

OLT COUNTY'S RURAL DEVELOPMENT THROUGH AGROTOURISM

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Abstract

Sustainable development and success of rural tourism and agrotourism not depends only by attractive tourist facilities and landscape, depends to an extent more or less equal competitive and quality service. Tourism, being known as one of the world's most competitive activities require commitment, professionalism, understanding, organization and not least an effective strategy for human resource development. The materials we will present the method used in the study was a questionnaire applied in Olt county, in the 9th joint distributed three forms of relief: Meadow: Gura Padinii, Gârcov and Orlea, Plain: Căluș, Curtișoara, Pleșoiu and hill Leleasca, Oboga and Sâmburești, in order to analyze and agro tourism potential, to develop strategy and promote recovery. In evaluating the survey data used to test the association, (Chi, Hi or χ^2 theoretically) test allows highlighting the existence / non-existence of a link between the association created under local segmentation variables studied.

Key words: agrotourism, commune, hill, meadow, Olt county, plain

INTRODUCTION

Located on the lower course of the river Olt, river which have gave the name of the county and having the privilege to be riparian with Danube, Olt County, with an area of 5498 square kilometers, representing 2.3% of the country territory, number 22 between counties and a population of 489,274 inhabitants, according to the 2002 census it ranks 18 on the county with a density in 2011 of 84,2 inhabitants per square kilometer, is one of the oldest Romanian counties, as attested to April 25, 1500.

Olt County is part of South-West Oltenia development region, based in Craiova, along with four other counties: Dolj, Gorj, Vâlcea and Mehedinți.

In this current form, is a happy combination of two old historic provinces: Muntenia, by keeping a large part of its old territory and Oltenia, by adding territory right Olt county belonged to the former abolished, Romanati, county names resonance in a historic document since august 1, 1496. The fact that more than 50 localities are attested before 1500, eg. Celei, mentioned documentary from 1247 in *Diploma Cavalerilor Ioaniti* and

Slatina on January 20, 1368, when Vladislav I. Vlaicu granted exemption from customs for merchants of Brașov County, we shoe that these territories preserves the traces and remains of great historical significance, have been an active participant in our county millennial history of this nation.

In terms of relief, we find two predominant forms: hills and plains centered on North-South axis of the county, running through the northern like an amphitheater, occupying about a third of surface and plains, continuing his gentle flow of the Danube great in two thirds.

According to the relief form, we conclude that Olt is a predominantly agricultural county, as most county of the South, whose cultures are comforted a longer period of time, with benefits of rays of the sun.

Another important aspect when we talk about Olt county is the hydrographic network, network which is cut in two by Olt river, from North to South county, formely delimiting the two counties, today united, Olt and Romanati or Muntenia by Oltenia, havind a length of 143 square kilometers. In the South, the county enjoys the blessings of the Danube over a distance of 54 square kilometers.

Other smaller rivers flow flowing into the Olt river, with their credit, are: Oltet, Teslui, Dârjovul, Beica and in North Vedeia with his affluent Plapcea.

All these coordinates, if only a brief description, sketch a portrait of physical and historical-geographical potential of a county agricultural economic and socio-cultural, where rural areas remains, in may places, traditions, customs and craft occupations and, urban areas, preserving the vestiges of the past, is connected with modern styles and adopting new technologies in construction.

Although there is a real potential for tourism, unfortunately, is not a well-defined phenomenon of reference in Olt County. In fact, in a classification level, in terms of tourism, Olt ranks 38 in top counties.

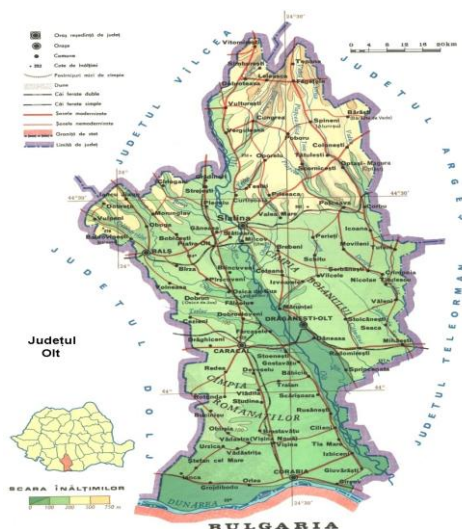


Fig. 1. Olt county map

What would be the reasons, it is hard to say, especially today when we came and still are tell many a crisis. The only form of tourism practiced in Olt county are organized trips to various holidays, Easter, Christmas or New Year by the few travel companies in the country or abroad, but, nobody involved in creating programs to promote tourism through various forms of practice and bringing tourist to the county, although here in Olt, are at least two centers of traditional crafts widely recognized Oboga, with pottery an Vădastra, making the coats (Fig.1).

