APRECIATIONS REGARDING THE EXPLOITATION THROUGH AGROTURISM OF LOCAL AND TRADITIONAL PRODUCTS FROM THE PASTORAL VILLAGES OF SIBIU COUNTY

APRECIERI PRIVIND VALORIFICAREA PRIN AGROTURISM A PRODUSELOR LOCALE ŞI TRADIŢIONALE DIN SATELE PASTORALE ALE JUDEŢULUI SIBIU

MIRELA STANCIU[1], CAMELIA SAND[1], G. CIORTEA[1] , R. BLAJ[1], MARIA TĂNASE[1], RAMONA TODERICIU[1]

[1]„Lucian Blaga" University of Sibiu, Sibiu, Romania;
mirela_stanciu2008@yahoo.com

Abstract: *The paper presents the typology of the turistic paltoral village from the mountain area of Sibiu County, indentified and based on criteria. Based on information provided by different institutions and a survey conducted in several rural pensions, it highlights the current state of use of traditional products obtained from sheep. Based on extensive documentation, we determined the number of sheep breeders in pastoral villages in Sibiu, the number held by them and the number of tourist with accommodation structures and craft workshops.*

Key words: *pastoral villages, local products, agroturism, sheep*

INTRODUCTION

Sustainable development of the pastoral village in the mountain area of Romania requires first major review of significant changes in sheep: a drastic reduction in the number and level of production of wool, meat and milk, changing the direction of operation, remove amelioration activity of the effectives of sheep that leads to the disappearance of populations with genetic role in the evolution of stocks. These changes in the growth and exploitation of sheep have been determined by many limitativ factors as economic, social and technical, including: increased exploitation costs oposite to the low prices of the valorification of the products, herd size has limited the introduction and application of technical activities on reproduction, improved livestock breeding and production material, lack of laws and regulations to support and protect the sheep breeders.

In line with the objectives of the "National Program of sheep breeding and exploitation" in our country, we consider it very important that the breed

"Turcana" that represents 65% of the herd effective, and now it needs to be considered: preserving and increasing the total workforce relation to existing natural conditions and economic activity growth and tradition of this race of pastoral villages in the mountain area, improving livestock farms operated by individuals by modifying the genetic potential, towards increasing production and improving quality of meat and milk production(Tafta V.,2010).

In this context, the restructuring of the village households that breed sheep in the in the mountain area, is a problem very important at the moment. Also a very important thing is valuing the agro products from these exploitations.

MATERIALS AND METHODS

This paper builds on recent research and the processing and interpretation of data provided by County Tourism Association Sibiu, Sibiu County Department of Agriculture, Agricultural Chamber of Sibiu, Sibiu Traditional Manufacturers Association.

The documentation was made by going to traditional fairs and by conducting a sociological surveys in rural pastoral villages in Sibiu.

RESULTS AND DISCUSSION

The criteria that led to the identification of Sibiu pastoral villages were: to be located in the mountains, to be comune with large population; above the average population of mountain villages nation wide (Saliste - 2862 people, Glade Sibiu – 2807 people, Tilişca and Rod - 1691 people, Jina - 4099 people, Rau Sadului - 736 people, Sadu - 2561 people, Gura Raului - 3643 people, Rasinari - 5468 people, Cârţişoara - 1157 people); existence of cultural traditions, trade and economics of sheep farming; sheep breeders min. 100 animals / household, typical pastoral economy, reflected in the typology of the settlement and traditions, customs; traditional clothing related to certain events of family life and basic chores - pastoral, like; a good interaction between man and environment reflected the overall composition of the household; the existence of rural locations and rural tourism; workshops; sights to represent visitor attractions; tradition in using other resources offered by the mountains (wood, water, fruit woods, herbs, etc..).

In the literature, Romanian tourist villages typology includes the following categories: creative arts and crafts, ethnography, folklore, climate and landscape, fisheries and hunting for sport, pastoral, viticulture and fruit growing, spa. (Glăvan V., 2000)

Another attempt of classifing Romanian villages regards (Nistoreanu P., 2007).

