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OPPORTUNITIES AND BARRIERS TO THE DEVELOPMENT OF TOURISM IN RURAL AREAS

Key words: rural tourism, agritourism, opportunities, barriers, entrepreneurship

ABSTRACT. The aim of the study is to present the opportunities and barriers to the development of tourism in the rural areas of Lower Silesia. The basis for developing the empirical part was research conducted in 2018 in 30 rural tourism and agritourism facilities. The facilities were located in Kłodzko Land (Kłodzko Powiat) and the Barycz Valley Landscape Park. A standardized interview was conducted with owners of accommodation facilities with the use of an interview questionnaire. The research results show that the development of entrepreneurship in the provision of tourist services in rural areas is effectively limited by a financial barrier, difficulties in obtaining external capital and a low level of technical and utility infrastructure. According to the respondents, the obstacles to receiving guests primarily include: a lack of a full and interesting offer and its low quality as well as a lack of food provision and, in the case of foreign tourists, insufficient knowledge of foreign languages. The factors favouring the development of tourism in these rural areas are a growing tendency to participate in rural tourism of both compatriots and foreign tourists, the growing interest of tourists in healthy food, availability of European Union funds and tax privileges. Due to the advantages of the Polish countryside, the main goal should be a continuous focus on combining agritourism with an active farm.

INTRODUCTION

The possibilities for the development of rural tourism in Poland are very large, it is facilitated notably by: a varied and naturally preserved rural landscape, large areas of forests and water reservoirs, large areas under legal protection (national parks, landscape parks and nature reserves), rich cultural heritage resources, large and unused labour resources, unused housing resources and summer resort traditions. In peripheral areas and areas where agricultural production is difficult due to soil conditions unfavourable for its development, agritourism can play a particularly important role in activating local communities. These are, at the same time, areas with rich tourist values. The development of the tourism function of rural space is also supported by the growing interest of city dwellers in alternative tourism, including rural tourism, agritourism and ecotourism [Sikorska-Wolak 2009] also speaks in favour of the development of the tourist function of

rural space. Tourism development in rural areas is driven by, among others, global trends that we observe in society, which include: care for physical and mental health, striving for a healthy lifestyle, the desire to stay in a clean environment, the need for recreation, traveling in smaller groups, individual, spontaneous program decisions, striving to acquire new experiences, partnership in contacts with hosts, living according to patterns of the local population and interest in cultural heritage [Wilkin 2003]. The Polish village is still cultivating tradition which, as a result of the specialization and intensification of production, has disappeared in Western European countries [Ławniczak 2010]. Already in the 1990s, tourism in rural and forested areas, along with several other forms of tourism, was identified by foreign experts as one of the five basic tourist products of Poland that has a chance to compete on international markets [Majewski 1997].

In addition to favourable conditions for the development of agritourism in Poland, there are also some factors that impede its development. Macro-social factors inhibiting the development of agritourism in rural areas are mainly associated with poor knowledge of marketing principles by rural service providers, the lack of a coherent system of booking and distributing accommodation, coordination and cooperation between owners of agritourism farms and inadequate cooperation between various institutions supporting the development of agritourism [Krzyżanowska 2008]. Another barrier to development is: a lack of own funds for adapting buildings for agritourism purposes and credit difficulties, high costs related to raising the accommodation base standard, lack of clear legal norms in regulations, a low level of technical and utility infrastructure in rural areas as well as a low quality of services [Sikora, Jęczmyk 2005].

MATERIAL AND RESEARCH METHODS

The aim of the study was to present the opportunities and barriers to the development of tourism in rural areas of Lower Silesia. In the theoretical part of the work, selected Polish works referring to the undertaken research topic were used. The basis for developing the empirical part was research conducted in 2018 in 30 rural tourism and agritourism facilities. In this study, the objects of rural tourism were farms providing tourist services in rural areas, which gave agricultural production up (30% of the surveyed population), while agritourism farms were farms that ran both agricultural and tourist activities. The farms were situated in Kłodzko Land (Kłodzko Powiat) and the Barycz Valley Landscape Park.

