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BUSINESS PLAN-SMART WAY OF PLANNING AGRITOURISM BUSINESS

CIOLAC RAMONA¹, POPESCU GABRIELA*¹, ADAMOV TABITA¹, RABA DIANA¹, MARIN DIANA¹

¹University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Romania

Abstract: Agritourism activity is a possibility of capitalizing on the rural world, which is increasingly analyzed, and in this context the discussion of managerial tools for managing it, or the appropriate strategies that support its development is a necessity. The managerial approach of agritourism activity involves: establishing the systems that must be managed; establishing the component parts of each system; tracking data regarding the evolution of each system; analysis of this data; making decisions; identification of priorities; analysis of options for solving problems; drawing up an action plan and implementing it; measuring progress, all these aspects being included in the business plan

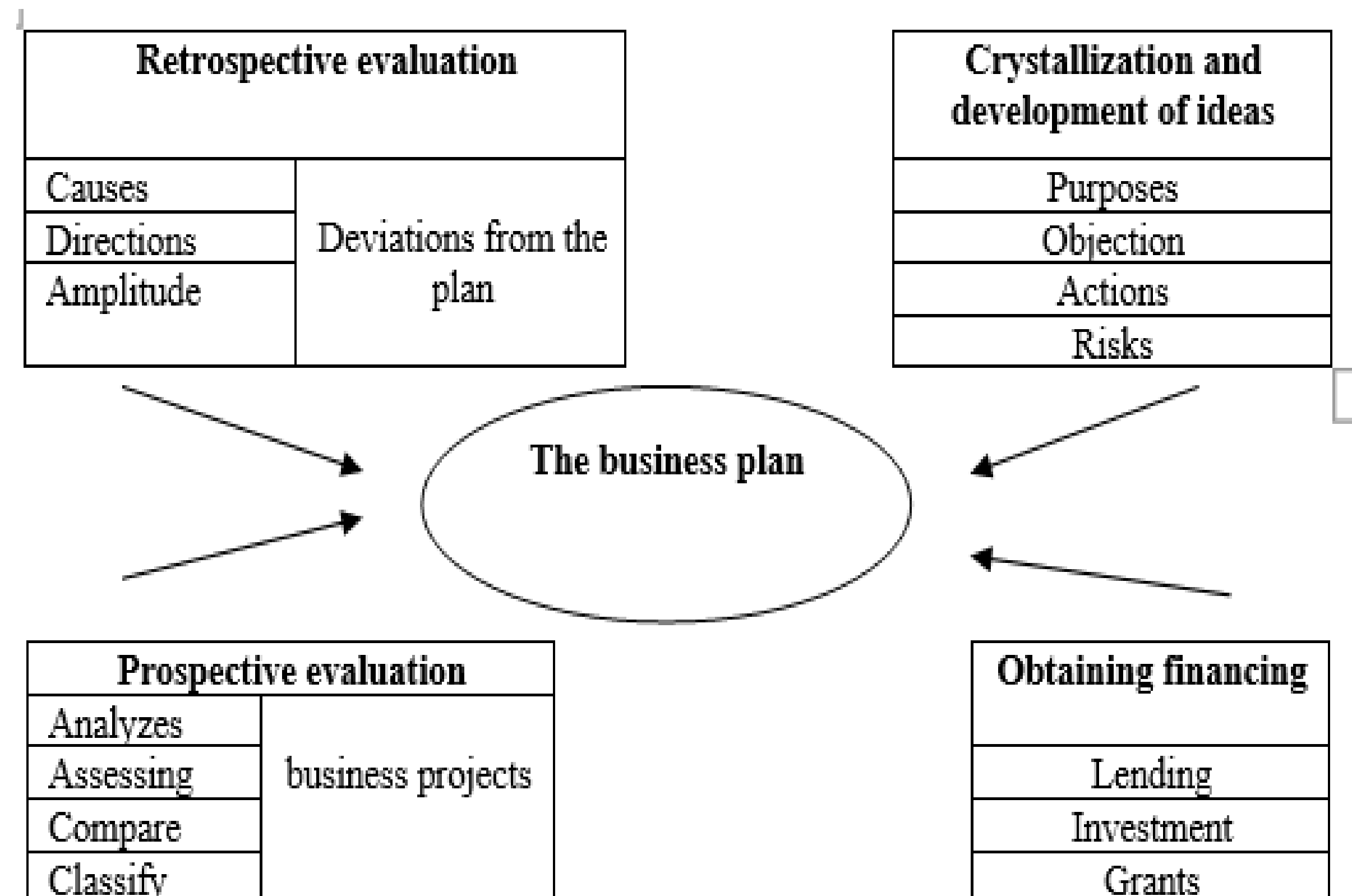
• Introduction

The concept of business in rural environment on agritourism field must give importance to the foundation of the business; appropriate sizing of the necessary investment; sales market; necessary and possible services to offer; price formation policy; distribution channels; promotion of services; updating the farmer according to the requirements of the tourist market; the correlation of the agricultural field with the tourist field; correct and quick analysis of financial indicators.

• Material and method

The research from this article has as purpose to underline the importance of business plan for agritourism activity. In this process the general considerations to ensure the development and expansion of agritourism activity are considered, essential aspects to guarantee the efficiency of agritourism businesses, the description of each chapter of the business plan and appropriate strategies that support its development. In the process of research are used materials from books, websites, article relevant for the field and as research method is used the qualitative method.

Results and discussions



• Conclusions

The basic idea and conclusion that emerges is that the agritourism structure can offer an original tourist product, and depending on the originality of its constitution, it has the ability to capitalize on all the elements of the agricultural field and not only that. But the "key to success" is represented by the location of the structure and the inventiveness and innovation of the entrepreneur. The ability of the entrepreneur to "charm the tourist" through the originality of the products and services offered together with the ability to achieve good communication with the tourist are the aspects that ensure or not the success of the business. But any tourist entrepreneur from rural environment must pay attention to the possible traps, which lead to the failure of the activity.