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Analysis of produce offered by agritourist farms in Poland

Analiza oferty produktowej gospodarstw agroturystycznych w Polsce

The main aim of this paper is to present the offer of agritourist farms in Poland. The authors demonstrate that their offers are highly diversified over regions. This stems from differences in the attractiveness of particular areas, social and economic factors, as well as policies laid down by local governments. Research has shown that farmers move towards enriching their services to tourists who want to stay in the countryside by offering cycle rental, as well as horse riding lessons or local sightseeing. Moreover, Polish hosts more and more often see the need to make use of regional attractions in terms of cultural life when designing the product for their visitors (e.g. regional dishes). The present paper was written on the basis of data contained in the catalogue titled "Poland-The Atlas of Agritourism. Welcome to the Countryside" published by the Polish Federation of Agritourism "Welcoming Farms" and also website www.agroturystyka.pl.

Key-words

agritourism services, offer of product, regional diversification in Poland

Introduction

Agritourist farms in Poland constitute a group of producers which are characterized by a determined specificity. Factors which determine this particular character are on the one hand - natural and anthropogenic attractiveness (specific to a given region), and on the other - the resources of these agritourist farms, to which their produce is attached.

According to M.H. Curtis, a tourist product in the countryside involves a wide combination of diverse products and services, offered by units functioning within tourism, in rural areas open to tourists resting there¹. R. Gałecki and G. Gołębski have divided the tourist product into three categories. The first of these embraces goods and services in relation to which only tourism itself is a factor creating demand and which, in one respect, compensates consumption in another place and time (e.g. providing tourist equipment - tents, shoes, services supplied by specialist companies and tourist organizations, guide services, as well as the exploitation and conservation of tourist sites). The second category constitutes those goods and services the purchase of which takes place because of tourism and which are only a substitute for consumption at other times and periods (services connected with sleeping and board). The third category of a tourist product consists of goods and services which meet the same needs for both tourists and non-tourists. Producers sell these products all year round, with an increase in demand

¹ M.H. Curtis, *Marketing Techniques for the Tourism Industry Travel World*, 1968.

during tourist peak seasons (e.g. selling away from the farm, sport and tourism, communication, transport, health of the community)².

All the above-mentioned material and non-material compounds of the tourist product play their role, both in relation to tourists resting in a given region, through enabling them to take a trip, and in constituting a specific package of services for the local community which may derive profits, both during and off the tourist season.

A broader approach to the tourist product is defined by V.T.C. Middleton, who adopts two concepts in order to refer to it³. In the first of these he assumes the so called general horizontal approach to the tourist product, emphasizing the importance of combinations of particular compounds to tourists. In this sense, the tourist product embraces complete experiences for the tourist, from the moment of his leaving home until his return there. This means that factors such as attractions for newcomers and the tourist infrastructure both at the destination and in the accessibility to it also constitute elements of a tourist product⁴.

The second approach formulated by V.T.C. Middleton towards a tourist product has a typically producer-like attitude. It is considered from the point of view of a “provider”, though taking into account the needs and expectations of his/her clients. In this case one pays attention to particular products and services which are within the tourist package and which may be offered to tourists. The producer’s concept has a vertical nature, similar to concepts by Ph. Kotler and T. Levitt⁵. Both of the approaches defined by V.T.C. Middleton towards the product, though different in their essence, complement one another. The general structure, embracing compounds of the tourist products, require the clients to make choices in order to achieve a “combined experience”. However, the producer’s dimension expresses the particular activities of the providers with respect to tourists, based on their previously identified needs, expectations and desires. Taking into account the above considerations regarding the essence of the tourist product, it was decided that for the purposes of this paper the analysis of this product according to both described dimensions: general and producer ones is justified.

Specificity of Polish agritourism: regional diversity

In Poland, in recent years, the agritourist market has shown large regional diversity. This has been marked by both the number of farms providing services for tour-

² R. Gałecki, G. Gołębski, *Ekonomika turystyki*, Zeszyt 282, Wyd. AE w Poznaniu, Poznań 1980, p. 50.

