

THE CHANCES AND THREATS OF THE DEVELOPMENT OF RURAL TOURISM AND RECREATION IN POLAND

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Abstract: In report introduce the possibility of development of agro tourism as attractive the offer rest hugging manifold kinds of motive activity which they be connected with nature, the wander, wholesome tourism, the sight - sees, cultural and ethnic, leaning about direct utilization the supplies and values of village. It was showed was that agro tourism in Poland becomes more and more fashionable and popular and state start take-off to careers many suburban villages. It is not only chance in relationship with development of country tourism and agro tourism opens not only on decrease in the country unemployment but it lets also they favors possibility disseminating such values of free time which man's development. It the formation to development of tourism and recreation the conditions in country environments is not the new problem, however the folded conditions of process of development economic country and concurrent this the negative results of process of transformation limit in range these possibilities general the influence creating the only conditions for the persons, which "they be able to find" in new situation and they use the wealth of touristic offer wide, recreational presented through numerous offices of trip. The development of agro tourism and tourism country it contributes to getting many positive effects. Development of alternative tourism using the natural values of cultural heritage and his variety natural micro region is one of them.

Key words: agro tourism, heritage, leisure time, recreation, rural tourism, self-realisation tourists rest, tourism country

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Rural tourism constitutes an increasingly more attractive leisure offer comprising manifold forms of motor activity connected with nature, trekking, health, countryside, cultural and ethnic tourism, based on a direct utilisation of the resources and virtues of the countryside. Agrotourism is a notion similar to rural tourism. It consists in organising rest or a short leisure stay in the countryside by a farming family on the premises of their own farm, which is connected with utilisation of rural attractions offered by a farm as well as the natural and geographic attractions of the region and the cultural values. Agrotourism is a form of rest taking place in rural areas of a farming nature connected with accommodation on the premises of the farm, which offers a possibility to overcome unemployment by providing additional workplace.

Rural tourism has been known for a long time. During the interwar period pension-type accommodation was extensively developing in the countries of the Alps region, and all over Western Europe there was a habit of going away to a summer resort in the countryside. However, visits to fashionable places whose rural nature was closely

connected with sightseeing the attractions were predominant.

Rural tourism in Poland is dependent on historical aspects stemming from the right to landed property, which mostly belonged to feudal owners; whereas peasantry were only given the right to use it, for which they were usually gratified in kind. The development of feudal economy in Eastern Europe was accompanied by an increasing dependence of the peasants, which in some countries verged on slavery, as opposed to the West European tradition, where villeinage was replaced by rent. Land owners had a lot of free time which they usually spent on games, plays and travels. On the other hand, peasants had little free time, which is why in this social group work time was connected with various forms of common games and songs. With regard to such a combination of work and leisure time, certain cultural patterns were created, which were later passed on to next generations. In this community free time was allowed only during Church holidays, while on workdays leisure time was usually associated with wasted time. This lifestyle was predominant in the Polish society until the 1930s. Afterwards first traces of the development of the idea of rural tourism were noted. Already at that time attention was paid to the utilisation of various local, economic and cultural forms. Resting in the countryside was becoming more and more fashionable originating the career of many suburban villages. It must be noted that apart from rest organised on farms and in the landowners' houses also townspeople started to build their summer houses. Owing to the initiative of the pro-government League of Supporting Tourism, holiday villages were developed, which involved local authorities. In those times people were interested in building houses designed to rent private lodgings. Council, communal and district organisations were given a widespread authority insofar as supporting the creation of holiday resorts. All this had a distinct influence on the improvement of the sanitary conditions in the villages on the one hand, and on the appearance of better conditions of townspeople's rest and connected with it health status on the other hand. After the Second World War, only at the end of the 1950s, there was a change in the party-government policy to one more inclined towards private economy, which enabled the organisation of the so-called "holidays under a pear-tree" on individual farms.

Similarly to West European countries, attractive seaside and mountain towns as well as a number of Casubian and Masurian villages were of particular interest.