A standardized interview [Szreder 2009] was conducted with owners of accommodation facilities with the use of an interview questionnaire. It consisted of 53 general questions. For the most part, these were closed questions (various variants of answers were prepared) and open questions (allowing to capture the specificity of the respondent's statements and avoid suggesting any answer). The objects for testing were selected in a targeted manner [Babbie 2004]. The basic criteria for selecting objects for research were: the provision of tourist services, the location of the object in rural areas of Lower Silesia as well as consent to fill the questionnaire in. The interpretation of results was carried out using the comparative and descriptive method [Sagan 2016].

STUDY RESULTS

The Lower Silesian voivodship is one of a few Polish regions characterized by high tourist attractiveness with a clear image on the tourist map of Poland. It is primarily associated with Wrocław, spas and mountain recreation in the Sudetes, hence it primarily develops urban, cultural, business, active and spa tourism. Nevertheless, rural tourism is recognized as one of its priority products in terms of its potential¹. Lower Silesia, thanks to its rich historical past and natural diversity, is an area frequently visited by tourists. The region has all forms of nature protection covered by Polish legislation: 2 national parks, 12 landscape parks, nature reserves, protected landscape areas, Natura 2000 areas and areas covered by international agreements. Elements such as: its varied geological structure and landscape values, its rich world of plants and animals, diversified hydrographic network and specific climate also contribute to the uniqueness of this region [UMWD 2013]. The proximity of the border with the Czech Republic and Germany means that a number of tourists comes from abroad. That is why Lower Silesia is one of the areas characterized by dynamic growth of agritourism farms [Broniec, Serocka 2005]. In 2020, according to the records of the Lower Silesian Agricultural Advisory Centre in the Lower Silesian voivodship, there are currently over 630 agritourism farms and rural tourism facilities. Most of the facilities – as much as 80% – are located in the southern part of the voivodship in mountain and foothill areas, while the remaining 20% are in the vicinity of Wrocław, the Barycz Valley and Trzebnickie Hills Landscape Park.

CHARACTERISTICS OF ACCOMMODATION PROVIDERS

The largest population of analysed respondents were people aged 46-55 (14 indications) and over 60 (9 indications) with secondary (21 respondents) and higher education (9). The area structure of farms was dominated by facilities with an area from 5 to 15 ha of UAA (65%) and from 1 to 5 ha of UAA (25%). Agritourism is rather an offer for small farms, where there is a smaller scale of potential conflicts of production and tourism [Kozak 2006].

The small scale of agricultural production and difficult farming conditions prompted the owners of facilities to provide tourist services, seeing them as an opportunity to obtain additional sources of income (27 indications) It was one of the most important motives, apart from the possibility of using an attractive location (27 indications), having free rooms (15) and the possibility of realizing your own interests (11).

Agricultural activity was carried out in 70% of the analysed objects. The vast majority of respondents only dealt with plant production (27 indications) and only 10% with animal and plant production. The surveyed facilities had an average of 14 beds (from 8 to 30 places). Every second accommodation provider offered their guests accommodation and meals. In 65% of the facilities, conditions for self-catering were provided for (kitchenette or kitchen available). Tourism in rural areas creates an excellent opportunity to offer locally processed products in farms. In the analysed facilities, farm produce, namely vegetables, eggs, meat and cheese were used offered to tourists.

¹ Prioritising the potential of brand products is based on the publication [POT 2011].

Analysis of the personal income structure showed that tourism income in the examined facilities is an additional and supplementary income and its share in personal income was on average about 30%. Due to the location and availability of natural values, 90% of analysed farms provided services throughout the whole year. Tourist activities were undertaken by respondents mainly based on own resources (85%). Less than half of the respondents (45%) used credit and 35% of the surveyed population reached for European Union funds.