³ V.T.C. Middleton, *Marketing w turystyce*, Polska Agencja Promocji Turystyki, Warszawa 1996, p. 87-96.

⁴ V.T.C. Middleton, *Marketing...*, op. cit., p. 88.

⁵ Vertical approach to the product is discussed in many publications on marketing, including the pioneering papers by T. Levitt and Ph. Kotler. The concept of the product as determined by these authors, next to its three levels (core product, proper product and widened product) takes into consideration its additional element the so called potential product. This sphere embraces product improvement and transformation which should and may impact on it in the future. He claims that the sphere of the potential product may points to its developmental tendency. See T. Levitt, *Marketing success through differentiation-of anything*, Harvard Business Review, Jan.-Feb. 1980, p. 84-89; T. Levitt, *Exploit the Product Life Cycle*, Harvard Business Review, Vol. 43, Nov.-Dec. 1965, p. 81-94, Ph. Kotler, G. Armstrong, *Principles of Marketing*, Prentice-Hall, Englewood Cliffs, New Jersey, 1989, p. 243-244. See also materials included in *Acta Scientiarum Polonorum. Oeconomia*, e.g. J. Majewski, *Wiejskość jako rdzeń produktu turystycznego-użyteczność podejść geograficznego i ekonomicznego*, *Acta Scientiarum Polonorum. Oeconomia*, Wyd. SGGW, Warszawa 2010, p. 287-294. See also M. Czerwińska-Jaśkiewicz, *Marketing w agroturystyce. Ujęcie segmentacyjne*, Difin, Warszawa 2013.

ists and in the standard and extent of their services. The largest number of farms accommodating guests has been recorded in the Małopolskie province. This region boasts tourist amenities of natural beauty, including both cultural and landscape attractions. Its attractiveness is confirmed by an extensive protected area: 6 national parks (Babigórski, Gorczański, Magurski, Ojcowski, Pieniński, Tatrzański), 11 landscape parks, 10 areas of protected landscape, 84 sanctuaries and more than two-thousand natural monuments. In the province, high standard accommodation dominates, intended for foreign tourists as well as more wealthy local visitors. According to the data placed in “Wiejska Baza Noclegowa Wielkopolski” (Rural Database for Boarding in Małopolska), all of the 167 farms registered on the website have a quality category awarded by the Polish Federation of Rural Tourism Agrotourist Farms. Over half of them are active agricultural farms where alongside traditional, rural attractions, tourists can buy healthy food based on natural production methods and learn how to cook⁶. About half (43%) of agritourist farms in Małopolska are to be found in the Beskidy region, which is a strictly mountainous area which boasts a unique landscape.

Tourist farms in Kaszuby and Bory Tucholskie are usually organized in non-agricultural units. Most of them have quite a high standard in terms of furnishings and offer dining opportunities. A particular feature of this part of Kaszuby is a widely-offered and attractive supplementary service which makes use of the rich traditions of that region and its natural and anthropogenic attributes. A seven-colour embroidery representing characteristic flower patterns such as chamomile, pomegranate fruit and roses is one of the oldest traditions in the Kaszuby region which distinguishes it from other areas in Poland. Hand-painted pottery crafts from Kartuzy and Chmielno are an attractive element of the tradition. Tourists visiting agritourist farms there can enjoy peaceful, rural relaxation and get to know Kaszubian culture and the regional customs⁷.

