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## **CONDITIONS OF DEVELOPMENT OF RURAL TOURISM SUPPLY IN SELECTED COMMUNES OF THE LUBLIN PROVINCE**

### *UWARUNKOWANIA ROZWOJU PODAŻY TURYSTYKI WIEJSKIEJ W WYBRANYCH GMINACH WOJEWÓDZTWA LUBELSKIEGO*

**Key words: supply of rural tourism, conditions of development, Horodło, Hrubieszów, Lubycza Królewska**

*Słowa kluczowe: podaż turystyki wiejskiej, uwarunkowania rozwoju, Horodło, Hrubieszów, Lubycza Królewska*

**Abstract.** The article tries to present the conditions of development of rural tourism supply. The researched communes (Horodło, Hrubieszów, Lubycza Królewska) are distinguished by wealth of natural and cultural attractions. The paper argues that the rate of development of rural tourism supply is still insufficient and depends on financial and non-financial factors. The activity of local administration and rural advisory offices plays a significant role in creating this supply.

### **Introduction**

Tourism supply is usually defined as „quantity of tourism product on offer at a given price in a given period” [Wodejko 1998]. The specific character of tourism product is included in another definition of tourism supply, which states that „in a narrower meaning it’s a volume of goods and services, which are offered for sale to tourists, and in a wider meaning – the whole of activities of all entities which satisfy the tourism demand” [Gołembski 2003].

There are a lot of economical and non-economical factors which effect the development of tourism supply. The most important are: the financial situation of rural families, changes in the national agricultural policy, legal regulations (or rather lack of such) concerning rural tourism, activity of employees of rural advisory offices and other institutions supporting the development of rural tourism through counselling, education or financial means, tourist attractions, tourism policy of local and regional authorities and demand for rural recreation offers (changes in leisure preferences among tourists)

### **Aim and scope of the research**

The aim of the research is to present the most important factors for development of supply of rural tourism. The research assumes that activity of employees of institutions supporting this type of business, mainly the rural advisory offices and agrotourism associations, has the biggest influence on development of supply of rural tourism

To achieve this aim and verify the assumption the article presents the results of empirical research conducted among the inhabitants of three communes of Lublin province: Horodło, Hrubieszów and Lubycza Królewska. The research was conducted by means of a survey. It includes 125 people not active in tourism business (potential services suppliers in rural tourism). The survey was carried out in July and August 2006.

### **Characteristics of the researched area**

The researched communes are located in the eastern part of the Lublin province, on the border with Ukraine. They are typically agricultural communes. The Hrubieszów commune has the highest share of farmland and the Lubycza Królewska commune has the highest share of forests. The communes are also characterized by low density of population.

**Table 1. The area, density of population and structure of area of researched communes**

Communes	Area [km <sup>2</sup> ]	Population on km <sup>2</sup>	Share in the whole researched area of [%]			
			farmland	arable land	meadows and pastures	forests
Hrubieszów	259	43	77.9	67.6	11.3	11.8
Horodło	131	45	71.3	58.9	10.0	21.4
Lubycza Królewska	212	34	61.8	46.1	15.2	28.1

Source: own case study based on: Powierzchnia i ludność... 2006.

**Figure 1. Location of the researched communes**

Source: own study.

and influences of cultures of different nations and religions. One can admire numerous relics of secular architecture (e.g. Lubomirski Palace in Strzyżów, Horodło commune, a fortress in Gródek, Hrubieszów commune), sacred architecture (many catholic and orthodox churches, e.g. St. Nicolas orthodox church in Hrebenne, Lubycza Królewska commune), civil (various denominations) and military cemeteries from the I<sup>st</sup> and II<sup>nd</sup> World War, roadside crosses and chapels.

The rate of development of rural tourism supply seems insufficient. There are 12 facilities (5 each in Hrubieszów and Horodło commune and 2 in Lubycza Królewska commune) including 9 agrotourism facilities and 3 private guesthouses.

**Table 2. Share of respondents in the communes**

Communes	Share of respondents	
	number	[%]
Hrubieszów	43	34.4
Horodło	40	32.0
Lubycza Królewska	42	33.6
Total	125	100

Source: own study.