Leisure time versus human needs

The development of rural tourism and agrotourism not only opens a possibility to reduce unemployment in villages, but it also enables the propagation of such virtues of leisure time which contribute to the development of a human being.

Understood in this way a notion of leisure time should find its place in the process of development. This particularly regards one of the most important aims of leisure time, namely the process of self-realisation. It is the possibility of self-realisation that determines human development, discovering new possibilities and attempting at their realisation. These constitute one of the basic aims influencing the improvement of the quality of life. This is why the development of axiological awareness of a human being, which is a significant, and at the same time the basic aspect of realisation of the creative approach of individuals to themselves and to the world around, becomes a question of priority. The social dimension of the issue of self-realisation appears as a real answer to human needs aiming at a creative feeling of making one's own life. This dimension is presented by Z. Pietrasiński, and W. Łukaszewski who differentiate between three ways of understanding self-realisation:

- first – as a process of developing realisation of one's abilities,
- second – as a process of improving oneself in consistence with one's ideal,
- third – as a result of the activity directed at changing the world.

F. Znaniecki and B. Suchodolski, who treat self-realisation as engagement in transforming the social world, pay particular attention to this third aspect.

It is also noteworthy that in humanistic pedagogy self-realisation is mentioned as a means of educating and upbringing because in the self-realisation processes one notices the idea of „the common good” enabling simultaneous realisation of individual goals, connected with self-realisation or self-directing as conscious striving to fulfil oneself in conscious attempts to reveal one’s creative virtues, as well as achieving social goals influencing the value of a particular social group or community. This is so because a man cannot creatively realise his own development potential without social cooperation. Moving towards the creation of an ideal of a man having some global features accepted within a widely understood European community while at the same time maintaining necessary local ideals stemming from cultural traditions and perceiving and creative experiencing its nature giving a feeling of idea worthy of its values seems to be a significant premise and at the same time an inspiration of the created model of self-realisation. In European educational programmes there are varied possibilities of systematic cultural formation of people which can also be implemented in the Polish environment.

Programme conditioning of rural tourism and recreation

Creating conditions for the development of tourism and recreation in rural areas is not a new phenomenon; however, complex conditions of the economic development of the country and accompanying it adverse effects of the transformation processes limit these possibilities in the realm of general influence, creating conditions only for people who could find themselves in the new situation to widely use the abundance of the tourist and recreation offer presented by numerous travel agencies.

The reasons for a generally adverse state of the facts include:

- pauperization of numerous communities,
- a functional crisis of the economic sphere in villages (doing away with PGR – state-owned farms),
- inexistent before rate of unemployment in villages which often has a form of “hidden unemployment.”

The period of transformation limits, then, most social groups’ possibilities of participation in culture, especially in a rational use of leisure time understood as a possibility of personal development in the process of self-realisation. It also limits a consumption of nonmaterial services having influence on the shaping of interests, the perception of culture and the development of social relations.

The activity of the Regional Centres of Consultancy of the Development of Agriculture and Rural Areas is one of few favourable examples of the shaping of the development of tourism in rural areas, especially of agrotourism. The development of agrotourism and rural tourism contributes to achieving many favourable effects which include:

- a development of social contacts between the urban and the rural population,
- an incentive to the extension of the infrastructure of farms, especially with tourist and recreational backup facilities,
- providing farmers with additional sources of income,
- influencing the reduction of unemployment,
- a development of social activities of local rural authorities in order to undertake new ventures and activities directed at the development of rural agglomeration in favour of tourism,
- a development of individual and communal investments enriching a tourist offer of farms and villages,
- creating a new policy of a rational use of cultivable land to produce ecological food,
- influence on the development of the education of children and youth focused on the need of agrotourism.