BARRIERS TO THE DEVELOPMENT OF TOURISM ACTIVITIES

Agritourism activities, like other types of economic activity, are exposed, especially at the initial stage, to certain difficulties and factors adversely affecting undertaking such services [Marks-Bielska, Babuchowska 2013]. Problems hindering the start of agritourism activities are presented in Table 1. The main barriers indicated by half of the respondents were financial problems, 9 respondents had difficulties in obtaining a bank credit, the same number indicated the insufficient development of a technical infrastructure. Complicated and unclear legal regulations and a lack of knowledge was a barrier for 8 and 6 respondents, respectively. In this regard, 30% of respondents stated that the income tax for this type of service, if the number of rooms exceeds 5 is too high. According to respondents, this has a discouraging effect on the development of this activity, as well as the range of services provided. It should also be noted that the constantly growing requirements of tourists, observed over a period of 20 years, do not go hand in hand with

Table 1. Problems accompanying tourism activities

Specification	Number of indications N = 30
Financial barrier	15
Difficulties in obtaining credit	9
Insufficient development of technical infrastructure (water supply, gas pipelines, sewage system, roads)	9
Complicated and unclear legal regulations	8
Lack of knowledge of legal regulations	6
Inability to use EU funds	5
Lack of information and knowledge	5
Lack of advisory assistance	3
Lack of customers	3
Low demand for agritourism services	3
Unfavourable commune policy regarding the development of tourism	2
Extended payment dates by the Agency for the Restructuring and Modernisation of Agriculture (ARiMR)	2

Respondents could indicate more than one answer

Source: own research

an increase in income from this activity. Six respondents complained about restrictive sanitary regulations for people providing food services being too high. Acquiring EU funds was a problem for 5. The same number admitted to a lack of knowledge and information about the conduct of tourist activity, and accommodation providers did not specify whether this lack was related to difficulties in obtaining them or not. The study closely examined the barriers in obtaining external financing sources (Table 2). Every third respondent indicated extended procedures for granting funds, and every fourth indicated a lack of own contributions. Fear of securing a loan with property or a lack of credit was demonstrated by 6 respondents, and the same number of respondents complained about a lack of professional advice, mainly regarding the possibility of using European Union funds.

Table 2. Barriers in obtaining external financing sources

Specification	Number of indications N = 30
Extended funding procedures	9
Lack of own contribution	8
Lack of professional advice	6
Lack of certain security of obtaining credit	6
Unwillingness to secure the credit with one's own property	6
Lack of creditworthiness	5
Interest rate on the credit considered too high	2
Lack of knowledge on the subject	2

Respondents could indicate more than one answer

Source: own research

Similar results were obtained in surveys conducted among 42 owners of agritourism farms in the Podlaskie Voivodeship. Among the surveyed service providers, more than half of them (52.4%) noticed certain factors hindering the development of agritourism, e.g. financial barriers, seasonality of tourist services, lack of support from local authorities, poor promotion of the region, noise, no farm successor as well as certain legal provisions [Roman, Niedziółka 2017]. The research of Jan Zawadka showed that the most frequently mentioned difficulties at the time of starting an agritourism business were: lack of capital for the development of an agritourism enterprise, lack of experience in running such a business and limited opportunities to promote one's own farm. An often mentioned difficulty was a lack of interest and help from the commune office. The most problematic issue indicated by accommodation providers, found in the course of running the business, was the insufficient and ineffective promotion and resulting unsatisfactory number of guests [Zawadka 2010].

The respondents were asked to say what, in their opinion, constitutes a barrier in receiving tourists. Most indications concerned the lack of a full and interesting offer (12) and the lack of a food offer (11). A quarter of respondents stated that the low quality of the offer discouraged customers from using their services and the same number indicated an insufficiently developed road infrastructure.