It is known that the Romanian village is currently experiencing a strong trend of depopulation, as a result the localities that were chosen were comunes where the depopulation tendacy has not appaered, localities that can be considered true "focal multipliers" for other localities in the mountain area.

Being a shepherd is preserved by tradition, is agreed and continued by the younger generation (Jina, Rod, Tilişca, Glade Sibiu). Pastoral villages have in their possession many temporary homes, cottages, barns, dwellings located in areas with meadows. Peculiarities of households should be linked with specific traditional occupation, shepherding.

Pastoral character of traditional economy of these villages is reflected in the settlement structure, the composition and organization of the household, building proportions, organization of household and village huts in the area of grasslands.

The number of sheep breeders registered in the year 2011 in pastoral villages mentioned in the mountain area of Sibiu and herds they operated, the situation is presented in table.1.

Table 1

Situation regarding sheep breeding in pastoral villages in the Sibiu mountain area

Villages	Breeders	Sheep
Cârişoara	16	2.180
Gura Râului	24	4.408
Poiana Sibiului	29	12.180
Tilişca şi Rod	51	17.449
Râu Sadului	32	5.506
Răşinari	76	21.341
Jina	96	28.336
Sadu	38	6.497
Sălişte	16	22.223
Total	**378**	**100.120**

The data obtained from the Department of Agriculture Sibiu, the list of traditional sheep meat, registered 14 people (table no.2), and the producers who value the milk products obtained from sheep, 19 people.

Table 2

Traditional producers who value sheep meat

Name	Adress	Phone number	Traditional products made from sheep meat
Sterp Ioan	Jina nr. 277	0743/412465	shepards pastrami from sheep, sheep gelatin, sheep sausages
Stroie Vasile	Jina nr. 739	0744/769967	shepards pastrami from sheep, sheep gelatin, sheep sausages
Bogdan Mioara	Răşinari, str. Emil Cioran nr. 1504	0741/456757	shepards pastrami from sheep, sheep gelatin, sheep sausages
Cazan Paraschiva	Răşinari nr. 1449	0742/822711	shepards pastrami from sheep, sheep sausages
Roşca Valerica	Răşinari, str. Emil Cioran nr. 1557	0752/520380	shepards pastrami from sheep, sheep gelatin, sheep sausages
Barbosa Lucia	Tălmăcel nr. 144	0740/819652	shepards pastrami from sheep, sheep gelatin, sheep sausages
Oancea Ioan	Tălmaciu str. Cibinului nr. 58	0745/353097	sheep sausage, Prejba pastrami, shepard chops
I.F. Oancea	Tălmaciu str. M. Viteazu nr. 66	0745/353097	shepards pastrami from sheep, sheep sausages
Ciorogar Dumitru	Tilişca nr. 315	0747/925857	shepards pastrami from sheep, sheep gelatin, sheep sausages
Dănese Ilie	Tilişca nr. 115	0741/590864	shepards pastrami from sheep, sheep gelatin, sheep sausages
Micu Gh.	Tilişca str. Vale nr. 414	-	shepards pastrami from sheep, sheep gelatin, sheep sausages
Popa Dumitru	Tilişca str. Iugeşti nr. 276	0746/088082	shepards pastrami from sheep, sheep gelatin, sheep sausages
Pricâ Maria	Tilişca str. Ş colii nr. 497	-	shepards pastrami from sheep, sheep gelatin, sheep sausages
Zeicu Petru	Tilişca str. Iugeşti nr. 259	0269/554233	shepards pastrami from sheep, sheep gelatin, sheep sausages

For the same localities we obtained data on agroturistic pensions and rural tourism also craft workshops (table no. 3).

Table 3

Tourist pensions and workshops in pastoral villages in the mountain area of Sibiu County

Village	No. pensions	No. crafts
Sălişte	52	8
Orlat	6	4
Rod + Tilişca	3	13

Jina	1	4
Râu Sadului	3	-
Sadu	7	-
Gura Râului	23	1
Răşinari	28	8
Cârţişoara	13	-
TOTAL:	136	38

CONCLUSIONS

Of the approx. 400,000 sheep that grow today in Sibiu county, 100,000 are held by farmers of 9 villages in the mountains. These locations correspond to the criteria for recognition as "pastoral villages". In these localities are recorded a total of 136 agroturistic pensions and 38 craftsmen, which would allow better utilization of traditional products obtained from sheep, through tourism.

