



ELEMENTS WHICH GIVE INDIVIDUALITY TO SICHEVITA COMMUNE. THEIR CAPITALIZATION THROUGH A SPECIFIC TOURIST PRODUCT

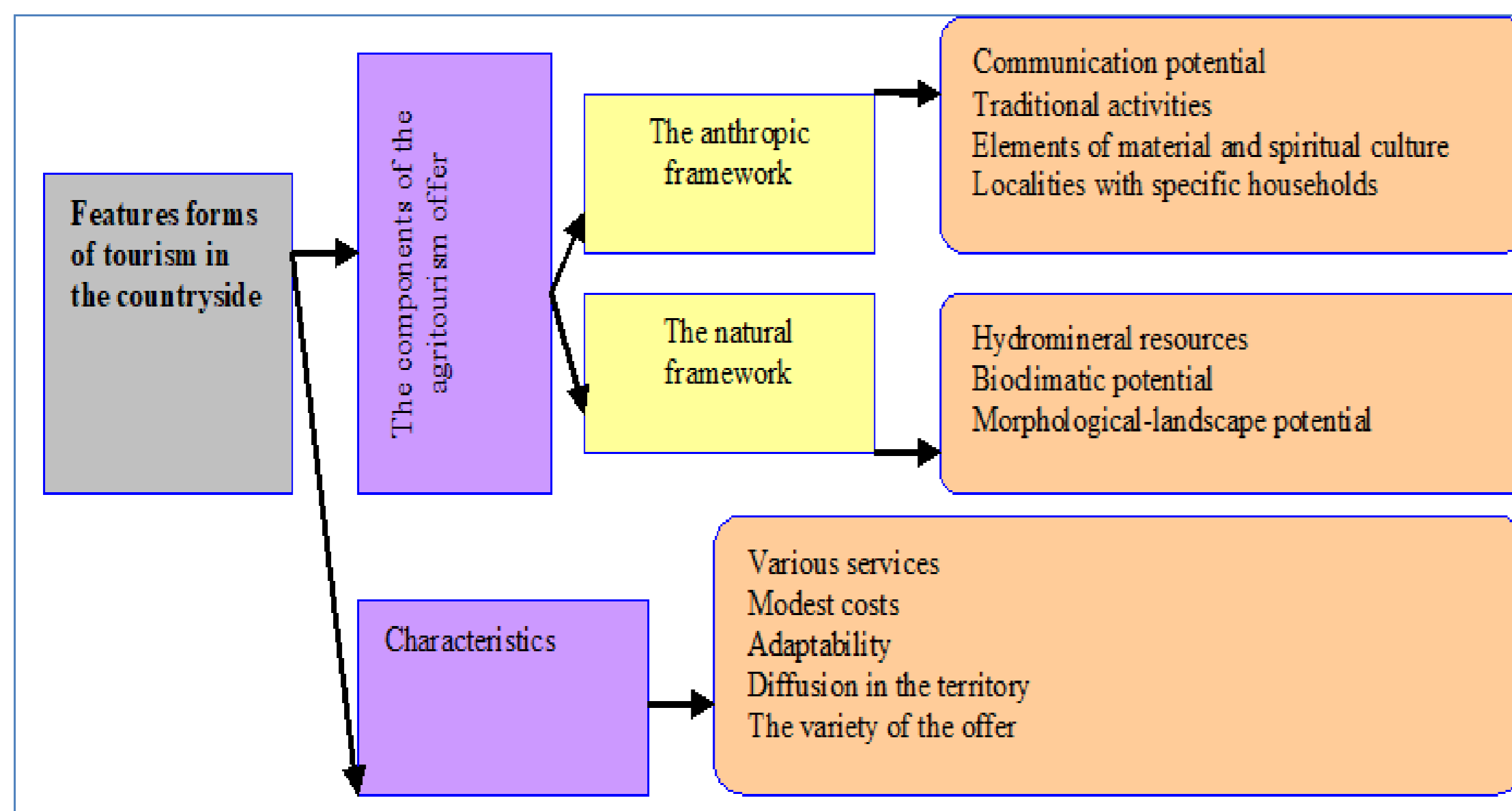
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Abstract: The article has as purpose to draw attention to the specific defining features of tourism in rural environment, as a possibility for the local community of Sichevita development, through own resources. The current research represents an attempt to provide a complete picture about local resources, specific to the area, and to come up with the proposal to establish a future tourist product specific to the area.

• Introduction

- Agritourism combine economic interests in the development of communities, [2,3,7,8] with those regarding the preservation of nature.[4,11,12] Rural entrepreneurs can have a successful model (figure 1) to capitalize on the tourism potential of an area and supplement income from agricultural holdings by being able to add a modest income from tourism activities. [5,7,8]



• Material and method

- The main purpose of this research is to identify the elements which give tourist individuality to Sichevita commune and based on this aspect to propose a future tourism product. In this regard it was used as a research method, the qualitative study and several sources of information.

• Results and discussions

The general elements of the agritourism product are accommodation, food and leisure. Bringing into discussion the first element of the agritourism product, namely *accommodation*, then, we say that the transformation of a traditional house into a household specific to the area would be a viable solution.



Therefore, in the transformation process, the original spirit, the established style of the village, the specific construction materials, the preservation of everything that can be preserved, as happened in the case of the Water Mills, must not be lost.

Following this example, the one of the Water Mills, where 23 families initiated and supported the conservation of one of these mills, restoring its functionality, we believe that the same effort can be made in the case of the transformation of a local household into an agritourism farm.

Food, the second element of the agritourism product, has specific characteristics, and in the studied area and in the related areas it can combine several products:

- fishery products
- Czech products
- Serbian products
- specific Banat products.



A possible traditional Banat menu, for the agritourism product in Sichevita area:

Breakfast

- Milk with cocoa
- Berry jam
- Cheese, Tomatoes, Ham

Lunch

- Chicken noodle soup
- Sarmale from Banat in cabbage leaves
- Rustic potatoes
- Chicken legs
- Assorted salad
- Donuts (crowns), pancakes

Dinner

- Fish food
- Homemade noodle pudding with cottage cheese and raisins, wrapped in pie crust
- Drinks Berry juice, wine.

Tourist leisure is perhaps the most disadvantaged element in general within the tourism product. But also, from this point of view, Sichevita area is very well equipped. Country life requires a certain simplicity and why not originality. Of great importance, regarding the animation specific to agritourism product, is the nature of the services, why not specific crafts or handicraft activities (spinning, weaving, milling, etc.), preserved over time, which give charm and originality to the product.



The leisure possibilities of the Sichevita area are multiple:

- starting with the possibility of taking walks related to the location in a particular area of the studied area;
- visiting Sichevita Valley, passing the water mills one by one;
- the possibility to see how the ancestors of the inhabitants of these lands lived, visiting the Dragomireasa Ethnographic Museum;
- visit to the "Izvorul Tamaduirii" Monastery in Gornea village;
- practicing the craft of milling, etc.;
- thematic programs.

Conclusions

The area is not developed for agritourism, but the potential is enormous. The area is particularly appreciated for its beautiful landscapes, clean air, the tranquility of nature, etc., it is by definition a specific area for rest and relaxation. The location needs increasing the number of rural tourist structures, various leisure facilities, with an emphasis on capitalizing on the resources specific to the rural environment: special landscapes, traditions, crafts, gastronomy, country life.