An important factor determining the economic success of agrotourism in the

countryside is the length of a tourist season. This is why the offer insofar as rural and agrotourism should be enriched by creating various forms influencing the possibilities of rest on agrotourist farms, adjusting a programme offer to each season and organising additional tourist attractions. In such activities important is a social shaping of new solutions of economic nature which provide new work places, such as starting a small production of foodstuff produced on an agrotourist farm, for example, smoked meat, fruit preserves, liqueurs and wines, etc. and organising events related to the cultural heritage (regional or religious traditions). Furthermore, one should use the natural and the geographic environment in order to create a new tourist offer connected with wildlife (bird- and animal-watching, etc.), visiting attractive backwoods, and also picking the undergrowth. One of seasonal offers is organisation of sleigh or horse rides practising all sorts of water sports or winter sports such as cross-country skiing, sledging and skating and creating sculptures out of snow or ice.

From the perspective of a social organisation acting on behalf of local government creating conditions for motor activity in the open air is also an important issue. Such activities include building:

- bicycle paths,
- tourist trails for pedestrians,
- trails for motorists,
- simple sports and recreation facilities (minigolf courses, playgrounds for children, "bike towns").

In creating this offer one should remember that the development of rural tourism should take place only with keeping to the rules of sustainable development, with respect to the rule of the protection of nature and the environment. This results from the fact that tourists and guests at agrotourist farms mainly come from large urban agglomerations and they motivate visits to the countryside by missing peace and quiet, a willingness to rest in the lap of nature, and also a need to become acquainted with new customs and professions as well as a desire for active rest allowing mental and physical regeneration, improvement of the health condition and contact with nature and new environment.

A significant role in the development of agrotourism is played by the local authorities of the commune and the region. They should provide favourable opportunities for investment in the development of rural and agrotourism, and to take actions to promote the region, participate in tourist trade fairs, enable the promotion of agrotourist farms and provide opportunities to reduce unemployment in villages not only by the development of agrotourist farms but also by organising different forms of earning based on the development of rural tourism.

Conclusions

It should be noted that the development of tourism in rural areas assigns a specific role to local authorities in fighting unemployment. Local authorities also have an influence on the development of tourist facilities and infrastructure, on creating a tourist trademark as an instrument of the developmental policy of the commune and the region, and on employing the inhabitants. The notion of the tourist trademark comprises not only all forms of rural tourism and agrotourism, but also traditional ways of lifestyle in these farms, all events of a folklore characters, handicrafts, a specificity of farming – making up the cultural traditions of the country, but also elements of ecotourism, visiting national and landscape parks as well as natural preserves in the forest areas.

An important component is to show a possibility of using all forms of recreation which can influence not only the rest and entertainment but also the development of personality with a use of the abundance of the surrounding nature.

Another important activity of local governments should be a cooperation in organising trainings aimed at preparing people dealing with agrotourism to gain

knowledge about the interpretation of the heritage, i.e. the knowledge about local and regional cultural environment and the phenomena that make this environment.

The idea of the interpretation of the heritage appeared in the United States, where it became a field of education proper to Departments of Recreation of universities and government agencies. Obtaining an appropriate certificate, graduates of this education have a task to carry out appropriate cultural interpretation of regions in which tourists rest and they have to exert influence on enriching their experiences, providing them with deep satisfaction and greater joy from a possibility of a fuller contact with a local community, its history and culture.

A correct realisation of tasks by interpreters of the heritage provides an opportunity to educate tourists also with regard to behaviour consistent with ecological guidelines so as not to overtly interfere with the natural environment and develop interest in the surrounding world and people.

An important task in the Polish society seems to be the initiation of a process of educating interpreters of the heritage who could not only enrich the offer and make the rest in the countryside more attractive but also, after the American experience, participate in the process of enlarging tourists' knowledge with original information regarding a particular village or a region. One should make use here of the possibilities provided in this respect by European funds and the potential of higher education institutions teaching in the realm of tourism and recreation in order to organise such trainings in cooperation with the representatives of communes and regions and to enable obtaining a certificate of the Interpreter of the Heritage. First of all, people working in agrotourism and members of local authorities dealing with the issues of the development of tourism in rural areas should participate in such trainings.

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