

Role of Agro-Food Products Marketing in the Development of Agro-Tourism

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Abstract

Through this paper, we aim to highlight marketing as the function that distinguishes the needs and aspirations of customers, that challenges the markets that can best be served and to create products, services and programs recommended in servicing these markets. Of all the definitions given to marketing over time, it is clear that the purposes of marketing implementation are: ensuring consumer satisfaction and increasing the profitability of the business. The need for consumption is the primary element of demand, it has an objective character and is determined physiologically, socially, historically and psychologically. Agro-food products are especially designed to meet a physiologically determined need and provide, in addition to oxygen and fragmented water, the supply of nutrients to the human body. The agro-food demand of residents relates to physiological needs and is caused by endogenous and exogenous, equal and individual factors.

Keywords: *marketing, agro-tourism, agricultural product, demand, satisfaction*

J.E.L. classification: E62, H20

1. Introduction

Agrotourism expresses some characteristics that distinguish it from the established standard tourism, namely: tourism consumption takes place in the rural area (essentials are: the quality of the rural or agrotouristic pension, the customization and the adaptability of the reception services to the farmers, the knowledge of the natural, human, cultural, as well as the originality of tourism products); the touristic offer is authentic, original, diverse and personalized, organized and run by farmers (by the village people with characteristic dimension for the represented ethnicity); is an authentic activity complementary to agricultural holdings and not an alternative or a substitute for it; provide residents with lower earnings the potential for rest and recovery, for fun in their free time (leave or weekend, in a delightful view of the rural framework, with a cultural and educational significance and a characteristic reception); are not required large facilities for organizing tourist equipment; is a diffuse tourism (due to the specificity of its diversified offer and its large spread in space); through good management, the farmer can create the right environment for incursions over time to the unforgettable moments of childhood for his guests; is not compatible with mass tourism (developed in resorts and tourist centers and in peri-urban areas).

This paper focuses on the evolution of domestic tourism and agro-tourism in Romania, and its ultimate goal is to identify the causes that make Romanian tourism still a non-performing one as well as to find solutions for revitalizing agro-tourism activity through marketing.

2. Materials and methods

Agro-tourism, though confused with the two notions of rural tourism and green tourism, has even clearer differences, which distinguishes it clearly from the other two forms mentioned.

Agro-tourism is also defined as "a form of tourism practiced in the countryside, based on the provision of accommodation, meals, recreation and other services within the household, thus making better use of the natural and anthropogenic resources of the area and contributing to raising the living standard of the rural population" (Stănciulescu, et al., 2000). Another definition considers agrotourism as a "form of tourism practiced in rural areas, which uses (as a structure of tourists' reception) the agro-touristic household, with all its facilities. It is the most efficient way of capitalizing on the local resources existing in rural areas" (Stăncioiu, 1999).

Agro-tourism therefore means staying in the farmhouse-boarding house, farm, etc.; consumption of agricultural products from that household (sometimes is even indicated a ratio-at least 20%) and participation in a greater or lesser extent to specific agricultural activities (Minciu, 2002).

Agrotourism can also be defined as a "specific form of tourism, of a certain complexity, in which are found two independent activities, the economic one, mainly agricultural and/or forestry, and the proper tourism including accommodation, purchase and preparation of food, provision of services, tourism, etc." (Crăciun, 2009).

Radu Rey believes that "in the mountainous areas that meet the necessary conditions, tourism, in organized forms and combined with mountain farming, can become a complementary solution, directly supporting the development of agriculture, animal husbandry, with positive effects of both economic nature and socially" (Rey, 1985).

Based on the researches carried out, the interpretation of the statistical data and the literature, we conducted an in-depth analysis of the main natural and socio-economic factors that allowed the determination of the fundamental structures of the geographical space with tourism valences.

Tourists themselves have become more sophisticated in terms of their demands; it also refers to the luxury offered by the various locations, encompassing life situations as the cultural viability connected to the provincial society and learning about flora and fauna, etc.

Understanding the fundamental definitions and concepts used in the context of the travel and tourism industry provides an essential framework on which most of the industry's discussions are based. Because of the intangible nature of tourism, the usual definitions of terminology benefit the industry in a number of ways.

Agro-tourism is situated on a stage interposed between the health situation of the person and cause of authority. This stage justifies its double-activation, reflecting a fundamental task in the organization of life quality and included in economic growth.