In the Dolny Śląsk region, because of its border location, its agritourist offer is directed primarily towards foreign visitors, especially Germans. At present there are 540 agritourist farms which provide over seven-thousand accommodation places. The overwhelming majority of farms, i.e. 80%, are situated in the Sudety, Barycz valley, Bory Dolnośląskie (Lower Silesia Forests) and around the city of Wrocław⁸. Due to the domination of agricultural activity in the region, the inhabitants of the Dolnośląskie countryside, apart from offering accommodation to tourists, are also able to provide them with recreational and educational activities both during the winter and summer which involve, for example, observation of the breeding of farm animals or observing the customs of families living in the countryside. For instance, in the area of Góry Stołowe, some farmers carry out courses designed for children and teenagers, such as “Living with nature”, “From grain to loaf”, “Beating the butter”. They also teach embroidery, polishing, and drawing on glass as well as making compositions of dry flowers⁹. Interesting offers are provided by numerous castles and palaces, such as the Książ Castle, Czoch Castle,

⁶ Statistical calculations were made on the basis of accommodation data as in www.agroturystyka.pl, wrotamalopolski.pl.

⁷ According to www.kaszuby.info.pl.

⁸ See B. Kutkowska, *Podstawy rozwoju turystyki ze szczególnym uwzględnieniem agroturystyki na Dolnym Śląsku*, Wyd. AR we Wrocławiu, nr 455, Monografia nr XXXI, Wrocław 2003.

⁹ I. Kurtyka, *Produkty turystyki wiejskiej w górach Stołowych*, SERiA, tom VII, z. 4, Wyd. SGGW, Warszawa, 2005, p. 221.

Chojniki and Grodziec Castles, in which fans of medieval knight culture and architecture can find something of interest for themselves¹⁰.

The low quality of the natural environment is a consequence of the intensive functioning of coal industry in the region and is thus a major problem to Lower Silesia. This undoubtedly influences the decisions made by tourists who are often reluctant to take a holiday in this region. From estimates so far, it follows that in 2006 the total accommodation in Lower Silesia amounted to approximately 30%¹¹ and constituted the lowest volume of all in recent years.

Tourist offers in the countryside of Dolny Śląsk essentially acquire a character which is typical for agritourism. One notices though that in some parts of the region this departs gradually from the traditionally perceived concept of agritourism. For example, in the Beskid region or in Podhale, it often takes the form of privately organized holidays provided in modern guest houses. A large number of tourist offers from Podhale concentrate on providing accommodation, usually in guest houses, mountain hotels or private homes. The rich landscape and natural qualities of these rural regions intensify tourist activity. Interesting activities which make tourists' stays in the mountains more appealing encourage them to visit those regions. Horse carriage rides around the local area are one example of activities offered there. Lessons in horse riding for children and teenagers offered in large specialized farms are highly popular and these can accommodate from around 50 to 70 participants per day¹².

The situation in the eastern part of Poland is quite different. Mazowsze, Podlasie and Zamojszczyzna still have the lowest level of agritourist activity. In spite of this, recently an increased interest in agritourism has been observed in comparison with previous years. For many tourists these are unspoiled regions of exploratory worth which are unique for their classic simplicity, naturalness and homeliness. Tourists are attracted by a rich agritourist provision as found in agritourist farms typical of eastern Poland. Visitors also have a chance to become familiar with genuine customs of the Polish countryside and agriculture. In many farms one can make use of facilities which increase the attractiveness of a stay in the countryside e.g. taking part in farming activities, preparation of traditional Polish meals, baking bread, watching animals or simply taking part in the everyday lives of the hosts. More interestingly, in spite of the small number of agritourist farms in the east (see below) the rural population of eastern Poland constantly updates their knowledge and gathers experiences connected with the development of tourism in their region. This tendency is encouraged by regional training sessions, workshops, seminars and foreign study trips which are supported both by local governments, as well as national institutions such as the Polish Agency of Tourism Development, Polish Agency of Enterprise Development, Cooperation Fund, Ministry of Agriculture

¹⁰ According to www.turystyka.dolnyślask.pl.

¹¹ I. Kurtyka, *Szanse i bariery rozwoju turystyki wiejskiej w Sudetach*, w: *Ekonomiczne i społeczne aspekty rozwoju turystyki wiejskiej*, pod red. naukową I. Sikorskiej - Wolak, Wyd. SGGW, Warszawa 2008, p. 78.