MATERIALS AND METHODS

Forward, we will present the method used in the study was a questionable applied in Olt county, in 9 commune, distributed by three forms of relief, in order to analyze the agro touristic potential, to develop strategy and promote recovery:

- Meadow: Gura Padinii, Gârcov, Orlea;
- Plain: Călui, Curtișoara, Pleșoiu
- Hill: Leleasca, Oboga and Sâmburești

In evaluating the survey data we used the association test (Chi, Hi or χ^2 theoretically). This statistical indicator involves verifying the hypothesis of association between responses from questionnaire alternatives, of questions and checking a particular set of data that can follow a known statistical distribution. The test applies to socio-economic issues and is calculated composition of contingency table; the data is classified by one, two, or more variables of segmentation. This test allows highlighting the existence / non-existence of a link between under local association created segmentation variables studied.

RESULTS AND DISCUSSIONS

Sustainable development and success of rural tourism and tourism depends not only attractive tourist facilities and landscape, depends to an extent more or less equal competitive and quality service. Tourism, being known as one of the world's most competitive activities requires commitment, professionalism, understanding, organization and not least an effective strategy for human resource development.

Regarding the ranking of respondents on the reasons why the community as possible tourist place, the classification is as follows: for the relief hill, entertainment and recreation opportunities, the main reason, ranking first in the preferences respondents followed in second place by sights present in this area. Last choice among respondents is the beauty of the area and affordability do not play a decisive role in the choice of destination.

Plain, the situation takes a different form, respondents focus primarily on opportunities for fun, followed closely by affordability and traditions, both holding a draw. Beauty of the area and the people very hospitable is not the primary determinant of this area relief. Sights to the relief plain are the last choice, and the lowest score recorded.

In the meadow, traditions play a very important role in the choice of destination, ranking the first position followed by chance of fun. Last place among respondents beauty of the area is occupied by meadow.

The final classification for all areas of relief is as follows: possibilities for fun ranks in first place, second place is popular traditions, sights and people share the same position, being tied, and the last two positions are represented by the beauty of the area and hosts.

Thus, following the implementation of the questionnaire respondents among participants, we issue the following statement: within the new community, the main reason the common choice as a potential tourist spot could be for entertainment and recreation (Table 1).

Table 1. Hierarchy Respondents ranking assessments of why the choice of the community as possible tourist spots, in Olt County, 2012

Landforms	Commune	Reasons for choosing village					
		Tourism objectives	Beauty of the area	Traditions	Convenient price	Hospitable people	Opportunities for fun
		Hierarchy of importance (1 to 6)					
Meadow	Gîrcov	5	1	6	2	3	4
	Orlea	1	2	3	4	5	6
	Gura Padinii	5	3	6	4	1	2
	Average meadow	3.67	2.00	5.00	3.33	3.00	4.00
Plain	Pleșoiu	3	4	6	2	1	5
	Curtișoara	1	2	3	5	4	6
	Călui	1	2	4	6	3	5
	Average plain	1.67	2.67	4.33	4.33	2.67	5.33
Hill	Leleasca	4	1	6	2	3	5
	Sâmburești	5	1	4	2	3	6
	Oboga	5	2	1	4	3	6
	Average hill	4.67	1.33	3.67	2.67	3.00	5.67
<i>Average zone of relief</i>		3.34	2.00	4.33	3.44	2.89	5.00

Source: Smedescu Dragos,2012, Touristic and Agrotouristic W=Questionnaire applied in the Olt County communes