3. Results

Agrotourism is a current concept in the European Union, this expression reported to the rural tourism is supporting by the owners from the countryside - usually as a collateral activity - activity broken down in their own house, remaining the main occupation and source of income.

"There is often a distinction between "agro-tourism" and "farm tourism" or its equivalent, which is used usually to simply and clearly designate the use of farmhouses as accommodation places for tourists" (Nicula, 2008).

Consumption of agro-food products vary within a relatively wide limit "from one individual to another, nutritionists believe that a normal caloric diet is around 3000 calories a day, and 100 g protein, of which 50 grams of animal protein and 50 grams protein of vegetal ones." (Țimiraș, 2007a).

Table no 1 Vegetables and vegetables products

YEAR	2015	2016	2016/2015
	tons	tons	-%-
SYNTHETIC INDICATORS			
9. Gross average annual food consumption - kg / inhabitant	158,5	155,9	98,4
10. Annual average net food consumption - kg / inhabitant	158,5	155,9	98,4
11. Daily average net food consumption - g / day / inhabitant	361,3	355,1	98,3
DERIVED INDICATORS			
12. Average daily intake of food, expressed in calories number/capita	125,2	122,1	97,5
13. Daily average food consumption, expressed in protein grams/capita	5,66	5,54	97,9
14. Average daily consumption, expressed in carbohydrate grams/capita	22,70	22,12	97,4
15. Daily average daily consumption, expressed in lipid grams/capita	0,90	0,88	97,8

Source: Adapted from INS (<http://www.insse.ro/cms/ro/tags/bilanturi-alimentare>)

Table no. 2 Fruits and fruits products

YEAR	2015	2016	2016/2015
	tons	tons	-%-
INDICATORI SINTETICI			
9.. Gross average annual food consumption - kg / inhabitant	87,8	96,0	109,3
10. Annual average net food consumption - kg / inhabitant	87,8	96,0	109,3
11. Daily average net food consumption - g / day / inhabitant	197,5	214,0	108,4
DERIVED INDICATORS			
12. Average daily intake of food, expressed in calories number/capita	164,6	179,4	109,0
13. Daily average food consumption, expressed in protein grams/capita	2,36	2,51	106,4
14. Average daily consumption, expressed in carbohydrate grams/capita	28,43	31,39	110,4
15. Daily average daily consumption, expressed in lipid grams/capita	4,21	4,45	105,7

Source: Adapted from INS (<http://www.insse.ro/cms/ro/tags/bilanturi-alimentare>)

Philip Kotler highlights the types of marketing strategies according to the actual consumer demand for a company's goods, considering both the evolution of consumer demand over time and the degree of achievement of a certain level of sales.

Engel, Blackwell and Miniard in Consumer define the consumer's behavior as "those actions of the individuals directly involved in the process of obtaining and the use of goods and services, including the decision process that precedes and determines these acts."

However, when talking about consumer behavior, we need to consider not only individual consumers, but also industrial or organizational consumers, literature making a very clear distinction between the two categories.

Also, in the literature there is also a distinction between the notions of buyer and user.

The buyer is the one who is directly involved in making the sales act, the one who comes into possession of a good, paying his equivalent, not being always the consumer or user of the good.

As one country or another develops, in the context of contemporary scientific and technical progress, studying and understanding consumer behavior is a very important desideratum for the modern enterprise, not just an option, but as a necessity for any organization acting in a competitive environment.

If the distribution were more balanced, this consumption would in turn be more attenuated. It has been found that, as income is higher, consumer behavior is dominant in striving to equate or even to beat others in consumer activity, to the detriment of habits.