Accommodation providers note that modern tourists are bored with the "all inclusive" offer, so they look for a Polish countryside climate, local cuisine, real commitment of the owner in offering non-standard services and a hotel standard (at least a room with a bathroom). They decide to choose the countryside as they treat it as a place of rest, contact with nature, clean air, an attractive landscape and the possibility of spending free time

actively [Gralak, Kacprzak 2018]. This is the result of the urbanization and metropolisation process that leads to the weakening of social ties, isolation from nature and ultimately an unbearable burden. To survive in such conditions one needs to “recharge the batteries” in a more traditional setting and under the influence of traditional slow living that may be offered in rural areas [Kozak 2013].

The location of Lower Silesia near the border of two countries (Germany and the Czech Republic) creates great opportunities for demand for agritourism services among foreign tourists. Germany is a country of tourist demand, which means that its inhabitants are most mobile in terms of outgoing foreign tourism. In addition, many of them practice sentimental trips to regions that used to belong to Germany. However, respondents are aware that for many reasons they cannot take advantage of these conditions.

According to respondents, the barrier to receiving foreign tourists is a lack of knowledge of foreign languages (20 responses) and a lack of interest of travel agencies in their offer (14). Respondents are aware that their offer does not meet the expectations of foreign tourists (no full offer, low standard and no rooms with private bathrooms) (Table 4).

In many countries, the development of agritourism is determined by similar factors.

A study by K.J. Lack [1997] in British Colombia has discovered that a lack of training, marketing knowledge, quality control, finance, appropriate insurance, excessive regulations, personal challenges for farm families, conflict with primary agricultural production, distance from markets, infrastructure limitations and farm disease are challenges that face agritourism development in the country.

Many agritourism operators in Nova Scotia face the problem of lack of assistance and knowledge required to produce market-ready products as Nova Scotia Tourism. Culture is

Table 3. Barriers to receiving tourists in the respondents' opinion

Specification	Number of indications N = 30
Lack of a full and interesting offer	12
No possibility to offer food	11
Low quality of the offer	8
Lack of a sufficiently developed road infrastructure	8
No attractions in the immediate area	6
Lack of interest of travel agencies	5
No secure parking	2

Respondents could indicate more than one answer

Source: own research

Table 4. Barriers to receiving foreign tourists according to respondents

Specification	Number of indications N = 30
Lack of knowledge of foreign languages	20
Lack of interest of travel agencies	14
No full offer	11
Poor standard	9
No rooms with a private bathroom	5

Respondents could indicate more than one answer

Source: own research

reluctant to include and enhance agritourism in their marketing campaigns. This lack of support hinders the development of agritourism products and services resulting in poorly developed and marketed products by farmers. So, farmers cannot develop many skills required to operate an effective tourism business [Colton, Bissix 2005].

In Sri Lanka, the major challenges related to agritourism are: small farms, lack of required skills to run business entities (management skills, interpersonal and communication skills), a low level of processing agricultural products as well as a low level of advertising and promotion. There is little awareness of agritourism and its attractiveness for farmers. In addition, a lack of visitors, environmental pollution, the poor conditions of infrastructure, a lack of financial resources for farmers for the renovation and attractive arrangement of agritourism sites are typical problems for all operators [Malkanathi, Routray 2011].

Research conducted in Romania in rural areas in three mountain regions: Bran-Moeciu, the Apuseni Mountains, and Maramures showed that access to and the tourist infrastructure of these areas, even if somewhat problematic and incomplete, does not stop agritourism in the studied regions, but rather slows it down. However, the restrictive factors that have so far slowed down the agritourism development process include: the lack of a strict agritourism support structure, the lack of financial resources and the lack of marketing knowledge to allow an agritourism product to “exist” [Adamov et al. 2020].

Although there are few differences, most of the issues and challenges are common for many countries. As issues and challenges negatively affect the growth of the sector, finding solutions is utmost important.

