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IMPLEMENTING AGRITOURISM MARKETING STRATEGIES AS TOOLS FOR EFFICIENCY AND SUSTAINABLE DEVELOPMENT OF RURAL TOURISM

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Abstract

Any modern enterprise, with focus on marketing and management success have to be based on market principles, pursuing the main objectives, of increasing production and services in terms of sustainable development. In this context, rural tourism and agritourism, with a high rate in rural areas, is a major factor, with direct consequences on local development and meeting the consumption needs of tourists. There are several advantages of the agritourism which had been described previously such as: *better exploitation of the rural areas and natural conditions; provides a superior conservation and development of cultural heritage and rural traditions; creating new jobs; satisfy requirements related to leisure tourism and traditional cuisine, offering specific products and menus based on local recipes, contributing to infrastructure development.* Also, there are several economic reasons which justify the implementation of social and cultural initiatives in rural areas, which can help to increase the revenue of rural community's inhabitants, thereby the sustainable development and efficiency of local economy. Currently, the level of information, research, managerial and marketing practices is quite low, which can be seen in the process of decisions making, both locally and regionally. This research is necessary and quite important, having direct impact on the revitalization of rural tourism and agritourism, focused on accommodation and other type of rural services in Neamt County. The authors proposed, based on a case study, to highlight and recommend potential development and efficiency of rural tourism in Neamt County, with reference in Agapia village.

Key words: agritourism, efficiency, marketing strategies sustainable development

Received: June, 2016; Revised final: December, 2016; Accepted: December, 2016

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