

STRUCTURE AND DEVELOPMENT OF THE RURAL TOURISM NETWORK „BIENVENUE A LA FERME”

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Abstract

This paper presents the main rural tourism networks in France and the forms of rural tourism encountered in this country. In the data presented lies a bibliographic study on the development of rural tourism network "Bienvenue a la ferme" between 1996 and 2013. Data analysis presented highlights rural tourism forms with the most dynamic development in the period considered, given that France is the first European country where the level of organization, diversification and promotion of rural tourism took place.

Key words: agrotourism, Bienvenue a la Ferme, development, structure

INTRODUCTION

Mark of the French Chambers of Agriculture, "Bienvenue a la ferme" is a network, which includes approx. 6,200 farmers and 122 farm rooms. The network includes 10 forms of tourism areas. People who choose this network have done it to ensure quality customer service they provide. All adherents are obliged to follow the rules imposed by the network and accept regular checks.

Network "Bienvenue à la Ferme" consists of: more than 6200 farmers, network "Bienvenue à la Ferme" consists of regional and departmental and every department in 20 regions, provides technical assistance to farmers, ensuring the quality of products and activities, providing brand promotion, Agricultural Chamber of the French service whose goals are to develop the brand "Bienvenue à la Ferme", partnership development, national brand communication, network animation. [3]

MATERIALS AND METHODS

To collect the necessary information for dynamics analysis types of tourist activities carried out within the network "Bienvenue a la ferme", was made in consultation

documentation of scientific papers published in the literature and in consultation with the Association website. Also, we used information collected by Mounntanology specialization students at the University "Lucian Blaga" who had practical experience in this tourist structures within this network in France.

RESULTS AND DISCUSSIONS

In France the rural tourism experienced the peak of organization, diversification and promotion. Much of the accommodation in rural areas in this country can be called rustic houses are controlled, approved and reserved by National Federation "Gites Ruraux" which currently includes approx. 37,000 tourist structures. [3]

In 1995 the French Federation was founded Green Travel Holidays and then the National Federation of Gites de France or the National Federation of Housing and Inns of France.

Rural tourism activities conducted by farms are supported either in terms of organizational or legislative. [3]

Classification is done in this country according to the degree of comfort and convenience, set specific rules regulated by the Decree issued by the Ministry of Tourism.

The widespread network of rural tourism is "Bienvenue à la Ferme", created by the Chamber of Agriculture, provides a direct link between farmers' needs and market requirements on rural tourism and agrotourism.



1. Fig.1 – The widespread network of rural tourism is "Bienvenue à la Ferme"
2. <http://www.bienvenue-a-la-ferme.com/>

The main forms of tourism areas in the network are: gastronomy, accommodation, leisure and products to farmers.

All farms that are part of this network, are required to exhibit on the frontispiece of the house the network logo. The logo is a guarantee to tourists that the services provided are in the standard of quality that awaits them. It thus ensures that the quality of products and services bearing the mark, and expert advice and promotion for all members of the network.

Forms of rural tourism practiced in France could be synthetically as follows: [7]

-tourism which is engaged in the accommodation: camping at the farm, the farm guest rooms, accommodation for a set period or holiday accommodation on the farm of "rural gîtes"

-gastronomic tourism: farm inn tasting products made on the farm, selling farm products.

-Leisure / the "discovery" open farms, the "discovery" teaching farms, equestrian farms.

Accommodation in a farmhouse type "rural gîtes" - concept defines a house, apartment or room for rent for a weekend, a week or more in household housekeeping is done by tourists, which has the possibility of preparing food in within these spaces. They are generally located near a farm or village. They can be rented for the weekend or an entire vacation. Classification is done using ears of corn, from 1 to 3 ears. Investing in such activity generally rises to 46,000 euros. The

presence of the owners is just on the arrival and departure of customers. [2]

Guest rooms in old mansions, castles - the rooms are in old buildings that belonged to the French nobility. The rent for one or more nights, guests can take advantage of the charm of these buildings. The investment amounts to 9,000 euro per room. It is a summer activity, rooms are occupied on average 50 days per year. The price per room varies between 70 and 120 Euro per night.

Rooms for guests on the farm - there may be a number up to 6 special rooms, type "hotel room" with multiple facilities. They can be rented for one or more nights, guests benefit from the calm and pleasant specific structures of these rooms.

Accommodation for a set period or for a stay - for a set period: Enables hosting tourists in hiking or go through different routes or bike ride to make a stop on their circuit. to stay: mainly addresses known groups or families who wish to spend together a weekend or a holiday.

