

**AGRICULTURAL AND TOURISTIC POTENTIAL OF THE NORTH-EASTERN DEVELOPMENT REGION-ROMANIA***Brezuleanu Stejarel<sup>1</sup>, Brezuleanu Carmen-Olguța<sup>2</sup>, Ungureanu George<sup>3</sup>, Ungureanu Adrian<sup>4</sup>****Abstract***

*The process of diversification and integration of several economic branches determines major changes in the economic structure of the individual farms and in the life of the rural population. Among the great variety of activities present in the rural environment, an important part with a tendency of expansion is represented by agrotourist activity. This paper analyzes turistical potential in the part of North-Eastern Development Region-Romania*

**Keywords:** *agrotouristic potential, agricultural resources, regional development.*

**Material and method**

In order to determine the agricultural potential of the North-Eastern Region there has been used the diagnosis analysis method, and the necessary data for the paper have been collected from the County Statistic Units from the 6 counties of the region. The rural area of the North Eastern region is a relatively autonomous universe, whose analysis may be approached endogenously or exogenously. A number of methods may be used in order to assess the rural tourism and agri-tourism phenomenon and their management in the North Eastern Region-Romania, namely statistic monograph, selective enquiry,

---

1 Brezuleanu Stejărel, Assoc. Professor PhD, University of Agricultural Sciences and Veterinary Medicine of Iași, Mihail Sadoveanu Alee, no. 3, Iași, Romania, postal Co. 700490, tel.:0040 0232 407516 E-mail: [stejarel@uaiasi.ro](mailto:stejarel@uaiasi.ro)

2 Brezuleanu Carmen-Olguța, Lecturer PhD, University of Agricultural Sciences and Veterinary Medicine of Iași, Mihail Sadoveanu Alee, no. 3, Iași, Romania, postal Co. 700490, tel.: 0040 0232 407514

3 Ungureanu George, University of Agricultural Sciences and Veterinary Medicine of Iași, Mihail Sadoveanu Alee, no. 3, Iași, Romania, postal Co. 700490

4 Ungureanu Adrian, Lecturer PhD, Petroleum and Gas University of Ploiesti, Economics and Business Administration Department, Bucharest Avenue, No.39, 100680, Ploiesti, Prahova, Romania, Phone: +40 723 56 12 11

statistic report, polls, extrapolation, correlation, projection and questionnaire. The analysis will resort to simple table methods and statistic procedures. There are cases in which researchers fail for not taking into account such problems, for there is the risk that the data they have collected does not fit the analysis technique designed to lead to a certain type of results.

### Results and discussions

The agricultural potential of the North-Eastern Region is characterized with the help of six economic indicators: agricultural field per inhabitant, structure of agricultural use, structure of animal effectiveness, population occupied in activities, quantities of vegetal agricultural products and animal origin production for industry. *Agricultural field per inhabitant* is an indicator of the area, which expresses the rapport between the agricultural area of the zone and its population. This indicator offers information of the general potential of agricultural production at the level of the investigated territorial-administrative unit. (1)

Being an indicator of high variability in space, result of geographical economic and social conditions specific to each county, knowledge of its values can have an orientation function for agrarian strategy of different rural zones. The indicator's value is generally on the whole rural space of the North-eastern Region of 1.40 ha/inhabitant and is superior to the national average (0.65 ha/inh.) for Bacău county (1.22), for Iași county of 0.73, and for Neamț county of 0.93.

The examination of data from the field shows that there are large differences as a consequence of the fact that the agricultural field occupies different surfaces within counties, due to their positions within the geographical units and the total rural population also varies according to the economic-social development in the territorial profile. In the rural area of the North-Eastern Region, the field resources are extremely diverse, both due to the large variations of climate, the geomorphological and hydrological ones, and as well as to the variation of soil covers, and the manifestation of all these factors.

*The landed funds drawn in the circuit of agricultural production represent a production factor* – which, through quantity (area), peculiarities, quality (fertility level) and price determine the potential, way of organization, structure and economic efficiency of agricultural production.

