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The Rural Educational Tourism at the Farm

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Abstract

The consumer of rural and farm tourism has evolved in the direction of being associated with types of fun and educational leisure activities. Tourism consumers search for new types of tourism, such as: farming entertainment. The aim of an educational trip in the rural areas is: to know the life and activity of the farmers, to create a positive image of the agriculture in the eyes of the next generations/ urban resident consumers. The educational rural tourism has various activities, i.e.: basic classes/ full courses/ short term workshops on the school farms. The educational activities for children include: floral arrangements, cooking classes on the farm, preparing natural herbal remedies, demonstrations of traditional ways of obtaining beer and wine, experience historical reconstruction of the traditional villages, etc. The recreational rural tourism includes: art of the plants, agricultural labyrinths, wine tasting tourism, vegetable picking, identification of spontaneous plant and wildlife species, etc. The authors present the steps have to be followed in order to develop new brand tourism products that meet the requirements for consumer's education.

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1. Introduction

Understanding the reasons for which consumers behave the way they do, i.e.: the factors that influence their behaviour – helps us determine their purchasing and consumption behaviour function to their education.

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Traditionally, it is believed that the factors that influence consumers' behaviour are the following: environment, education level (culture) and psychological profile (Parsons et al: 2009; Pender and Sharpley, 2005; Robert and Hall, 2001; Momir et al, 2014; Petroman et al. 2014).

Everything around us determines everything we do, including the purchases we make and the way in which we do these shopping: we buy or consume the same things as our favourite people, in the desire to identify ourselves with them, even if it is in this way only. We always buy and consume a product because it satisfied us, it is a family tradition, the product has an affordable price, as far as quality price ratio is concerned or simply because someone recommended it.

Nowadays, "in the globalization age, interculturality has undeniably become a political, educative, social and geographical issue (Constantin & Lungu Badea, 2013, p.3548). The culture (education) is what defines a specific group of people in a particular moment in time and in a particular place. Culture is the total sum of knowledge, values and beliefs that people irrespective of the age have in common, and therefore is in a constant state of evolution and change. It is a fact that: "The rational tendencies, immanent to values and culture norms too, vary function to the country category, its mentality" (Constantin & Lungu Badea, 2013, p.3549) and that each country has its own culture and subcultures, ethnic cultures; the demographic and social cultures have a significant impact on what we are, on what we believe in and how we act or react. That is why "Cultural irrationality (E. T. Hall) or cultural unawareness (Jung), manifested by belonging to a certain culture, always limits the way we perceive and see realities (Constantin & Lungu Badea, 2013, p.3549). Education influences directly the consumer's behaviour and we cannot deny that "culture can be an extremely powerful force, which can support or, on the contrary, undermine a certain endeavour and therefore any specific problem has to be extremely carefully analysed to avoid any communication breaks (Constantin, 2012a, p.12).

We are aware that the tourism industry is facing a serious problem, i.e.: products and services that do not last too long. That is why we should cultivate the interest for any form of rural tourism in an unpolluted environment and make the tourists with certain levels of education visit these areas.

The psychological profile - attitudes, personality, and psychographic profile - interests and opinions, in fact the lifestyle of the individual determines the consumption of certain tourist products and services in general; making the educational rural tourism, a form of cultural tourism (Petroman et al, 2006). For these reasons the tourism consumers can be divided into eight categories, as consumers of tourism services and touristic products: innovative, experienced, successful fighters, religious, active people, thinkers, survivors. The category of consumers of services and products is determined by the ratio between their needs and their desires, and the touristic brands and the products and any kind of attempt to satisfy the different need levels.

The classification of the tourism market can be made according to:

- the leaders of opinion; the idols of the show-business who contribute to the consume of certain new tourist brands;
- the geographic, demographic or psychological subcultures;
- the social –classes.

Each group has its own preferences function to various demographic criteria; thus, the older people are more conservative and less willing to experiment, women spend more than men, but not on rural educative tourism forms of education, young people are eager for adventure tourism, and middle-income families with one or two children prefer the rural tourism with all its forms (Baggio, Triscau et al. 2009).

2. Material and methods

The purpose of this scientific approach is to address some aspects related to the process of developing certain hybrid rural tourism programs that can contribute to the modernization of the structures with tourist traits, by developing some activity models special for the rural tourism; all these in order to increase the number of visitors and to better use of the capacity of the existing accommodation facilities. The implementation of the rural tourism and of its variants, i.e.: the educative rural tourism and the recreational tourism can only be done by shifting the focus from the local tourists onto the foreign tourist, by shifting the focus from the adult tourist onto the school age

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