



## FAVORABILITY ASSESSMENT OF SICHEVITA AREA FOR AGRITOURISM ACTIVITIES

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**Abstract:** Sustainable development of rural environment through agritourism is a necessity currently and continues to be a current issue of great importance. This article aims to stimulate interest in this possibility of developing the rural environment and represents an attempt to provide a more complete picture of the advantages and limits of tourism in the rural environment in the researched area.

### • Introduction

- There are many examples of successful rural entrepreneurship.[1,2,3,4] Diversification of the non-agricultural use of available resources through entrepreneurial combinations has taken different forms, from tourism, providing conditions for sports and recreation or for training, to small trade activities, industrial applications (ceramics, etc.), consulting services, value creation added (meat, milk, wood products).[7,8] Recent approaches focus on new land uses that allow reducing the intensity of agricultural production, such as organic productions.[13,9]

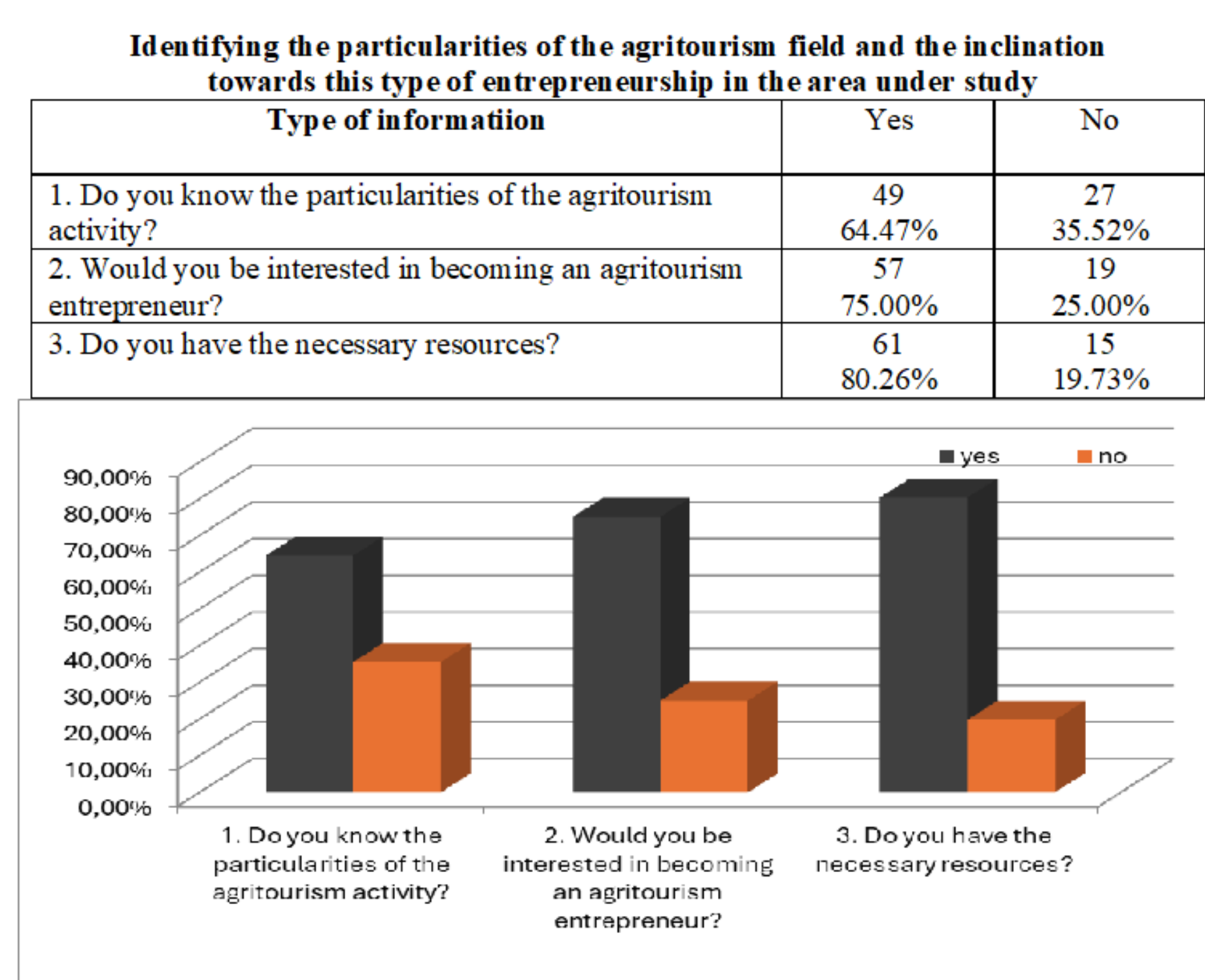
### • Material and method

- The objective, proposed in the article, involves carrying out a study regarding the evaluation of Sichevița area's favorability for agritourism activities in the eyes of the locals.
- It was considered appropriate to apply a questionnaire, through which we tried to obtain the information that would emphasize the existence or non-existence of the potential for the future development of some agritourism activities