¹² Cz. Guzik, *Turystyka wiejska na Podhalu (na przykładzie Białki i Bukowiny Tatrzańskiej)*, w: *Turystyka czynnikiem integracji międzynarodowej*, pod. red. J. Bilińskiego, D. Sawaryn, Wyd. WSiLiZ w Rzeszowie, Rzeszów 2003, p. 287.

and Countryside Development¹³. Such activities bring hope for the development of agritourism development in that part of Poland.

Offer of agritourist farms in Poland: selected research results¹⁴

Additional important results of analyses of Polish agritourist farms potential are presented in tables 1-5. Greatest attention was directed towards the presentation of products on offer at farms in particular regions. 615 agricultural farms, whose facilities were listed in the catalogue¹⁵ and in the internet data base agroturystyka.pl, were analysed. One may assume that the above-mentioned resources provide data on the best available farms with outstanding products on offer and higher levels of interest for tourists than in most farms. This current analysis may be considered as similar to that used for other farms in Poland, the standard of which derives from the established norms. It may also be an indicator for those farmers who are considering the starting of such a business themselves.

Table 1. Number of studied farms and accommodation offered - regional approach

Province/ region	Number of farms	Number of guest rooms offered	Number of beds in 1 room	Share of farms with agricultural activity (%)
Zachodniopomorskie	26	3,4	1,8	11,5
Pomorskie	43	4,5	2,9	30,2
Warmińsko-Mazurskie	41	3,1	2,4	19,5
Lubuskie	6	5,3	2,1	50,0
Pomeranian and Lake District regions (in total)	116	3,8	2,5	23,7
Dolnośląskie	25	3,8	2,2	16,0
Opolskie	5	3,6	2,9	0,0
Wielkopolskie	22	3,6	2,1	22,7
Kujawsko-Pomorskie	13	3,5	2,5	23,1
Region of intensive agriculture (in total)	65	3,6	2,3	18,5
Śląskie	9	2,3	3,0	0,0
Małopolskie	220	4,2	2,5	39,5
Podkarpackie	17	3,9	2,6	17,6
Świętokrzyskie	40	2,5	2,5	12,5
Pogórze (in total)	286	3,9	2,5	33,2
Łódzkie	15	2,4	2,2	0,0
Mazowieckie	24	3,5	2,8	45,8
Podlaskie	48	4,2	2,6	10,4
Lubelskie	61	3,0	2,0	14,8
Mazowsze and Podlasie (in total)	148	3,4	2,4	16,9
Poland (in total)	615	3,7	2,4	25,9

Source: Authors' own resources on the basis of Poland - The Atlas of Agritourism. Welcome to the Polish Countryside, published by the Polish Federation of Agritourism "Welcoming Farms" and the website www.agroturystyka.pl (10.01.2011).

¹³ J. Tataro, B. Sawicki, W. Czerniec, *Rozwój produktu agroturystycznego na przykładzie trzech gospodarstw agroturystycznych z województwa lubelskiego (studium przypadku)*, Zeszyty AR w Krakowie nr 402, z. 90, Kraków 2003, p. 253.

¹⁴ Statistical reports of desk research has been done in 2011 by students in the Institute of Economy and Management at the University of Technology in Koszalin: Ms. Dominika Biernat and Ms. Magdalena Czeszewska under the supervision of dr Jacek Chotkowski.

¹⁵ *Polska-Atlas Turystyki Wiejskiej 2010/2011. Wieś Polska Zaprasza*, Wyd. Polska Federacja Turystyki Wiejskiej GG, Warszawa 2010.

The analysis was made with respect to all the provinces in Poland, taking into consideration the four macro-regions (Table 1). The highest number of analysed agritourist farms was recorded in Małopolskie province (35.8%) and the region of Pogórze. Relatively fewer farms were registered in regions of intensified agriculture. The average number of rooms available at agritourist farms ranges from 5.3 in the Lubuskie province and 4.5 in the Pomorskie region to 2.3-2.5 in Śląskie and Świętokrzyskie province. In the data presented in Table 1, attention is drawn to the relatively low (on average 25.9%) share of agritourist farms which also offer agricultural activities (plant cultivation or animal breeding). The remaining farms should be included under rural tourism and not considered part of so-called agritourism¹⁶.