From the comparison of the data at the level of the North-Eastern Region and on a national level, we could notice a higher weight of the arable field (65%) of grassland with 23.32 % followed then by meadows with 9,35 %. Vines and orchards have reduced weights from the agricultural total as a consequence of plantation aging a massive decrease of the new plantations (tab. 1).

**Table 1. The structure of categories of use, on county areas of the North-Eastern Region–ha\***

No. crt.	County	Agricultural	Arable	Orchards	Vines	Pastures	Grass lands
1	BACĂU	320514	186047	2842	7209	85215	39201
2	BOTOȘANI	393193	298774	75442	14635	1724	2618
3	IAȘI	380301	255743	5981	10767	85484	22326
4	NEAMȚ	283287	169983	1734	568	70448	40544
3	SUCEAVA	349544	181288	3001	-	92894	74361
4	VASLUI	401231	291473	2598	12259	86950	7951
5	TOTAL	2128070	1383308	17880	33421	496433	199018
6	% of the total	100	65.0	0.84	1.57	23.32	9.35

\* processed data according to DJS-2007

The analysis of categories of use on counties of the N-E Region shows some intra-county differences. Thus, as regards the arable field, the first place is occupied by Bacău with 75.98 %, followed by Vaslui (72.64%) and Iași with 64.24%. As regards the orchards, Iași county has a large weight, due to SCDP Iași and as for the vines, Vaslui and Iași counties. The grazing land occupies `important weight in Bacău and Suceava counties, which is true also for grassland.

In 2007, the structure of cultures in the N E Region shows a high weight of cereals, of which the maize grains occupy the largest areas as a consequence of the individual agricultural exploitations which first want to ensure auto-consumption, which has unfavourable consequences on the long term (tab. 2). The structure of cultures in the N E Region shows a major weight for maize culture (a weight of 26,78%) followed at a long distance by wheat (a weight of 8,78 %).

**Table 2. The structure of cultures in the North-Eastern Region– % of the arable**

Nr. crt.	County	Wheat and rye	Maize grains	Potatoes	Sunflower	Sugar beet	Vegetables
1	BACĂU	8,07	46,17	1,2	2,25	0,45	2,73
2	BOTOȘANI	7,48	32,56	2,89	9,94	1,28	3,55
3	IAȘI	11,09	26,13	2,62	0,74	0,76	3,22
4	NEAMȚ	7,08	19,16	2,86	2,20	0,10	1,54
5	SUCEAVA	6,87	11,04	8,9	0,5	0,5	1,93
6	VASLUI	12,08	25,62	2,6	8,49	0,05	1,46
7	Average	8,78	26,78	3,51	4,02	0,52	2,40

At wheat culture, important weigh of the arable land are in Iași and Vaslui counties, at maize the first is Bacău county, at potato, Suceava county, and sunflower Vaslui

county as a consequence of an agricultural integrated exploitation of large dimensions which yearly cultivate important areas with oleaginous plants in order to ensure the production capacity of the oil factory.

Another indicator is represented by the animal effectives which reflect the existent relation between the animal and vegetal agricultural potential. It represents the quantitative aspect of the zoo-technical sector (tab. 3).

**Table 3. Animal effectives in the North-Eastern Regions**

Nr. crt.	County	Bovines		Pigs		Ovine	
		Total	Cows form milk	Total	Sow	total	Sheep mother
1	BACĂU	98894	55365	134996	9896	189399	156117
2	BOTOȘANI	111466	61485	100805	9942	269269	234441
3	IAȘI	105151	54633	188715	14416	319973	286661
4	NEAMȚ	102321	60106	165945	13668	195697	170932
5	SUCEAVA	176999	114550	125156	7100	206711	178562
6	VASLUI	78509	38858	86023	3759	197199	157881
7	<b>TOTAL</b>	<b>673340</b>	<b>384997</b>	<b>801640</b>	<b>58781</b>	<b>1378248</b>	<b>1184594</b>

In the territorial profile, the loading level with animals at 100 ha agricultural land is much dispersed. A skim on the density of animal species that are part of this indicator shows that: bovine are dispersed on the whole N E Region, reaching the highest density in Bacău and Neamț counties, pigs and sheep have a high density in Iași county and fowls in Vaslui and Iași counties.