Analyzing potential of Olt County agro tourism in the new community studied, farm structures as relief areas and the number of household members is as follows: stands entirely without drinking water collective network landform meadow. For the other two forms of relief, plain and hill among 43.5% of respondents are connected to piped water supply collective. Another big absence of utilities for meadow and hill landforms is the gas pipe and if the plain landform at just 19.4% of respondents is connected to the gas network, the situation in the nine common being much lower, only

6.5% of respondents are connected to the gas grid, finishing in last place. All of the new joint notice it reached a maximum cable TV line holders, the percentage is 100%. Analyzing the situation in terms of Internet access, the situation is as follows: for the relief meadow, 77.78% among respondents have Internet access, the plain 52.8%, and for hill 72.2%. Average for the three areas of relief is 67.6%, ranking the third position after Cable TV (100%) and drinking water from its own resources (74.1%).

If we look at the importance of a fair price in choosing a Farmhouses by the relief which is found placed observe that 78.70% of respondents consider it very important. By testing the association chi-square statistic = 11.57, critical value = 10.64 Critical probability <0.01, the respondents view the importance of a fair price in choosing a Farmhouses by the relief where it is found set,

it shows an association between the respondents and the opinion which found relief guesthouse situated on the problem analyzed. In this situation we can draw the following conclusion: the choice of guesthouse depending on the area of relief is influenced by a fair price, with a probability of between 90-95% (Table 2).

Tabel 2. How respondents appreciated the choice depending on the agro pension of relief and a fair price

Relief	UM	Fiar price				Total	
		Very much	much	less	Not al all	no	%
Meadow	No	31	5			36	33.3
Plain	No	32	4			36	33.3
Hill	No	22	12	1	1	36	33.3
Total	No	85	21	1	1	108	100.0
	%	78.70	19.44	0.93	0.93	100	X
Indicators	Test χ^2	Level of significance					
	\leq	0.2	0.1	0.05	0.01	0.001	
CHITEST (value Sig)	0.07228494						
Degrees of freedom	6						
CHIINV (Chi teoretic)	\geq	8.56	10.64	12.59	16.81	22.46	
CHIINV (Chi calculating)	11.57						

Source: Smedescu Dragos, 2012, Touristic and Agrotouristic W=Questionnaire applied in the Olt County communes

The situation on the structure of respondents by area of relief and consider how traditional products serving customers in question are traditional menus with which you greet tourists answers were as follows: for the relief meadow, 36.11% felt that they can crease demand by tourists desires while 63.89% believe they can persuade tourists with traditional menus made within the household, managed by traditional recipes, full of flavor to win customers. In the lowland relief, 25% think that would be served and 75% go on traditional diets, made mostly with household products. In the area of relief deal also emphasize traditional menu, conducted largely owned household products.

The average of the three forms of relief is as follows: only 24.07% of respondents are willing to serve guests with what they want while the vast majority of the respondents, 75.93% consider that a traditional menu with natural products is more important. The statistical test of association, chi-square = 6.18, critical value = 5.99, it is estimated that between relief areas and how they will be served traditional drop a link with a probability of over 95% (significant) and those from the meadow view that will serve them what they want and traditional products, while those in the plains and hills that have served mainly considers household products (Table 3).

Table 3. Structure of respondents according to the relief and serving customers with traditional products (menus)

Relief	UM	What are the traditional menus with which you greet tourists?		Total	
		I served what it wants	products majority of household	nr	%
Meadow	No	13	23	36	33.33
Plain	No	9	27	36	33.33
Hill	No	4	32	36	33.33
Total	No	26	82	108	100.00
	%	24.07	75.93	100.00	x
Indicators	Test χ^2	Level of significance			
	\leq	0.05	0.01	0.001	
CHITEST (value Sig)	4.55E-02	*			
Degrees of freedom	2				
CHIINV (Chi theoretic)	\geq	5.99	9.21	13.82	
CHIINV (Chi calculating)	6.18				

Source: Smedescu Dragos, 2012, Touristic and Agrotouristic Questionnaire, individually applied in the Olt County communes

CONCLUSIONS

Olt county spent as part of South-West Oltenia Development Region remains, although it has a great tourism potential, a county where tourism is not found. Due to huge agricultural potential, the infrastructure in a state somewhat acceptable and rural environment diversified activities, tourism remains a possible basin for the county. Need more bending, education and training, investment and greater understanding of the policy makers and the rural population, patience.

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