

RESEARCH REGARDING THE DEVELOPMENT OF THE MARGINA COMMUNE THROUGH AGRITOURISM. IDENTIFYING INTEREST FROM TOURISTS

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Abstract: In recent years, interest in spending free time in rural areas has increased in our country. These trends align with the European ones to spend holidays in the middle of nature with the diversity of local products. Such an area is the Margina area. The reason why the Margina area was chosen for research is that the area proposed for the study is a good preserver of traditions and customs to which are added the products and natural resources of the area. The research undertaken aims to identify the interest shown for this area.

• Introduction

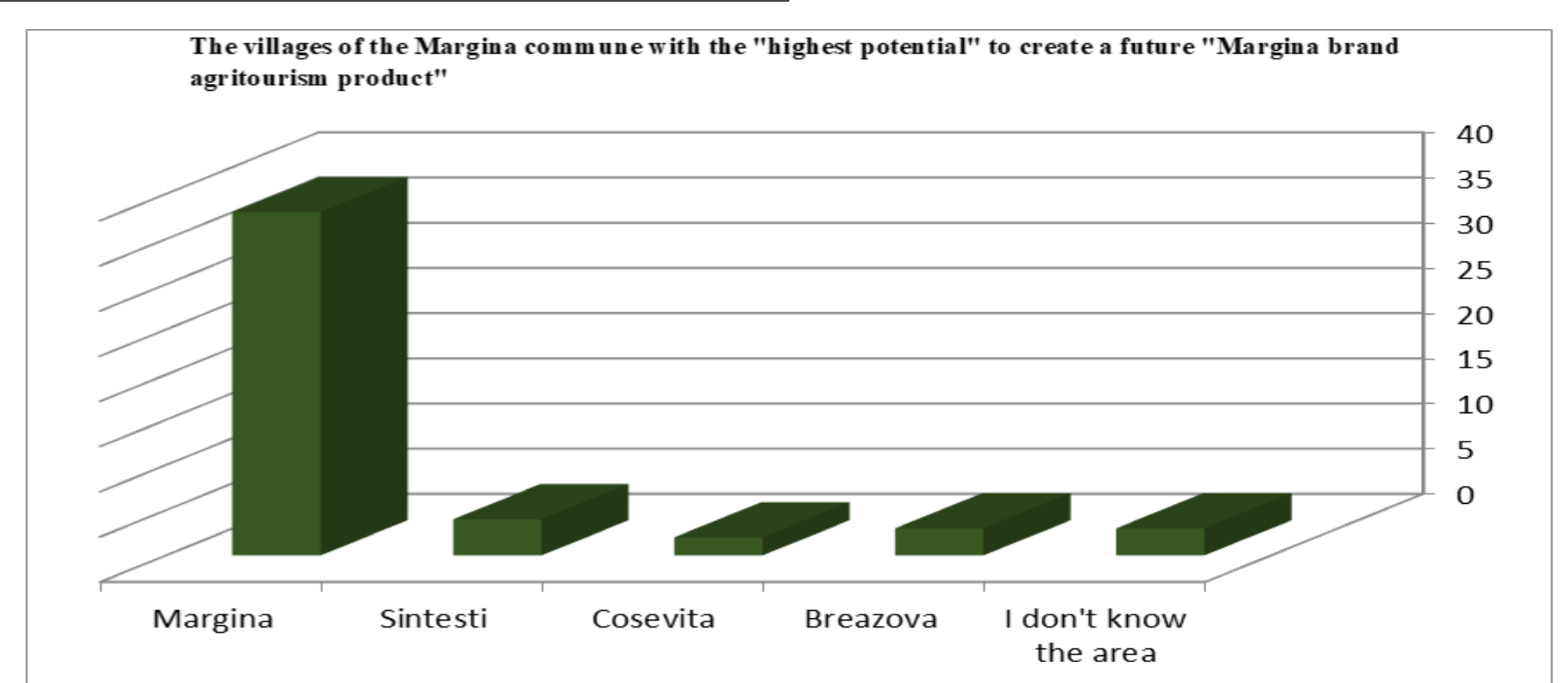
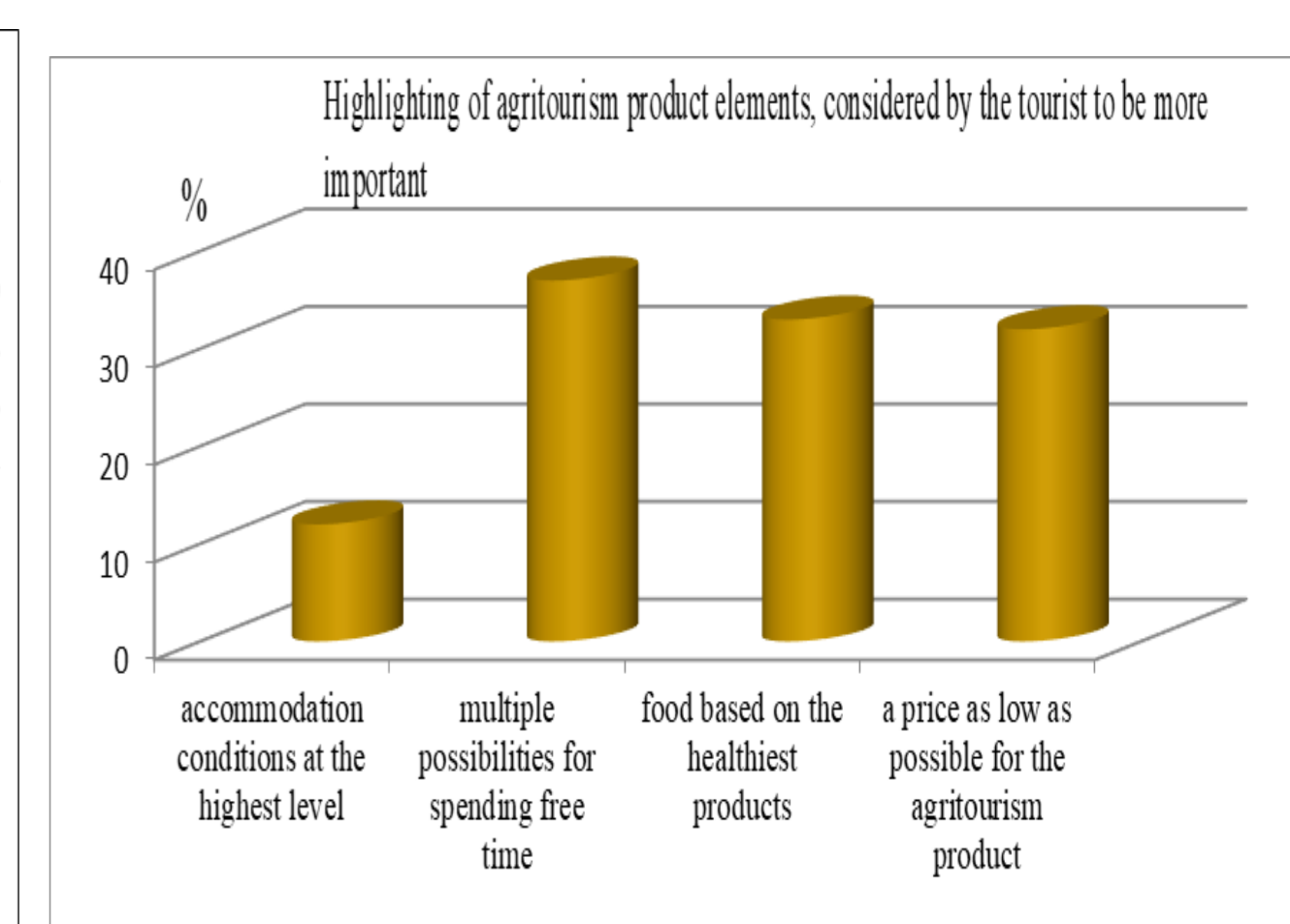
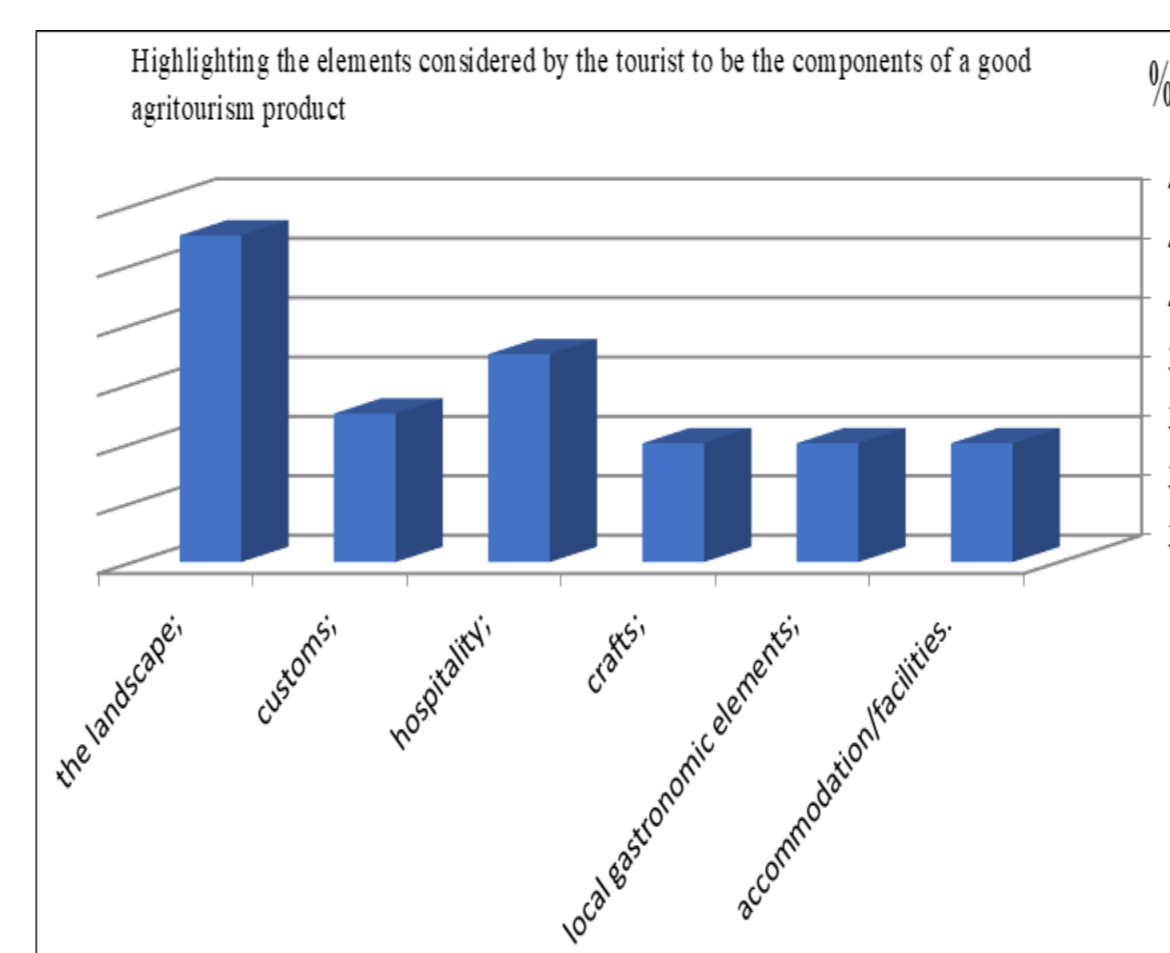
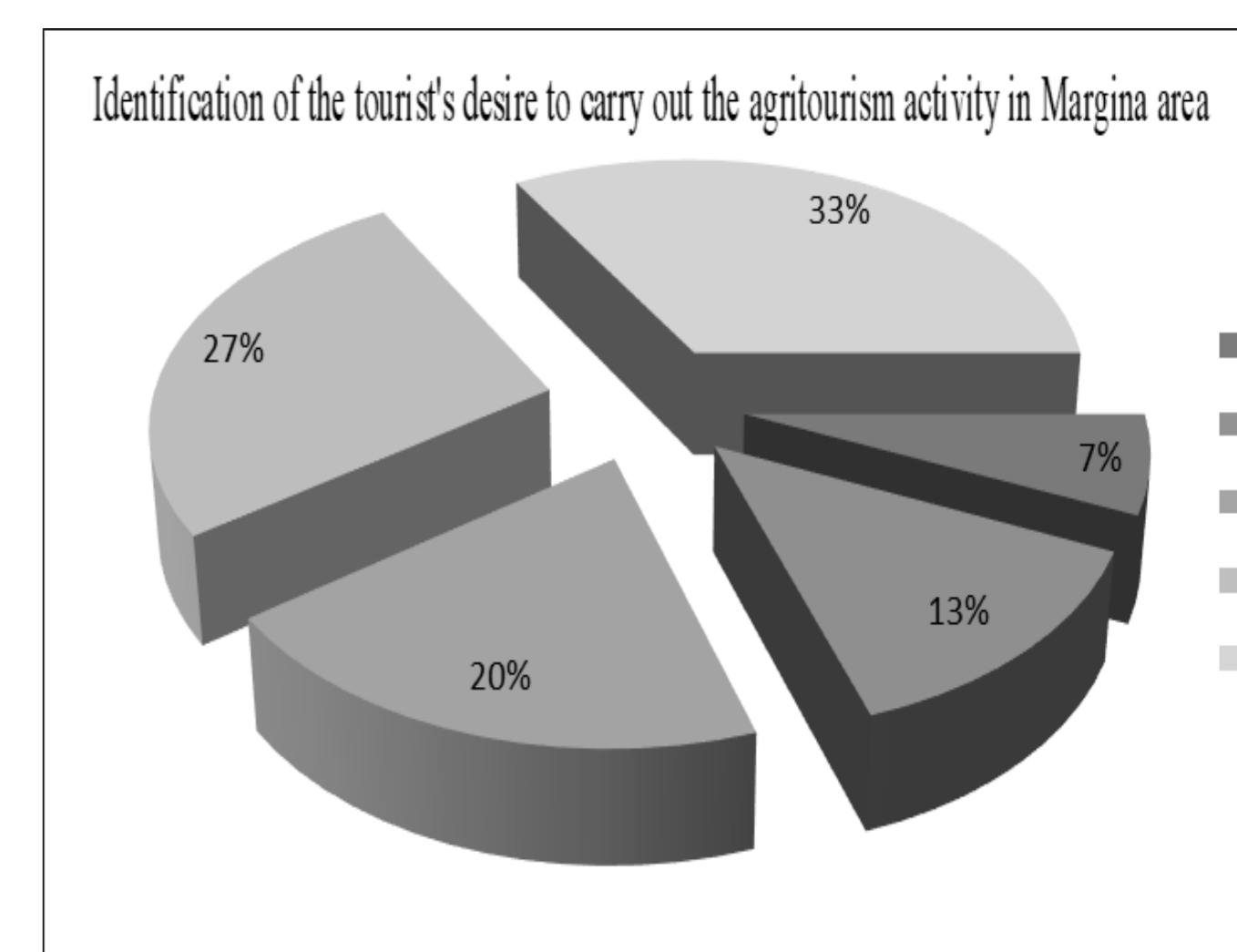
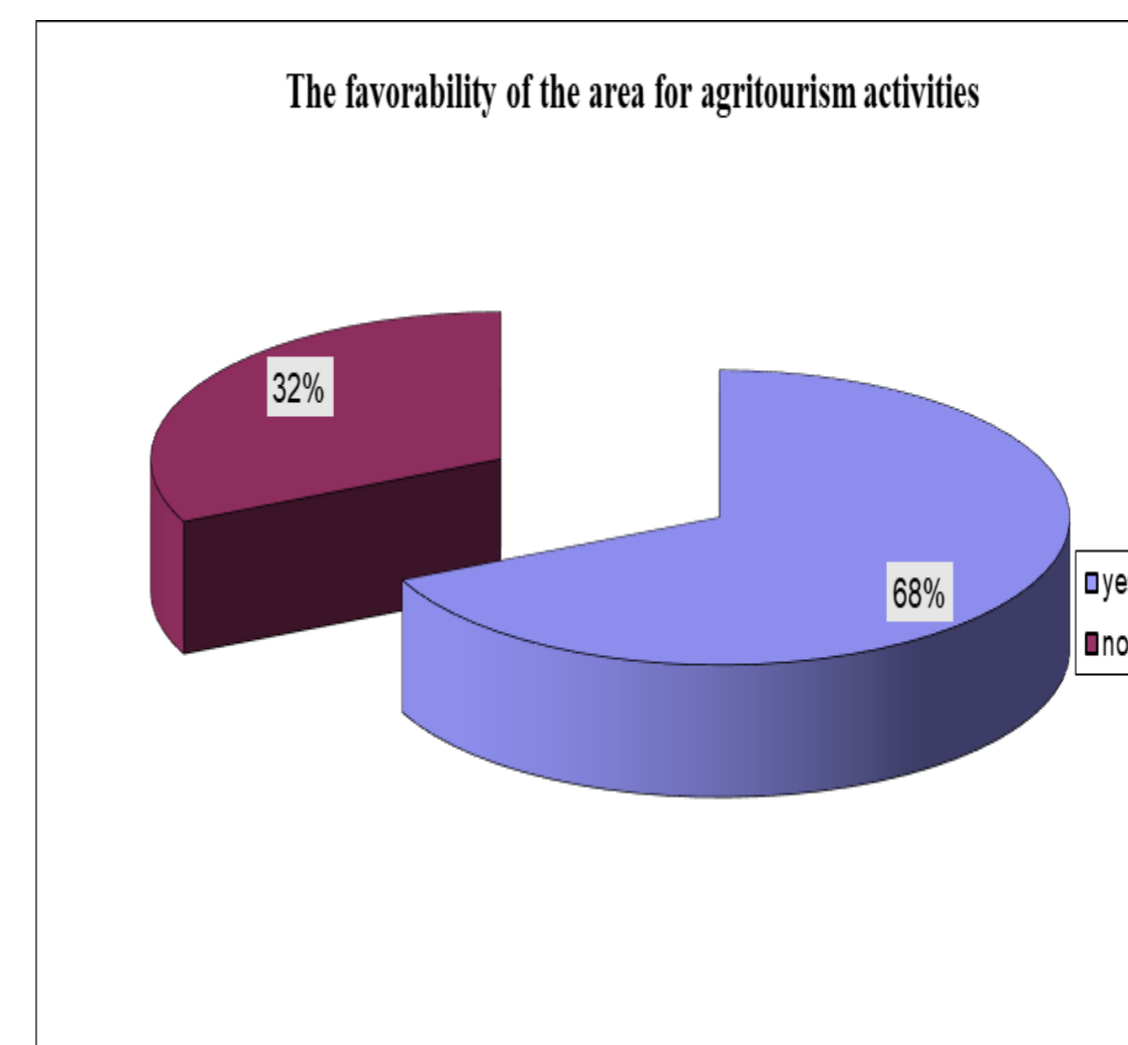
• Margina is documentary certificate from 1365, and has a total area of 132 square km. The villages of the Margina commune are mostly agricultural villages, some of the scattered-dissociated type, they are among the oldest from our country inhabited by Romanians with houses located on irregularly intersecting streets - Margina, Breazova, Sintesti, Costeiu de Sus. In the