

# Capitalization Local, Traditional Products through Agrotourism-Comparative Case Study Alps Mountains, Province of Trento-Apuseni Mountains

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## Abstract

From the forms of rural tourism, agrotourism is the one that, lately, is developing stronger evolution and enjoy more attention. Ongoing forms of agrotourism are from simply hosting to the profiling the whole system of agro-livestock production in agrotourist purpose. Three components are essential in agrotourism: namely territory represents "raw material" for agrotourism; agrotourist products that must be as authentic and quality; the people responsible for carrying out this activity, farmers. Specialists consider that, local rural communities will have more success in the future, in creation new agrotourist products through witch they ensure the capitalization of their own or local products.

**Keywords:** agrotourism; traditional products; Alpi Mountains; Apuseni Mountains;

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## 1. Introduction<sup>1</sup>

From rural tourism forms, agrotourism is the one that, lately, is developing a stronger evolution and enjoy more attention, because: [1-8]

- Authenticity is a quality increasingly demanded in the present life conditions.

- Most studies have shown that tourism combined with rural resources and traditional products would be an important "tool" for revitalizing the rural economy, and should be essential components in the development strategy of the rural economy.

- In agrotourism case, agricultural and tourist activities are always related, after all being an activity that supplements the income of farmers. By agrotourism there are capitalized these resources and traditional products.

Local products are an important principle of local economic development. The specific advantages of a local product can be summarized as follows:

1. supports the local economy and help sustaining in the future the activities from rural areas and to maintain farm type system;
2. preserve and maintain the cultural heritage of rural areas and helps preserve the cultural identity of rural areas through the perpetuation of local customs and traditions;
3. contributes to the preservation of rural landscapes through conservation of biodiversity (species of plants and animals), habitats and natural resources due to a reduced human intervention;
4. helps to maintain traditional agricultural practices: extensive agriculture, the main way of land use.

## 2. Materials and methods

This study is part of a larger study, conducted over a period of 24 months, and the project aimed POSDRU/89/1.5/S/62371 and has as objective a comparison, in terms of tourism resources, level of development and degree of recovery of traditional

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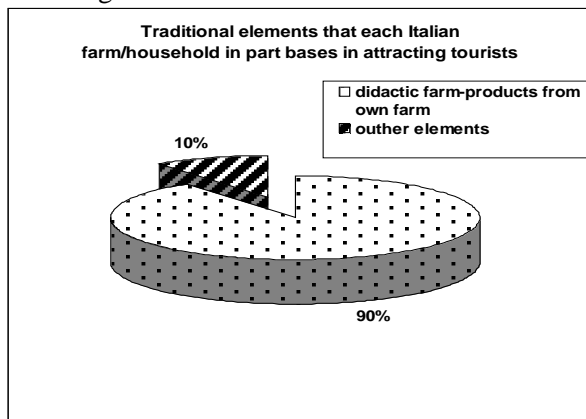
fruits, vegetables) and livestock products (milk and milk products, eggs, meat and meat products, bee products) obtained in the 20 farms are successfully capitalized through agrotourism.

If we make a comparison we can see that:

- If the Italian area production is specialized;
- Agricultural products are produced in large farms (economically speaking), also in the area where the Italian;
- The degree of diversification is higher still in the Italian area;
- Quantitatively, in the Italian area production is higher;
- Products are produced, mostly in semi-subsistence farms in Romanian area cases.

Also in case of capitalization these products through agrotourism the Romanian area has to work, especially in the marketing of these products in any other way than through food in farm.

Another question wishes to highlight traditional elements that each farm/household in part bases in attracting tourists.



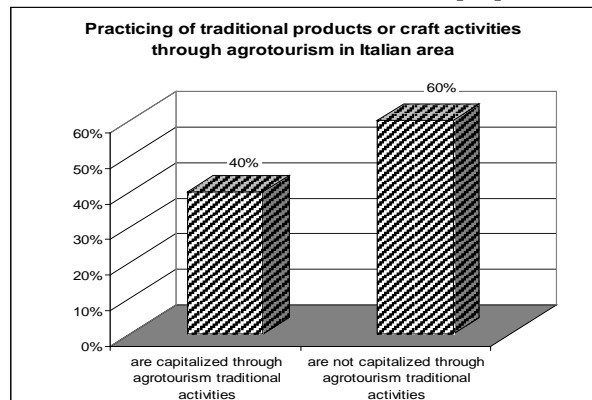
**Figure 1.** Traditional elements that each Italian farm/household in part bases in attracting tourists

In all 20 farms was found the answer "farm products" and a rate of nearly 90% of the farms surveyed are included in didactic farms category and they developed programs under this title.

In the Romanian area cases the question is a little bit differentiated and wishes to highlight the traditional menus that each farm uses to feed tourists. All households rely on traditional menus with local specific.