As is shown later in this paper, the analysed farms are typically far away from main transport connections and large towns. One may suppose that it is for this reason most farms (about 60%) offer full-board to their guests (Table 2).

Table 2. Price of accommodation and boarding in analysed agritourist farms in the provinces of Poland

Province/ region	Average price of accommodation per day(in zł)	Share of farms offering full-board (w %)	Average price of full-board per day (in zł)
Zachodniopomorskie	64	53,8	45
Pomorskie	47	72,1	44
Warmińsko-Mazurskie	46	58,5	45
Lubuskie	49	50,0	37
Pomeranian and Lake District regions (in total)	48	62,1	44
Dolnośląskie	43	44,0	36
Opolskie	38	40,0	<i>No data</i>
Wielkopolskie	31	36,4	27
Kujawsko-Pomorskie	44	53,8	48
Region of intensive agriculture (in total)	41	43,1	40
Śląskie	<i>No data</i>	22,2	<i>No data</i>
Małopolskie	32	71,2	35
Podkarpackie	31	76,5	35
Świętokrzyskie	41	77,5	36
Pogórze (in total)	32	71,3	35
Łódzkie	38	20,0	26
Mazowieckie	37	58,3	48
Podlaskie	50	47,9	38
Lubelskie	27	36,1	33
Mazowsze and Podlasie (in total)	42	41,9	37
Poland (in total)	38	59,5	39

Source: Authors' own resources on the basis of Poland - The Atlas of Agritourism. Welcome to the Polish Countryside, published by the Polish Federation of Agritourism "Welcoming Farms" and the website www.agroturystyka.pl (10.01.2011).

¹⁶ The biggest difference between agritourism and rural tourism results from the specificity of the place of their realisation - rural areas, and thus a characteristic, rural, natural and close to the environment character of both forms. In relation to rural tourism, agritourism "refers exclusively to rural zones of agrarian nature, thus excludes those forms of tourism which are rural only in the administrative sense, and in fact they constitute specialized recreational regions and holiday destinations". Moreover, in contrast to rural tourism, agritourism is closely connected with the functioning of rural farms within which it offers accommodation, board or others which provide tourists with active recreation opportunities. See M. Drzewiecki, *Agroturystyka. Założenia - uwarunkowania - działania.*, Instytut Wyd. Świadectwo, Bydgoszcz 1995, p. 27; M. Drzewiecki, *Podstawy agroturystyki*, Oficyna Wyd. Ośrodka Postępu Organizacyjnego, Bydgoszcz 2002, p. 41.

Of other factors which determine the advantage of agritourist farms over other places one might consider, the relatively lower price of stays in these farms in relation to other forms of recreation and relaxation should be mentioned. The lowest prices per night per person distinguishes farms in the Lubelskie province (27 Polish zloty) and farms situated in the area of fragmented agriculture (Pogórze), though the lowest prices of full board can be found in farms in the Łódzkie and Wielkopolskie provinces.

The attractive environmental location of agricultural farms in Poland as well as the many amenities on offer aimed at enhancing the attractiveness of a stay distinguish agritourist farms in Poland. Almost half of the analysed farms provide access to the internet (Table 3). On average in every third farm one may stay with a pet. Foreign language speaking by the staff members is claimed by more than 16% of the respondents. All this increases the potential demand for agritourism, making it also possible to accommodate foreign tourists.

From the analysis it follows that most farms analysed are favourably located in terms of the environment, as they have direct access to forest. The situation is different when it comes to the accessibility of these farms to various kinds of water. On average, in Poland, only 6.3% of these farms have access to lakes, rivers, streams, etc. whereas 15.1% can guarantee offering tourists angling possibilities in close proximity to the farm itself. The remaining farms offer these attractions over a greater distance.