TOURISM DEVELOPMENT OPPORTUNITIES IN RURAL AREAS

The engine generating the development of agritourism and rural tourism is an increasing level of interest in the offered product [Wojciechowska 2010]. The data in Table 5 show a constant increase in the number of overnight stays in agritourist accommodation in Poland (an increase by 46 percentage points). By designating the trend line ($y = 38.114x + 314.34$) on the basis of the presented data, it can be forecast that in 2030 an increase in overnight stays can be expected to reach 1000.4 thousand and in 2040 to 1,381.5 thousand. Noteworthy is the almost threefold increase in overnight stays provided to foreign tourists in Poland in 2019 compared to 2012. In 2019, there was a slight decrease in the number of overnight stays to foreign tourists compared to the previous year. Foreigners, especially from Western Europe, appreciate the relatively low level of environmental degradation in some regions of our country [Młynarczyk 2002].

The use of accommodation places in agritourist accommodation in Poland is also gradually increasing. In Lower Silesia, a slightly higher increase in the total number of overnight stays was recorded in the analysed years 2012-2018 (an increase by 59 percentage points) than in Poland in general. By designating the trend line ($y = 3.2457x + 29.94$) on the basis of the presented data, it can be forecast that in 2030 an increase in overnight stays can be expected to reach 88.36 thousand. and in 2040, 120.82 thousand. The number of nights spent by foreign tourists fluctuated in individual years. In 2012 it was 2.5 thousand, in 2015 it reached the highest value – 3.2 thousand and then fell to 2 thousand in 2018.

Table 5 indicates a steady increase in the number of tourists using agritourism accommodation facilities in Poland. This is correlated with an increase in overnight stays. The more than fourfold increase in accommodation provided to foreign tourists in 2018 compared to 2012 is particularly noteworthy. The accommodation occupancy rate is also gradually increasing. The respondents were asked whether in their opinion the demand for tourist services in rural areas is increasing. 26 respondents gave positive answers, while 5 said it was unchanged and 3 that it was decreasing.

Table 5. Demand for accommodation services in agritourism accommodation facilities in Poland* and Lower Silesia in the years 2012-2018 according to the Central Statistical Office

Specification		Demand for accommodation services						
		2012	2013	2014	2015	2017	2018	2019
Accommodation provided [thousand]	Poland	392.2	370.6	384.8	452.1	537.0	559.9	571.0
	Lower Silesia	33.2	36.0	40.6	45.5	39.9	52.6	no data
Accommodation provided to foreign tourists [thousand]	Poland	12.7	9.9	15.1	19.9	50.1	53.2	48.3
	Lower Silesia	2.5	1.9	2.9	3.2	2.8	2.0	no data
Accommodation occupancy rate [%]		12.6	11.0	10.9	12.5	14.8	15.3	15.7

* The data applies to agritourism accommodation with 10 or more beds

Source: Source: own study based on [GUS 2013-2019, 2018-2020]

Accommodation providers pointed out the factors that they believe affect the competitiveness of this type of facilities (Table 6). All or almost all respondents agreed that the attractiveness of tourism in rural areas is determined by the quality and quantity of services, their price and facility location. The human factor is very important in services, notably the service quality and competences of employees. Respondents are aware that many tourists renew their stay at the same place several times, because they are satisfied with the hosts' empathy and hospitality, commitment to service, the fact that they meet tourists' needs and are able to create an unforgettable atmosphere of stay, which can often even ennoble guests. According to respondents, the key success factor is a customer focus, which results in the good quality of products and services. Understanding customer requirements forms the basis for developing and delivering high quality products and services.

The availability of a variety of services is another success factor according to accommodation providers (80%). As stated by Yasuo Ohe and Adriano Ciani [2012], traditional types of farms based on the use of free production resources, low quality of services offered, low needs of tourists, cheap rest and low income as well as treating the farm as a starting point for trips in the immediate vicinity and the region is no longer relevant nor attractive. In the new model of agritourism farms, the basis for the development of agritourism is a functioning farm, the owner of which offers atmospheric, unique, unusual interiors,

cuisine based on local ingredients and a package of additional activities on the farm and in its surroundings allowing you to gain authentic and unique experiences. They can be provided by the participation of guests in creative workshops (e.g. ceramic), cooking together with the host, active sightseeing off the beaten track or exploring the area thanks to the unique knowledge of the host. Traveling around such places then not only becomes relaxation, but also a new, unforgettable experience. Therefore, the agritourism offer not only includes accommodation, but also other components of the offer, using resources of both farms and its surroundings, i.e. a natural and cultural heritage, including local food and tourist attractions. The agritourism offer will then include accommodation in a climatic interior, regional cuisine, various

forms of spending free time organized with the involvement of the family providing the accommodation. The offer should combine creativity and authenticity with a high quality of services and competitive price [Gralak, Kacprzak 2018].