The touristic potential of a territory is defined by the ensemble of natural, economic, cultural-historical elements that stand for just as many opportunities of touristic capitalisation, but only single tourism functionality, thus constituting a premise for the development of the touristic activity per se. A territory is of interest under the aspect of its touristic potential, in that it displays natural touristic and anthropic resources, whose capitalisation may generate some touristic activity and may circumscribe it to the domestic and international touristic circuit.

Agrotourist activity has two main objectives: recreation and rest for the public on the one hand, and the increase of the farmers' incomes on the other by using their own products and thus avoiding the transport charges and expenses, as compared to other types of tourism. Agrotourist implementation in the individual farms may be motivated due to the following advantages:

- agrotourist activity increases the opportunity of the working place numbers;
- ensures the continuity in the rural activities where the population is poor;
- the authentic products and the unique experience is valuable within the individual

farms;

- provides opportunities to indicate which products are important in the future, for family consumption or to be used in tourist activity;
- may generate incomes in non-active seasons for agriculture;
- provides opportunities to create the recognition of the farmers (land-owners) who are practising this activity;
- increase the level of the social behaviour as related to other members from the same or from another community;

The incomes and pilgrimage to individual farms stimulate the rural development, constraining new relationships in agricultural private domain with natural resources and environment preservation. According to the applicant to access the guide Measure 313 - encouragement for tourist "version 03 of September 2009 under the PNDR benchmarks refer to: create and maintain jobs through tourism activities, particularly youth and women, adding value the travel industry, creating, improving and diversifying tourism services and infrastructure, increasing the number of tourists and the duration of visits.

Beneficiaries eligible for support through measure 313 are micro-businesses, individuals (not registered as economic agents) who will be employed as to the date of signing the financing contract to authorize with a minimum status of authorized person and to function as micro, municipalities through their legal representatives in accordance with national legislation, and made only intercommunity development associations between common and established under national legislation as well as NGOs, as defined in national legislation.

For new investments, modernization and expansion of tourist for rural non Agro, comfort level and quality of services offered by the project must achieve a minimum quality standard of 3 daisies / stars. Investment in agro-tourist reception structures will meet the definition of rural tourism in this file date and level of comfort and quality of services offered by the project must achieve a minimum quality standard of Margaret.

Beneficiaries who had proposed an income-generating activities, must declare on their honor that the total amount of public aid grant access to it does not exceed 200,000 euros over a period of up to 3 years to tax. According to detailed procedures for the classification of tourist, agricultural and tourist reception facilities will be made up to 8 rooms. Other types of tourist with accommodation will have a maximum of 15 rooms on completion of the investment, regardless of the type of investment proposed by the project (modernization, expansion, new investment).

For investment in structures other than interest receipt of agritourism, comfort level and quality of services offered by the project must achieve a minimum standard of 3 daisies calitate7 / stars, and for investment in rural tourism of tourist, comfort level and quality of services offered by the project must achieve a minimum quality standard daisy. Types of eligible investments and expenses relating to: investment in infrastructure of tourist, investment in recreational activities, investment in tourism infrastructure bookmarks,

etc., develop and / or marketing of tourism services related to rural tourism.

For investments in public non-generating profit, the intensity of public support grant will be up to 100% of the total eligible costs and will not exceed the amount of 200,000 Euro / project, and for investment profits, the intensity of public support grant will be up to 70% of total eligible costs and will not exceed 70,000 Euro / project for investment in rural tourism projects or 50% of total eligible costs and will not exceed 200.000 Euro / project for other types of investment in rural tourism.

N-E Region of Romania has large possibilities of development of tourism in the rural area and its practising is necessary in the present stage. The incomes from this activity – consequence of the co-interest of the peasants for tourism practicing through renting rooms and commercialization of natural products or engaging the tourists in agricultural or household activities – can substantially contribute to the living and civilization upraise and settling of the young in rural localities. The entropic potential of the north-eastern region is identical to the potential tourist offer of that geographic area. Trying to make a subdivision of the entropic potential we notice that it is mainly made up of the cultural-historic background of the zone and of the economic objectives which represent a tourist interest.

