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STRATEGIES FOR THE DEVELOPMENT AND PROMOTION OF AN AGROTOURISM DESTINATION

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Abstract: *This paper aims to identify and develop strategies to promote an agrotourism destination, using the Coniferis Retreat cottages in Vadu Crișului, Bihor County, as a reasearch. It explores the potential to develop the property into an agrotourism destination by capitalizing on its natural surroundings, diversifying tourism services and introducing recreational activities specific to rural areas*

• Introduction

In the context of rural tourism development and the growing interest in authentic and sustainable experiences, agritourism represents an opportunity to diversify tourism services and capitalize on local resources. This paper examines the potential transformation of Coniferis Retreat, a cabin accommodation property located in Vadu Crișului, Bihor County, Romania, into an agritourism destination.

• Material and method

The research methodology combines documentary analysis, a case study approach, and an estimated economic and financial analysis. The documentary analysis focuses on academic literature concerning agritourism, sustainable development, and tourism service diversification, while the case study evaluates opportunities for integrating agricultural activities into the existing tourism offering.

• Results and discussions

This research proposes the transformation of Coniferis Retreat, a cabin accommodation property located in Vadu Crișului, Bihor County, Romania, into an agritourism destination through the establishment of a productive vegetable and herb garden. The strategy aims to diversify accommodation services by introducing participatory, educational and recreational agricultural experiences while capitalizing on the area's rural characteristics. The strategy aims to diversify accommodation services by introducing participatory, educational, and recreational agricultural experiences while capitalizing on the area's rural characteristics. The analysis suggests that establishing a productive garden could diversify the tourism offering, generate additional revenue, and strengthen the property's agritourism identity. Nevertheless, implementation requires verification of technical conditions, legal classification requirements, tourist demand, and actual investment and operating costs.

Functional area	Proposed area	Purpose
Vegetable cultivation	80 m2	Tomatoes, peppers, lettuce
Aromatic herbs	20m2	Basil, parsley
Demonstration beds	15 m2	Practical activities
Pathways	25 m2	Acces
Technical area	10 m2	Tools, materials
Total	150 m2	

• Conclusions

This research highlights the potential transformation of Coniferis Retreat, located in Vadu Crișului, Bihor County, Romania, into an agritourism destination through service diversification and the integration of authentic agricultural activities. The main proposed strategy involves establishing a productive vegetable and herb garden, allowing tourists to participate in planting, crop maintenance, and harvesting activities, thereby creating educational and recreational experiences.