### • Results and discussions

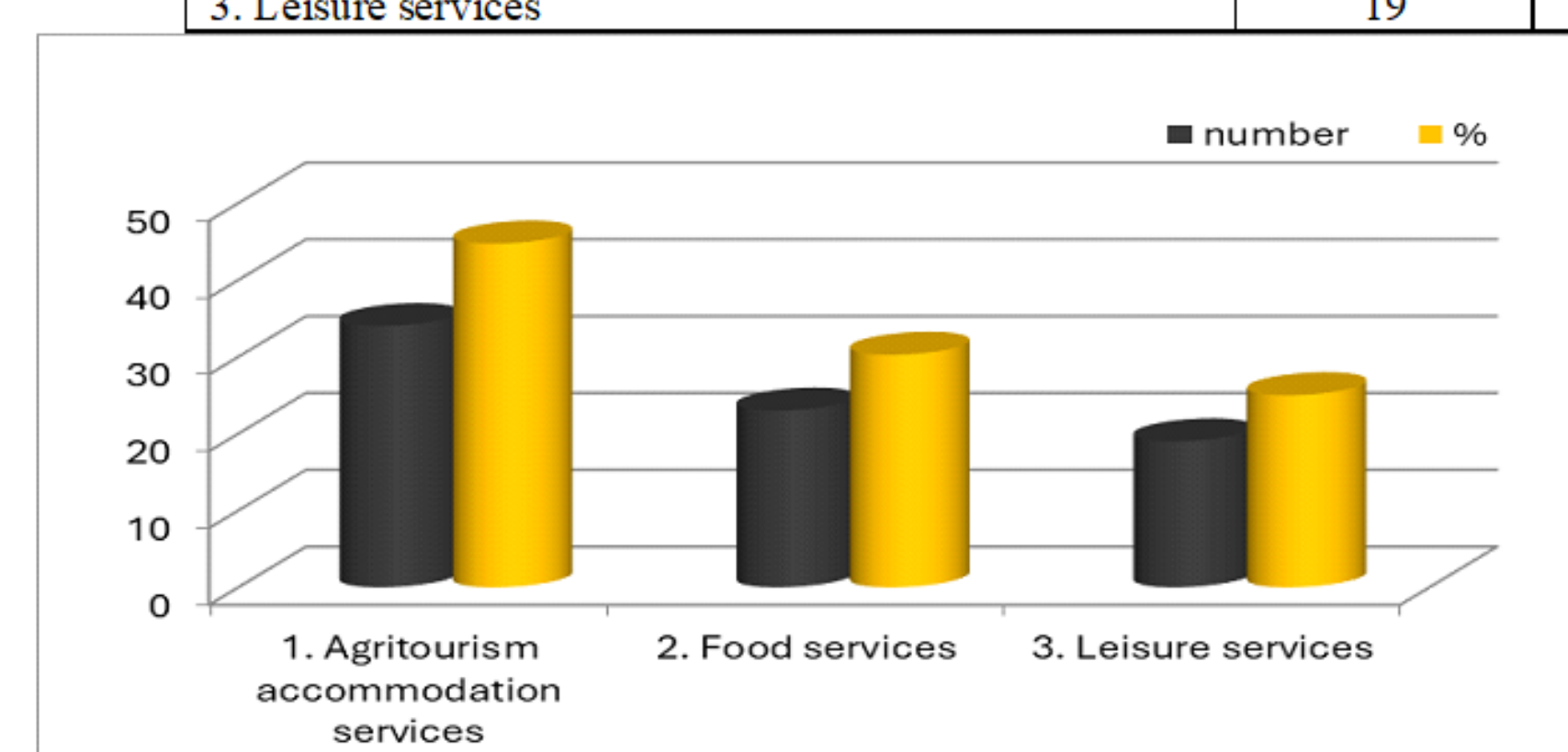
The questionnaire was provided with six questions, either open questions or questions with certain answer options. It was desired to apply as many questionnaires as possible, which is why it was decided to send the questionnaires by e-mail, and 76 completed questionnaires were received.

Table 2.



The elements of the agritourism product considered as a "sure element for profit"

	Number	%
1. Agritourism accommodation services	34	44.73%
2. Food services	23	30.26%
3. Leisure services	19	25.00%



### Conclusions

The proposed purpose of the work was to carry out a study regarding the evaluation of the favorability of the Sichevita area for agritourism activities in the eyes of the locals. The conclusions drawn emphasize aspects such as:

- 64.47% of those surveyed declared that they know the particularities of agritourism activity, but 80.26% of those surveyed do not have the necessary resources to transform the household/farm into an agritourism household.

- 88.15% believe that the agritourism guesthouse is a profitable alternative for capitalizing on local resources and own products, and 44.73% of those surveyed would use agritourism accommodation services as a "sure element for income", and 26.92% they put a lot of emphasis on the need for more attractive tourist programs, with an emphasis on farm life.