Table no. 3 Marketing strategy for the consumption demand on the agricultural product market

Situation of the consumption demand on the market	Marketing strategy
Negative demand	Conversion - will apply in the case of a negative claim, in which the buyer refuses a product for some reason (mistrust, tradition, etc.), which will force the firm to initiate some actions to turn the buyer's negative attitude into a positive attitude.
Absence of demand	Stimulation - will be adopted in the absence of demand as a result of customers not knowing the products, in which case the company's shares will be directed to buyers, to urge them to try and buy the goods offered and desired by them.
Latent demand	Development - will be required in the case of a latent demand on the market, and the company will act in the direction of improving the quality of products and services offered to customers.
Declining demand	Remarketing - will be used in the case of declining demand, requiring a revival of sales by launching new products, replacing unsightly packaging, etc.
Fluctuating demand	Sincro-marketing - It is recommended if there is a fluctuating demand on the market, between supply and consumption, and there is a difference that is different in time.
Full demand	Maintenance - aims to maintain consumer demand, if it is complete, both in quantitative terms, but also in the level of quality achieved.
Excessive demand	Demarketing - may be adopted by the firm when demand is in excess compared to its bidding capacity. This can be done through an increase in sales prices, in which case a general reduction in consumer demand is achieved.
Undesirable demand	Antimarketing - can be applied in case of an undesirable request, the company promoting a series of actions designed to discourage the actual or potential consumer

Source: <https://vdocuments.site/subiecte-rezolvate-marketing.html>

Marketing research fulfills an essential assignment in the marketing model because they provide the necessary information for its operation.

Based on these, the market features and opportunities are known and the problems which the market's faces are known and can be solved the unpredictable situations faced by commercial companies.

In the complex activity of promoting agro-tourism, an important role can be played by the promotion of agricultural products.

In this sense, two or three groups of specialized households can be formed in a certain direction of capitalizing on the production specific to the area (fruit trees, grapes, legumes, etc.).

- One of the groups will specialize, for example, in making fruit or vegetable cure;
- Another group of households will specialize in processing fruits and vegetables with typical traditional recipes of the area (pellets, jams, etc.);
- In another group of households, which have a larger surface, the mechanized processing of fruit and vegetables with small refrigeration machines will be organized, and small quantities of fresh, particularly appealing products will be packed.

All these activities will bring additional income to households.

“The development of agro-food marketing has taken place concurrently with the development of the economy in general, of the agricultural and food sectors in particular. The different levels of economic development recorded by the world's states are reflected in different stages of marketing development, implicitly of agro-food marketing.

Regarding the link between economic development, in general, and the development of agricultural and food sectors, it is noteworthy that the development of the agricultural and food sector does not register the same growth rate as the economy as a whole.

In countries where positive economic growth rates are generally recorded, the share of the agricultural and food sector in the overall economic outturn is decreasing. This is determined by the nature of the needs that are mainly addressed to agricultural and food products.

In Romania, the agricultural and food marketing chain is very fragmented. This fragmentation creates difficulties for food processors and traders, who are unable to ensure sufficient quantities of consistent and acceptable quality products on the Romanian market. Under these conditions, Romanian products penetrate very hard in the formal markets, most of the production reaching the peasant markets.“ (Țimiraș, 2007b).

4. Conclusions

A comprehensive and sustainable rural development program cannot be conceived without starting from the realities of the present, no matter what they are.

In order to radiograph the present state of the Romanian village we must start from its physical structure: the dwellings, the houses, the farms and their equipment, from the present infrastructure of the rural territory, because between these elements and the economic and social state there is a two-way conditioning.

Agro-tourism is a current notion in the European Union, this expression referring to rural tourism supported by country holders - usually as collateral activity - the activity broken down into their own home remaining the main occupation and source of income.

In developed countries, the universality phenomena related to the delivery of the agricultural product from the agricultural farm at the end customer, takes place through the logistics stages of the product.

Compilation of logistics steps target the guarantee and satisfaction of customers from the point of view of quality, variety, tariffs, distribution points for agro-food products.

The collection of agricultural products within their recovery chains is a particularly important activity due to the assumed economic role.

In order to reach customers or consumers, agricultural products follow circuits during which they are subjected to multiple sorting, calibration, packaging, handling, transportation, storage operations.

Consumer buying behavior and the food consumption form the resolutions performed at a singular or as a whole level, in accordance with the purchase and use of their food products, predestined to meet the current and future food demand, comprising crucial actions that are to come and those that decide purchase, use of this type of food.

At the same time, consumer behavior has been described as "a dynamic interaction related to impressions and perceptions, behaviors and natural occurrences, through which human beings direct the changes in their own lives" (Blythe, 1999).

A company must draw the public's attention to differentiate itself from its competitors. Although that mainly the products are the ones that are actually in competition on the market, it can be said that they are based on ideas, and these are generated by the research- development activity.

For a company, innovation is very important, but also expensive.

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