Analysing the chances of tourism development in rural areas according to the surveyed respondents, it can be concluded that rich natural values (24 responses), the development of promotion systems² (20 responses), air pollution in cities (18) and increasing stress of city residents (15) are significant factors in this respect. An opportunity may also be created by: an increased demand from foreign tourists (18 responses), the availability of European Union funds (14), the production and sale of high quality and healthy regional food (14) and tax breaks on small-scale operations (up to 5 rooms) – 12 indications.

Many countries in Europe apply tax breaks for farmers who run tourism. For example, in Germany, hosts running a business are not required to register it with the German Chamber of Commerce if they provide visitors with less than 8 rooms. In practice, this means that they are not obliged to pay taxes for this activity, and thus have the opportunity to offer favorable price offers for tourists [Czarnecka 2005]. In Italy, on the other hand, the exemption from paying taxes on agritourism activities only covers farms with no more than 30 beds [Jaszczak 2010].

Table 6. Factors affecting the competitiveness of tourist facilities in rural areas by accommodation providers

Specification	Number of indications N = 30
Number and quality of services	30
Prices	30
Location	27
Customer support	24
Quality of service	24
Competences of employees	24
Tailoring offers to customers	24
Availability of various services	24
Modernisation of the surrounding area	15
Modernisation of premises	12
Introduction of new products	6
Certificates	3

Respondents could indicate more than one answer
Source: own research

² According to research in 2019 conducted on a sample of 2,650 Poles aged 18+ and presented in the study entitled Segmentation of domestic tourists [KANTAR 2019], 92% of respondents look for accommodation facilities on the Internet, the recommendation of friends/family – 41% – is in second place.

Therefore, the provision concerning exemption from income tax for farmers engaged in agritourism should be maintained. One should also follow the principle of limiting fiscal burdens, which are among the biggest inhibitors of small business in Poland. At the same time, it is necessary to ensure the most transparent information on the rules of switching to other forms of activity [Agrotec Polska, IGiZPZ PAN 2012].

CONCLUSIONS

When properly used, the tourist attractions of Lower Silesia create natural conditions for the development of tourist services in rural areas. In the realities of the Polish countryside, entrepreneurship in this area has become a leading form of activation and economic recovery of rural areas with natural tourist attractions. However, like any venture in a free market economy, it is limited by a number of barriers that determine its development. The research, previous author's studies and literature in this field still prove that it is mainly a financial barrier and difficulties in obtaining external capital for investments. According to respondents, the obstacles to receiving guests primarily include: the lack of a full and interesting offer and its low quality as well as a lack of food offer and, in the case of foreign tourists, insufficient knowledge of foreign languages.

Accommodation providers are aware that they must ensure at least a "decent" level of a tourist product, because the whole of it creates a brand that forms the basis for the recipient's choice of service provider and place of stay [Hawlena et al. 2017]. Research shows that there is an upward trend in the participation of both compatriots and foreign tourists in rural tourism and agritourism. Another chance is the growing interest of tourists in healthy, regional food. The condition for taking advantage of this opportunity is that agritourism will develop in close connection with an active farm and the owners of guest rooms in rural areas, who are not farmers, will establish cooperation with agricultural and ecological farms, consisting of supplying local products. A chance for the development of tourism in connection with agricultural production is so-called agricultural retail trade enabling the home processing and sale of produced food to final consumers, as well as, from January 2019, to shops, restaurants, canteens and other establishments with similar characteristics, located in a limited area. Food must, however, be wholly or partly self-cultivated, raised or reared³. In this way, tourism in rural areas is not only a sales channel, but also a form of promotion and support for local traditional products and valuing the areas from which these products come [Kapała, Kurtyka-Marcak 2017].