Table 3. Share of agritourist farms with favourable environmental location and offering extra services (extended product, staff)

Province/ region	Direct access to forest (%)	Access to the Internet (%)	At least 1 foreign language spoken (%)	Pets allowed (%)
Zachodniopomorskie	53,8	30,8	3,8	26,9
Pomorskie	81,4	41,9	32,2	27,9
Warmińsko-Mazurskie	65,8	22,0	9,7	29,3
Lubuskie	33,3	50,0	86,1	33,3
Pomeranian and Lake District regions (in total)	67,2	32,8	20,7	28,4
Dolnośląskie	40,0	32,0	24,0	12,0
Opolskie	60,0	60,0	40,0	40,0
Wielkopolskie	50,0	59,1	9,0	18,0
Kujawsko-Pomorskie	38,5	38,5	30,8	38,5
Region of intensive agriculture (in total)	44,6	44,6	21,5	21,5
Śląskie	33,3	33,3	0,0	22,2
Małopolskie	60,0	60,0	15,0	48,8
Podkarpackie	52,9	35,3	29,0	35,3
Świętokrzyskie	62,5	32,5	10,0	37,5
Pogórze (in total)	59,1	53,8	14,7	44,2
Łódzkie	46,7	53,3	6,7	33,3
Mazowieckie	58,3	33,3	33,3	41,7
Podlaskie	70,8	22,9	8,3	27,1
Lubelskie	50,8	36,1	11,5	26,2
Mazowsze and Podlasie (in total)	58,1	33,1	13,5	29,7
Poland (in total)	58,9	43,9	16,3	35,3

Source: Authors' own resources on the basis of Poland - The Atlas of Agritourism. Welcome to the Polish Countryside, published by the Polish Federation of Agritourism "Welcoming Farms") and the website www.agroturystyka.pl (10.01.2011).

Other services which may be considered part of the expanded agritourist product are activities such as renting a bike, horse riding and horse riding lessons, or sight-seeing visits to environmental monuments and historical places. From the analysis it follows that Polish agricultural farms do realize the necessity to offer such attractions. On average 54.4% of the researched owners of these farms have bikes for rent (Table 4). Nearly 15% offer the opportunity to learn to and to ride a horse. This is very popular especially in regions of intensive agriculture where 24.6% of farms are recorded as offering such activities (Table 4).

Table 4. Share of agritourist farms offering additional services (widened product)

Region	Farms with own access to lakes, rivers, streams etc. (%)	Farms offering angling opportunities (%)	Farms offering bike rental opportunities (%)	Farms offering horse riding (%)
Pomorze and Lake District regions	12,9	25,0	61,2	19,8
Region of intensive farming	4,6	16,9	50,8	24,6
Pogórze	1,0	7,6	49,7	10,8
Mazowsze and Podlasie	12,2	20,9	60,1	12,8
Poland (in total)	6,3	15,1	54,4	14,5

Source: Authors' own resources on the basis of Poland - The Atlas of Agritourism. Welcome to the Polish Countryside, published by the Polish Federation of Agritourism "Welcoming Farms") and the website www.agroturystyka.pl (10.01.2011).

The level of transport accessibility of agritourist farms can be included as a part of a marketing instrument - the distribution mix. Unfortunately the researched farms are usually far away, not only from railways but also from local bus routes (Table 5). This creates additional demands on the part of the hosts in terms of arranging transport for those who do not have their own or require tourists to reach the destination with their own vehicle.

Table 5. Communication accessibility (distribution) of farms and branding

Region	Average distance from railway station (km)	Average distance from bus stop (km)	Share of farms with their own special brand name (%)	Share of farms with the owner's name in them (%)
Pomorze and Lake District regions	12,7	1,5	46,8	23,4
Region of intensive farming	15,6	2,2	42,4	40,9
Pogórze	7,0	1,7	47,3	31,1
Mazowsze and Podlasie	15,0	2,1	28,2	60,4
Poland (in total)	12,6	1,9	40,8	39,6

Source: Authors' own resources on the basis of Poland - The Atlas of Agritourism. Welcome to the Polish Countryside, published by the Polish Federation of Agritourism "Welcoming Farms") and the website www.agroturystyka.pl (10.01.2011).