villages of the Margina commune, people try to preserve the most valuable aspects of life, in an authentic way, the customs and traditions of their ancestors and want to share the customs, crafts, traditions and gastronomy of the Banat area with those interested.

• Material and method

• The main objective of the research is to know the interest of tourists for the Margina area, and in order to achieve this purpose, a questionnaire with 10 questions was designed. Thus, a number of 50 questionnaires were applied, aiming to collect the following information:

- the favorability of the area for agritourism activities, based on a series of motivations;
- the desire of the tourist to carry out the agritourism activity in Margina area;
- what are the elements considered by the tourist related to a good agritourism product;
- expectations vis-à-vis the "Margina agritourism product";
- which of the elements of the agritourism product are considered by the tourist to be more important: accommodation, food, leisure;
- which of the villages of Margina commune has the "highest potential" to be able to create a successful future "branded Margina agritourism product";
- actions/measures that the tourist would take if he were co-opted into a "local committee for agritourism".

Results and discussions



• Conclusion

- Visiting any rural tourist settlement involves combining different components such as transport, accommodation, tourist attractions and services. Several aspects give the agritourism product the chance to be successful:
- An imperative requirement of agritourism would be the capitalization of ethnographic values from rural area, by offering services with high added value.
- It is possible to try the development of circuit-type agritourism products, in collaboration with other areas.
- Increasing the attractiveness of tourist areas by combining rural/agritourism specific leisure opportunities with other types of specific attractions.