Camping on the farm - offers tourists accommodation in the countryside, on a shaded plot. Farms that have camp capacity amounts from 6 to 25 seats, and the area under this activity must be at least 500 square meters. Farmers may propose the addition to accommodation, catering and entertainment. Classification is done by giving flowers sun. The investment is modest, around 2,000 euros.

Gîtes d'enfant (accommodation for children) - during school holidays students are getting in the middle of rural families, they provide accommodation, meals and the opportunity to discover the country life and participation in activities related to the agricultural world. Families which have the right to accommodate children are very carefully selected, so that the overall number is lower. Groups of children come accompanied by an animator in charge of children's leisure. The investment is between 6,000 and 15,000 euros.

Farm inn - is an "inn" is found in a farm, which serves traditional cuisine of the area, given that 80 % of the products served must

come from the farm . It is mandatory that one of the owners to be a farmer. The inn offers only the possibility of serving meals, not the possibility to accommodate tourists and has a maximum capacity permitted by the law of 60 seats, working only on a reservation of seats. Dishes served must be simple, but refined. [8] Preparation specialties is achieved only by the owner, he has no right to have a cook employed.

In general workforce in such activities is represented by family members, who must have knowledge of agriculture and tourism, especially about the sights, being able to provide customers answers to questions.

Customer category endorsed by inns is large, it is generally made up of two types: one individual and one group. Individual clientele includes couples, families.

It is well to provide children's menus with attractive names and have a presentation that urge children to consume, generally known that children are picky.

The second category is represented by people taking part in trips organized by various associations, means of travel is the bus.

The customer group can enter and family members who come to celebrate an important event (wedding, christening, anniversary).

Tabel 1-The dynamic of the number of "Ferme auberge" from France, between 1996-2013

Year	Number of "Ferme auberge"
1996	655
2001	632
2005	506
2013	380

Source: Ungureanu D., 2007 and www.bienvenue-a-la-ferme.com

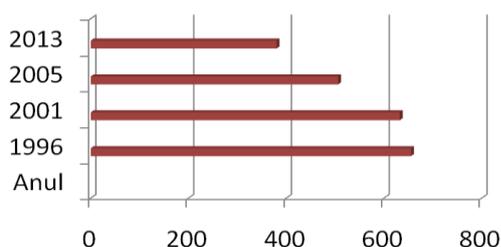


Fig. 1.The dynamic of the number of "Ferme auberge", between 1996-2013

Although this class brings high income and fast, yet we must not forget what the purpose and functioning of peasant inn.

Customers coming from neighboring regions are to be informed of the activities they organize at the inn.

For the people who came once to return to the inn and always be in the attention of potential customers is better to organize various activities within it: various exhibitions that promote new artist, traditional music and dance evening, etc.

The difference between a peasant inns are ultimately the quality of services, and it depends on personality, goals and ideals of the owner.

The investment required for setting up a rustic inn is about. 90,000 euros.

Each host is privileged and personalized. Evolution of farm inn in France, between 1996-2013, is presented in table and graph below. [9, 8]

Tasting of products produced on the farm - is at around 4 PM and product tasting is accompanied by a beverage that is made by a local manufacturer. This activity is conducted only by reservation.

For the period considered, the dynamic farms opportunity of "tasting products" is presented in Table 2.

Tabel 2 The dynamic of Tasting of products realized on the farm between 1996-2013

Year	Number of farms which make tasting products
1996	256
2001	220
2005	168
2013	151

Source: Ungureanu D., 2007 and www.bienvenue-a-la-ferme.com

The investment is modest, the tasting room must meet sanitary requirements, however, there are modest incomes. This activity is more than the farmers realized desire to make known their products made on the farm. After tasting products there may be the possibility of visiting the farm or conduct recreational activities.

Selling products made by farmers - is an activity that shoppers can enjoy the flavor of fresh made within a farm.

Between the buyer and the manufacturer is a dialogue, the manufacturer giving the customer answers to all questions about the products. Point of sale is found on the farm. Evolution of the tourism form "farm products" is shown in the chart below.