Analysing the rural area of the north-eastern region, we can notice that it is the keeper of a inestimable treasure of historic, architectural or art monuments, historic vestiges, as well as of a genuine ethno-folkloric patrimony of a real purity and value.

## Conclusions

For the region under study, in the actual context, it is difficult to obtain an agricultural production in conditions of high economic efficiency. If from the point of view of economic possibilities with agricultural character, the region has reduced possibilities, from touristic point of view, this potential is very strong, being expressed by the beauty of the mountains, the existence of numerous monuments with historical and cultural value, a well-developed infrastructure, with a dense highway system. It is necessary to identify the agritourist potential of the North-Eastern region that can harmoniously combine the material, natural and spiritual factors, both from the host's and tourist's point of view. The evaluation of the agritourist potential will be done in accordance with the zone, the existence of a minimum infrastructure, the environment and the possibilities of unfolding agritourist programmes that could activate old traditions that will be an attraction for the tourists.

We recommend diversifying and improving the quality of agritourist pensions current bidders and the creation of a data bank and monitored by specific indicators to highlight new opportunities to support the business of agritourism. It is also necessary the stock-taking of natural and social-economic tourist resources of the north-eastern region, which has to be continued with the detailed analysis of the possibilities of capitalization of the tourist product. In conclusion, a high quality rural tourism supposes high quality services.

It comes to reason why the rural tourism organizations have to have modern sanitary equipment for comfortable accommodation conditions as well as for public alimentation, access ways and civilized communication.

### Literature

1. Brezuleanu, S. Brezuleanu Carmen, Iatco C., Ungureanu G., *Management diagnosis-method of increasing the viability potential of agricultural farms from the Central Moldavian Plateau*, 2011–MANAGEMENT OF TECHNOLOGICAL CHANGES. Proceedings of the 8th International Conference on Management of Tehnological Changes, Alexandroupolis Greece, Book 2 pg 625-628, ISBN 978-960-99486-3-0
2. Brezuleanu S, Brezuleanu Carmen Olguța, Ungureanu G., Iațco C. -2008, *Appreciation of the adaptable capacity of agricultural exploitation to the exigencies of its activity domain*- Buletinul USAMV Cluj Napoca, Horticultură seria, vol 65-(2), ISSN 1843-5394.
3. Brezuleanu S., 2008 *Research regarding optimization of production branches joint in agricultural Iasi county in order to increase their profitableness*, Universitatea de Științe Agricole și Medicină Veterinară a Banatului Timișoara, Facultatea de Management Agricol, Lucrări Științifice, Seria I, vol X (2), Editura Agroprint Timișoara, ISSN 1453-1410.
4. Dumitru M, Titus S, Liviu H, Mircea U, Risk, 2011- *Security Relationship in Manufacturing Processes*, The 5<sup>th</sup> WSEAS International Conference on Management, Marketing and Finances Playaa Meloneras, Gran Canaria, Canary Islands, Spain, March 24-26, ISBN 978-960-474-287-5, pg 247-251
5. Duscănescu D, Andrei J, Milinko M, -2010- *Romanian agriculture in the context of new cap philosophy - approaches and tendencies*, Economics of Agriculture, Vol. LVII, C/SI-2 (1-656): 486-494. UDC 338.43:63 YU ISSN 0352-3462
6. Tacu Al. P. and colab., 2000, *Turismul rural românesc. Metode și tehnici de cercetare*, Editura Pan Europe, Iași.
7. Ungureanu G, Chiran A., Gindu E., Brezuleanu S., Brezuleanu Carmen, 2011- *Effects of cap on the performances of agricultural exploitation from romania after integration*-MANAGEMENT OF TECHNOLOGICAL CHANGES. Proceedings of the 8th International Conference on Management of Tehnological Changes, Alexandroupolis Greece, Book 1 pg 425-428, ISBN 978-960-99486-2-3
8. \*\*\* [www.adrnordest.ro](http://www.adrnordest.ro)