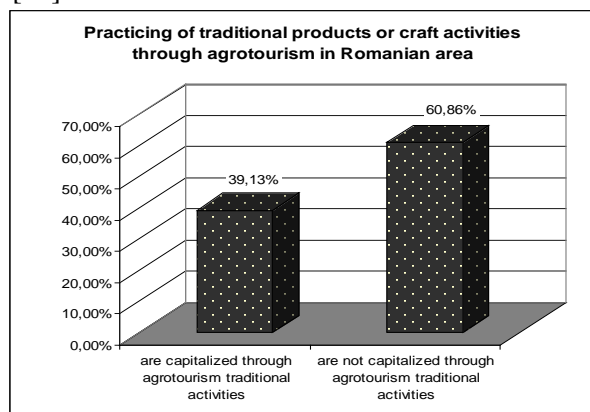
The following two questions refer to the practice of craft activities in surveyed farms/households. In Italian area from the total 20 analyzed households

a number of eight, or about 40% capitalized by tourist activities some craft elements [11].



**Figure 2.** Practicing of traditional products or craft activities through agrotourism in Italian area

In the Romanian area from the 23 households surveyed, nine capitalized through agrotourism also a number of traditional activities, respectively 39.13%, and the remaining of 60.86% do not capitalize traditional crafts through agro-tourism [11].

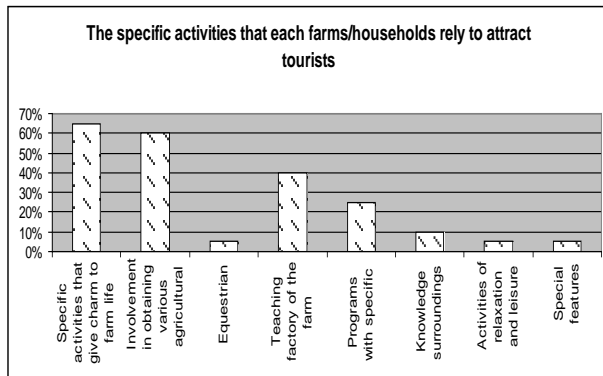


**Figure 3.** Practicing of traditional products or craft activities through agrotourism in Romanian area

The next question wanted to highlight the specific activities of farms/households, the strengths on witch they bases in attracting tourists. In Italian area the answers were oriented through [10]:

- Specific activities that give charm to farm life-65%
- Involvement in obtaining various agricultural products, buying, tasting of products or organic products from the farm-60%
- Equestrian-5%
- Teaching factory of the farm-40%
- Programs with specific -25%
- Knowledge surroundings-10%
- Activities of relaxation and leisure-5%

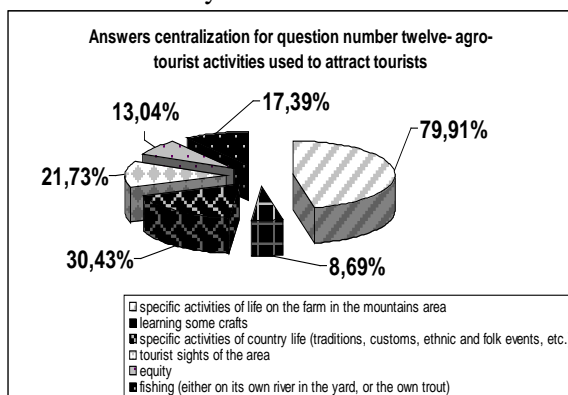
- Special features-5%.



**Figure 4.** The specific activities that each farms/households rely to attract tourists in the Italian cases

In the Romanian area, grouping the answers, emerged that [11]:

- 17 farms/guesthouses, respectively 79, 91% use specific activities of the farm life in the mountain area to attract tourists;
- 2 farms/guesthouses, respectively 8.69% focus on learning new crafts;
- 7 farms/guesthouses, respectively 30.43% are used specific activities of country life (traditions, customs, ethnic and folk events, etc.) to attract tourists;
- 5 farms/guesthouses, respectively 21.73% focus on the tourist sights of the area to attract and retain tourists;
- 3 farms/guesthouses respectively 13.04%, use equity in order to attract tourists;
- 4 farms/guesthouses, respectively 17.39% using fishing (either on its own river in the yard, or the own trout) to determine tourists to come and stay in the farm.



**Figure 5.** The specific activities that each farms/households rely to attract tourists in the Romanian cases

Organized by goal dimensions, findings showed that agrotourism is perceived as most important for market related goals, suggesting that the economic role of agrotourism should not only be measured in terms of increased profits but also as a marketing tool [12].

#### 4. Conclusions

Regarding the two compared areas in terms of the capitalization local, traditional products through agrotourism the conclusions area:

1. Agrotourism offer, as a whole, is based on resources and traditional products, which causes tourists to spend as much in the Italian area's cases.
2. Apuseni Mountains area is equally valuable in terms of availability of resources and traditional products possible to be used through agrotourism as the Italian area.
3. For Italian area a source of income for the rural population was the production and marketing of local products and traditional handicrafts, but the Romanian area the services offered to tourism consumers are very poorly diversified (generally accommodation and food) and they are addressed especially to tourists without special needs.

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