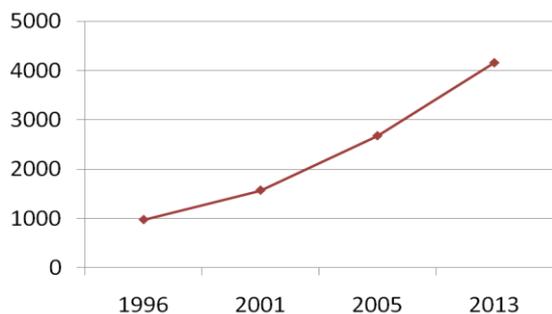


Fig. 2. The dynamic of farms which are selling products, between 1996-2013

Number of farmers who offer "farm products" in 2013, in the network varies by category. The fruit growers are 1035, 811 producers of vegetables, meat and fish producers are 1835, 1151 are the producers of cheese, wine and spirits producers are 1236, 646 producers of juices and drinks, bakery manufacturers are 1919 and 489 produce non alimentary products.

Farms of "discovery" (open farms) - tourists coming from urban area through this type of farm, have the opportunity to know the full potential of agricultural holdings: human, economic and natural. By practicing this activity farmers show tourists the agricultural universe.

This farm is addressed to any age group. Visitors are families and groups. The investment is to achieve reception rooms and toilets.

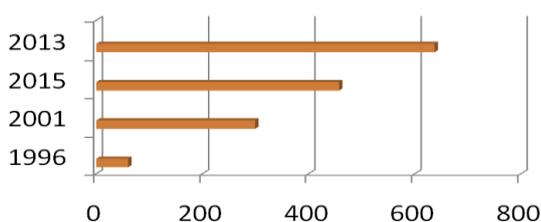


Fig. 3. The dynamic of farms of "discovery" (open farms), between 1996-2013

For the period considered, this form of rural tourism has evolved dramatically, as evidenced by the data in the chart below. Observe that if in 1996 60 farms were "open for visits" in 2013, their number was 10 times higher, which proves the interest of the urban population to know the country life and farm activity.

Teaching farms - are intended specifically for children and adolescents. They complement the curriculum or part of the recreational activities of tourists. The program presented is focused on nature, life on the farm, flora, local life of the region. The presence of animals has a positive effect on children.

These educational farms may carry lessons about life and earth sciences, enterprise management, economic and social issues, the environment and sustainable development.

Equestrian farms - propose one or more activities that take place in nature. Existence of an authorized person is required to work with horses. Between 201-2013, the number of farms has remained relatively constant, which is observed in the following table.

Table 3 – The dynamic of equestrian farms, between 1996-2013

Year	No. of Equestrian farms
1996	177
2001	234
2005	207
2013	232

Source: Ungureanu D., 2007 and www.bienvenue-a-la-ferme.com

These farms can perform the following types of activities: introduction to horse riding, horseback riding or carriage, competitions or research activities and better knowledge of horses.

Other networks operating in the tourism of French countryside are [4,10,11]:

-**Clevacances** - a network that proposes that only those activities related to housing and generally has adherents in rural areas, finding more in the seaside;

-**Accueil paysan** - a network that refuses the idea of rurality and rural tourism development without trying to better respond to the requirements of tourists;

-**Gîtes de France** - founded in 1951, was the first network of agritourism in France. It brings together 43,000 structures, of which 30 % are located in rural areas. Rank structures is the spice of wheat from 1 to 4 for the ear more efficient structure.

You can rent rooms, houses over a period of three days, a week or more. The houses are generally rented 16.5 weeks / year, average duration of stay was 1.5 weeks. Rooms for rent that are found in old houses of nobles, are occupied on average 14 weeks per year and the average length of stay is 3 nights. Network publishes national, regional and departmental guides.

In addition to these networks, there are others who exploit and select existing quality housing in rural areas, supporting the development of means of receipt by providing the necessary equipment: International Café - Connett, "Nids Vacances", "Fédération Nationale des Gîtes de France", "Cleconfort France", "Maison de la Rendonnée" etc.. [5]

CONCLUSIONS

The main networks operating in rural tourism in France are: "Bienvenue a la farms", Gîtes de France, Clevacances, Accueil paysan. They have a good distribution network, throughout France.

The number of farmers adherents demonstrate that they are aware of the potential 's capitalization surplus of accommodation, manufactures and land near the farm.

New demands arise among visitors, and tourism service providers.

The higher number of equestrian farms, discovery farms and those who sell directly is observed.

In France developed a series of activities aimed at multi farm business whose core remains the agricultural economy. Pluriactivity can help support small farms, bringing them additional income. Generalized conclusion is that that agriculture alone

generally is not able to satisfy the needs of farmers, who often are forced to give up land and agricultural activities.

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