From 2011 in Sibiu, twice a month from spring to autumn there is a traditional fair, leading to better products reconization of the tradional products and producers.

Following the survey carried out in 46 rural and agroturistic pensions (guesthouses) in the pastoral villages of Sibiu, the following conclusions: only 26% are agroturistic, in 70% of cases meeting the rural guesthouses, convenience it offers fall in 65% of structures analyzed at 3 star or flower, almost half of the structures analyzed have tourist accommodation capacity of less than 10 beds, the average occupancy is 90% in summer and about. 30% in the rest of the year, agroturistic pensions provide exclusive catering for tourists stays, except Sibiel village, where locals have specialized in organizing traditional meals for tourists visiting the village, the average length of stay is 3-4 days in agrotouristic pensions and 2-3 days for other types of tourism. The structure, tariffs fall to 50-70 for single rooms and 70-100 lei for the double, only 24% of the food served for tourists is produced by the household, the rest is purchased from commercial network; the average age of tourists is 66% of cases between 31 and 50 years.

ACKNOWLEDGEMENT

This work was cofinanced from the European Social Fund through Sectoral Operational Programme Human Resources Development 2007-2013, project number POSDRU/89/1.5/S/63258 ”Postdoctoral school for zootechnical biodiversity and food biotehnology based on the eco-economy and the bio-economy required by eco-san-genesys”

BIBLIOGRAPHY

1. GLĂVAN Vasile, 2000, Turismul în România, Editura Economică, 2000, p. 95, Bucureşti.
2. GLĂVAN V., 2003, Turism rural. Agroturism. Turism durabil. Ecoturism. Editura Economică, p. 86-95, Bucureşti.
3. NISTOREANU P., 2007**,** Analiza empirică asupra turismului românesc, articol publicat în volumul: Turismul rural românesc. Probleme de ordin general. Experienţe europene. Editura Performantica, Iaşi.
4. SILVAŞ E., 1995, Gospodăria ţărănească – obstacol sau şansă de relansare a agriculturii, Tribuna Economică, nr. 25/26/1995.
5. STANCIU Mirela, 1999, Cercetări privind optimizarea mărimii gospodăriei ţărăneşti din zona montană a judeţului Sibiu în context agroturistic, Teză de doctorat, Universitatea de Ştiinţe Agronomice şi medicină veterinară, Bucureşti.
6. STANCIU Mirela, **SAND Camelia, CIORTEA G.,** 2008, Assessments of the goals and strategies in developing of mountain agriculture and conservation of cultural landscapes, Bul. St. Acta Universitatis Cibiniensis, Seria St. Agricole, vol. 1, nr. 1(8)-2008, Ed. Universităţii "L. Blaga" din Sibiu p. 70-77, Sibiu.
7. STANCIU Mirela, SĂVOIU G.., VLAD I., CIORTEA G., POMOHACI M., 2010 (a), Research concerning the durable development of the village from mountain area, p. 255-262; Scientific papers seria D, Animal Sciences, The 39th International Session of scientific communications of the Faculty of Animal sciences, Ed. Granada, Bucureşti.
8. STANCIU Mirela (coord.), 2010 (b), Studiu privind stâna, produsele şi subprodusele tradiţionale de stână din arealul rural montan, Ed. Universităţii "L. Blaga" din Sibiu, 212 p., Sibiu.
9. TAFTĂ V., 2008, Creşterea ovinelor şi caprinelor, Editura Ceres, p. 60-75, Bucureşti.
10. *** Broşură – Produse tradiţionale din zona Sibiului, 2011, editată de Asociaţia Judeţeană pentru Turism Sibiu.
11. ***Revista de Zootehnie, colecţia 2004-2011.