of the model:
- farm insurance;
 - website;
 - calendar of farm events and activities;
 - elaboration of the logistic plan of the events;
 - installation of road signs;
 - elaboration of advertising leaflets;
 - press releases.
3. Ten days before the event:
- contacting suppliers and announcing the change of field of activity;
 - purchasing products;
 - isolation of prohibited routes on the farm;
 - indicators with routes for tourists;
 - presentation at the entrance of the farm history;
 - places of interest for the visitor and the route map;
 - marking alleys, hiking trails;
 - the objectives that can be visited on the farm and the duration of the trip.

The chances of implementing the models of transforming agro-zootechnical farms into agritourism farms and of being successful, staying in the top, are higher if the farmer:

- knows how to manage his business;
- uses the advice of consultants in the field;
- understands the challenges to which he is exposed;
- solves all aspects regarding the legislation in the field.

In order to achieve the transformation, the following steps will be followed, which we consider to be of major importance:

a. *Analysis of the potential* of being a good host of the farmer:

- willingness of farmers to communicate with guests;
- the ability to meet the needs of tourists;
- skills of a good administrator of the farmer.

The advantages of transforming the animal/vegetable farm into an agritourism farm from an economic point of view and of diversifying the activities are:

- continuity in the development of agritourism activities;
- implemented new activities do not require large expenses;
- new managerial skills for the farmer;
- the sources of income are constant;
- farm tourists can become loyal customers.

In the case of transforming the vegetable/animal farm into an agritourism farm, there are disadvantages:

- arranging accommodation, dining, leisure activities involves unforeseen costs;
- planning agritourism activities, can produce imbalances in the technological flow of production;
- non-compliance with the farm's visit programs can lead to a decrease in animal production due to the stress to which the animals are subjected;
- tourists may present animal health risks.

b. *The aims and objectives* of the introduction of new agritourism activities on the farm must not differ from the objectives of the vegetable or animal farm:

- if the purposes of a vegetable or animal farm are:
 - reducing fertilizer costs;

- reduction of animal feed costs;
 - increasing the farm's income from the sale of processed production;
 - the production of cereals with a high gluten index or the increase of milk production in sheep by cross-breeding.
- then the purposes of the agritourism farm must be:
- additional income increase by offering plant or animal products to tourists who stay on the farm or visit it;
 - ensuring travel by farm means.

c. *Identifying resources*, people with experience in the field of implementation projects:

- identification of farmers in the area, who practice farm agritourism;
- recourse to specialists;
- training programs in the field of tourism;
- consultation of tour operators:
- on the profile of tourists;
- how to promote farm activities.

d. *Evaluation of farm resources*, specific products/services:

- what produces the agritourism farm;
- what additional products/services the farm offers;
- what activities would impress tourists;
- whether the farm by transformation intensifies its attractiveness;
- if neighboring farmers agree to offer their products to the agritourism farm.

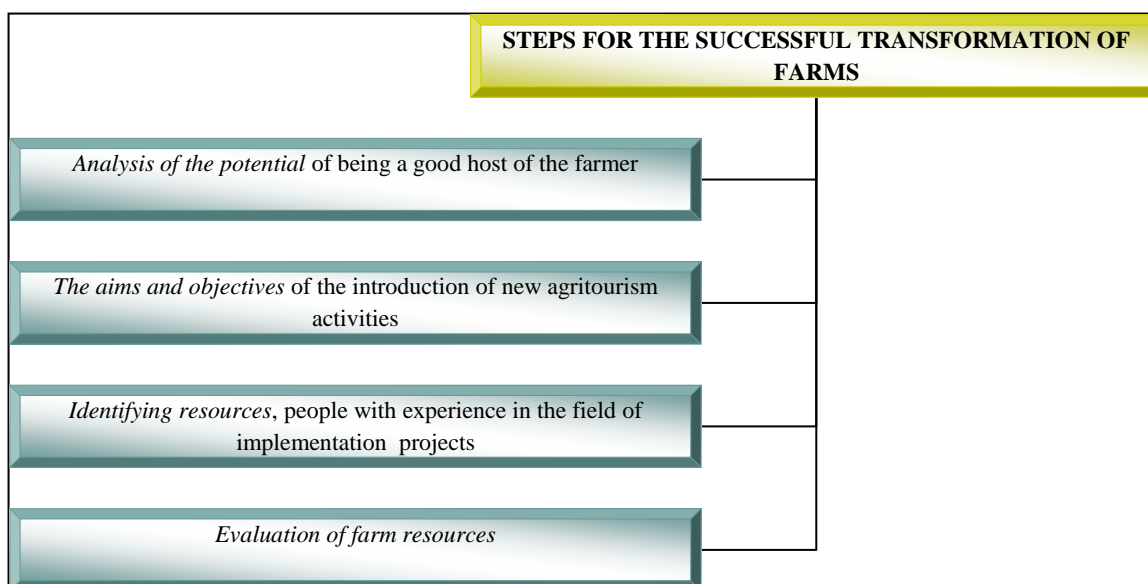


Figura 2. Steps for the successful transformation of farms and the implementation of new farm activities

CONCLUSIONS

The process of transformation and modification of the activity of breeding and exploitation of animals, plant cultivation, in agritourism farms, requires the completion of stages of identification of transformation operations, evaluation of farm opportunities, identification of farmers' considerations, elaboration of business plan and marketing plan for sales of products and services offered by the farm. Transformation models require solving problems regarding the financial management of the farm, identifying risks and implementing prevention measures, ensuring the welfare and biosecurity of farm animals,

using good production practices and training communication skills with visitors. Achieving the proposed objectives regarding the transformation will be based on a detailed management program of the preparation period for the implementation of the model of transformation of the vegetable/animal farm into an agritourism farm, the chances of success depending on how the farmer knows how to manage his business, understands the challenges to which it is exposed and solves the problems that arise, resorting to the advice of specialists in the field. The transformation of the farm, from the economic point of view through the diversification of activities, determines the obtaining of multiple economic advantages for the farmer, continuity in the development of agritourism activities, the formation of new managerial skills, obtaining constant income throughout the year by loyal farm tourists, due to the existence of the material base.

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