UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA
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MOTIVATIONS FOR CHOOSING AGROTOURISM DESTINATIONS

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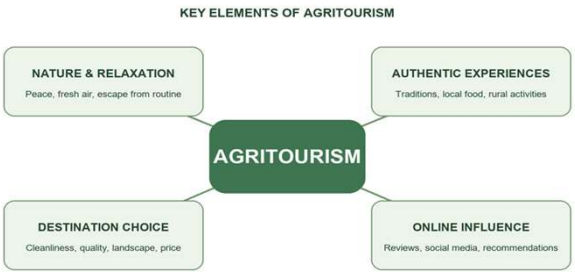
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Abstract: *The present research aims to analyze the motivations and behavior of consumers in the process of choosing agritourism destinations, highlighting the factors that influence preferences, purchase decisions and subsequent behavioral intentions. The study is based on a quantitative research, carried out by applying a questionnaire. The results outline the profile of a consumer oriented towards nature, relaxation, authenticity and the quality of services, highlighting the need to develop agritourism offers adapted to these preferences. The study provides relevant information for the foundation of marketing strategies and for increasing the competitiveness of agritourism destinations.*

Introduction

Agritourism is an increasingly attractive form of tourism for people who want to get away, even for a short time, from the busy rhythm of urban life. Choosing an agritourism destination does not only depend on the availability of accommodation, but also on the tourist's desire to spend time in nature, relax, discover local traditions and have authentic experiences. Specialized literature shows that authenticity, interaction with hosts and the specificity of the place contribute significantly to building the agritourism experience. At the same time, local products, gastronomy and community involvement can increase the perceived value of the destination.



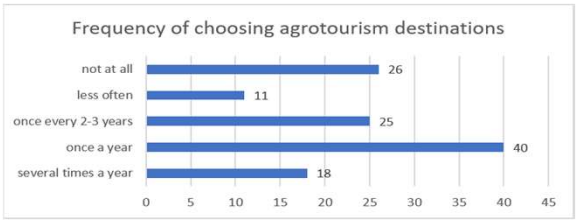
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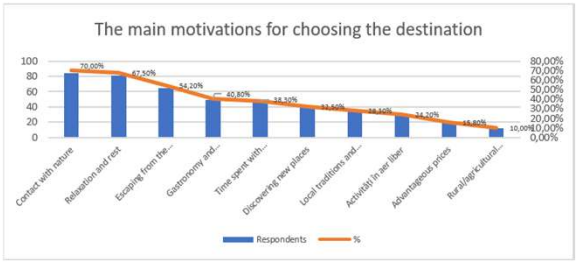
Key elements of agritourism

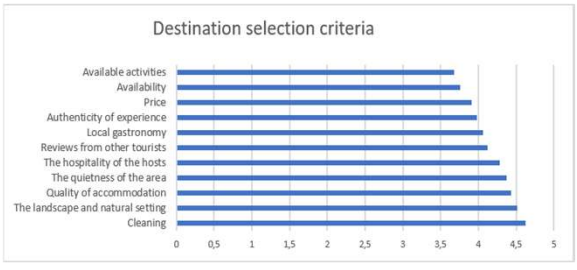
Material and method

The research aimed to identify the main motivations and behaviors of consumers in the process of choosing agrotourism destinations. For this purpose, a quantitative research was used, based on the questionnaire survey method. This method was chosen because it allows the collection and comparison of information regarding the preferences, experiences and intentions of the respondents in a structured way.

Results and discussions







Conclusions

The analysis of consumer behavior in choosing agritourism destinations highlights the fact that this form of tourism mainly responds to the need to relax, get close to nature and break away from the daily routine. The results of the research outline the image of a consumer who does not exclusively pursue the economic advantages of a destination, but attaches considerable importance to the quality of the experience, the natural setting and the authenticity of the services offered.