Factors conducive to the development of tourism in rural areas are also access to European Union funds. Detailed regulations on agritourism offer significant privileges, on the one hand (tax exemptions), but on the other hand, hinder its rational functioning and development due to contradictory and unclear requirements, which widens the scope of the shadow economy in Poland [Kozak 2013]. The provision concerning the exemption from income tax for farmers engaged in agritourism should be maintained, because

³ Agricultural Retail Trade is regulated by the following legal acts: Regulation of the European Parliament and of the Council No 178/2002; Regulation of the European Parliament and of the Council No. 852/2004; the Act of August 25, 2006 on food and nutrition safety; Act of December 16, 2005 on animal products.

fiscal burdens are among the biggest constraints on small businesses in Poland [Agrotec Polska, IGiZPZ PAN 2012] Agritourism has not yet become the subject of comprehensive legislative activity. Individual provisions, scattered in various legal acts, issued for different purposes and issues, refer to it. Such a legal environment causes accommodation providers to act in conditions of uncertainty and fear of taking new initiatives, especially in the case of older people.

The products should contain unique, atmospheric offers referring to local traditions, enabling tourists to gain authentic and unique experiences. Quite often, understanding rural life is perceived as an important element of the upbringing and education of children who – living in cities – have no chance to learn about agriculture or the flora and the fauna typical for a given climate. Due to the fact that about $\frac{3}{4}$ of agritourists are families with children [Tew, Barbeiri 2012], the tourist offer should include educational products for children. In a situation where the owners of a tourist facility do not have the appropriate resources or qualifications to create this type of offer, they can take advantage of cooperation with so-called educational pens. There are 38 such facilities in Lower Silesia, and there are over 300 in Poland.

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SZANSE I BARIERY ROZWOJU TURYSTYKI NA OBSZARACH WIEJSKICH

Słowa kluczowe: turystyka wiejska, agroturystyka, szanse, bariery, przedsiębiorczość

ABSTRAKT

Celem opracowania jest przedstawienie szans i barier rozwoju turystyki na obszarach wiejskich Dolnego Śląska. Podstawą opracowania w części empirycznej były badania przeprowadzone w 2018 roku w 30 obiektach turystyki wiejskiej i agroturystyki. Obiekty usytuowane były na terenie Ziemi Kłodzkiej (powiat kłodzki) i Parku Krajobrazowego Dolina Baryczy. Z właścicielami kwater przeprowadzono wywiad standaryzowany, posługując się kwestionariuszem wywiadu. Wyniki badań pozwalają stwierdzić, że rozwój przedsiębiorczości w zakresie świadczenia usług turystycznych na obszarach wiejskich województwa dolnośląskiego skutecznie ograniczają takie czynniki, jak: bariera finansowa, trudności w pozyskiwaniu kapitału zewnętrznego oraz niski poziom infrastruktury techniczno-użytkowej. Przeszkodą w przyjmowaniu gości, według respondentów, jest przede wszystkim brak pełnej i ciekawej oferty oraz jej niska jakość, brak oferty wyżywienia, a w przypadku turystów zagranicznych – niewystarczająca znajomość języków obcych. Czynnikiem sprzyjającym rozwojowi turystyki na tych obszarach są: wzrostowa tendencja uczestnictwa w turystyce wiejskiej, zarówno rodaków, jak i turystów zagranicznych, rosnące zainteresowanie turystów zdrową żywnością, dostępność funduszy Unii Europejskiej oraz przywileje podatkowe. Z uwagi na walory polskiej wsi podstawowym celem powinno być ciągłe nastawienie na łączenie agroturystyki z czynnym gospodarstwem rolnym.

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