Table 5 additionally provides information regarding the share of agritourist farms which have an especially invented name (brand). The regions of Mazowsze and Podlasie have the smallest share of farms which are distinguished by an attractive brand name. Most service providers simply supply their own name and surname. This testifies

on the one hand to the eagerness of the hosts to promote their own brand (their own name) and, on the other, the eagerness to clearly and easily distinguish themselves from others.

Summary and conclusions

As the conducted analysis indicates, the provision of agritourist farms in Poland typically has a large degree of regional diversity. The diversified situation of agritourism in the home market is undoubtedly a consequence of differences in the tourist attractiveness of specific regions, the diversified strength and form of economic activity of their inhabitants and varied, often of different intensity, experiences of local communities when it comes to initiating economic activity.¹⁷ Apart from factors of a social nature, the economic situation in the rural zone is of great importance in the context of “agritourist diversification of the countryside”. This arises as a consequence of differently conducted local politics and an uneven level of openness of farmers to new economic challenges.

The conducted analysis proves that farmers who offer services to tourists in Poland slowly begin to understand the laws of the modern market. Their services, though standard in some areas, shows potential to develop in a wider sphere. Research has shown that farmers move towards enriching their services to tourists who want to stay in the countryside by offering cycle rental, as well as horse riding lessons or local sightseeing. Moreover, one has an impression that Polish hosts more and more often see the need to make use of regional attractions in terms of cultural life when designing the product for their visitors (e.g. regional dishes).

The analyses that were presented in this paper which were concerned with the services provided by agritourist farms point to another issue. Rural areas in Poland fulfill all conditions to perform a tourist function. The natural environment and anthropogenic qualities, as well as the human contribution, which in recent years has undergone a metamorphosis, all have an impact on this.

These changes bring about a more open way of thinking in service providers, who more and more often want to offer satisfying services and aim at improving their own skills (foreign language skills). The low standard of accommodation is one clearly noticeable shortcoming within the agritourism market. The hosts are thus faced with a challenge to improve the standards and furnishings of their accommodation. Funds which ensure the gradual modernization of accommodation and which are available by means of aid programmes directed at rural areas may prove to be helpful in this respect.

¹⁷ E. Jachimowicz, K. Krzyżanowska, *Pozarolnicze funkcje gospodarstwa rolniczego na przykładzie działalności agroturystycznej*, Wyd. SGGW, Warszawa 2004, p. 20-21.

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Streszczenie

Celem artykułu jest prezentacja oferty gospodarstw agroturystycznych działających w Polsce. Autorzy udowodnili, że oferta ta jest wysoce zróżnicowana regionalnie. Przeprowadzona w artykule analiza pokazała także, że gospodarze prowadzący działalność dla turystów w Polsce zaczynają rozumieć prawa rynku. Ich oferta, choć standardowa w niektórych obszarach produktu rzeczywistego, w sferze poszerzonej wykazuje tendencję rozwojową. Gospodarze dążą do uatrakcyjniania turystom pobytu na wsi oferując np. wypożyczanie sprzętów na miejscu, proponując naukę jazdy konnej czy zwiedzanie okolicy. Co więcej, zauważa się wśród nich tendencję do wykorzystywania w ofercie walorów kulturowych regionu (np. potrawy regionalne). Niniejszy artykuł powstał na podstawie analiz prowadzonych z wykorzystaniem m.in. danych zawartych w katalogu pn. *Polska-Atlas Turystyki Wiejskiej 2010/2011. Wieś Polska Zaprasza* Wydawnictwa Polskiej Federacji Turystyki Wiejskiej „Gospodarstwa Gościnne” i portalu www.agroturystyka.pl.

Słowa kluczowe

usługi agroturystyczne, oferta produktowa, zróżnicowanie regionalne w Polsce

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