Peripheral location of researched communes has a substantial influence on preserving the natural wildlife attractions. Almost half of Strzelecki Park Krajobrazowy (natural reservation) is located in the Horodło commune. Another interesting place is an ecological reservoir Kacapka situated near Zosin, with a postglacial double-bottom lake. It is a natural habitat of numerous species of birds. To the south of Horodło there is Nadbużański Obszar Chronionego Krajobrazu (Bug River Area of Protected Landscape).

Around Gródek in Hrubieszów commune there are rare in Poland areas of steppe vegetation and clusters of black pine. There can also be found habitats of many protected species, e.g. gray heron, stork, gopher. Lubycza Królewska also prides on its wealth of wildlife, which is proved by protection of large areas in the reservation of Południoworostoczański Park Krajobrazowy and other reservations (e.g. Jedlina, Jalinka, Machnowska Góra) The area also has a lot of anthropogenic attractions, which mainly result from its border location

## Results of the research

The empirical research was conducted among rural inhabitants who were not active in tourism business in the research period. The share of respondents in each commune was similar, as shown in Table 2.

The respondents were mainly people under 45 years of age with high school education. There was also a significant number of respondents with higher education (Tab. 3).

**Table 3. The level of education among the respondents by the age group [%]**

Age groups	Level of education						Total
	incomplete primary	primary	basic vocational	secondary	college education	higher/university	
18-25	-	0.8	2.4	11.2	4.0	7.2	25.6
26-35	-	0.8	7.2	7.2	0.8	12.0	28.0
36-45	-	3.2	6.4	14.4	0.8	1.6	26.4
46-55	0.8	-	1.6	9.6	-	0.8	12.8
56-65	0.8	-	0.8	4.8	-	-	6.4
66<	-	0.8	-	-	-	-	0.8
Total	1.6	5.6	18.4	47.2	5.6	21.6	100

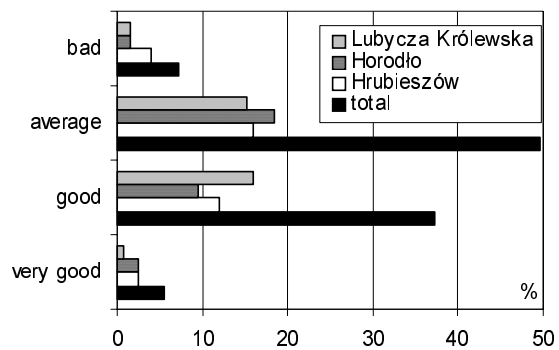
Source: own study.

A relevant argument for starting a tourism business among respondents is often the need to improve their own and their family's financial situation. The respondents estimated their family's financial status as medium (49.6%) and good (37.2%). The respondents from Lubycza Królewska commune mainly described their status as good while those from Hrubieszów commune estimated it as bad (Fig. 1).

Tourist attractions are both a component and a factor of tourist supply. They usually define the location of other components, i.e. infrastructure and tourist services. Thus the evaluation of tourist attractions of the communes by respondents was the subject of the research, as Figure 2 shows.

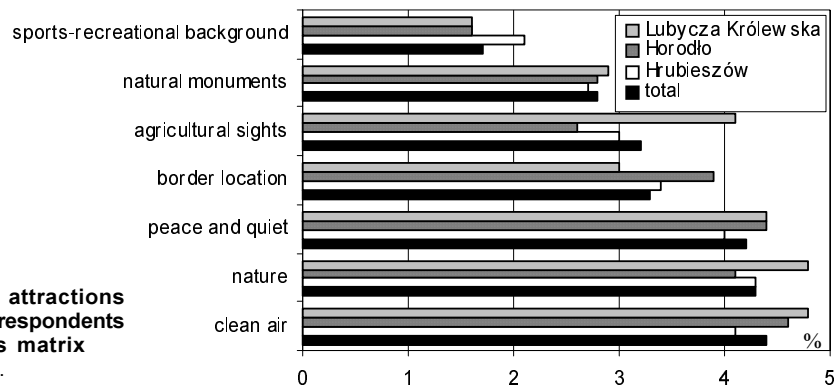
The respondents valued clean air the highest (average 4.4). This component achieved the highest rating in Lubycza Królewska commune (4.8). The inhabitants of this commune also valued the natural attractions highly (4.8) and architectural sights (4.1). Sports-recreational background got the lowest rating from all respondents (1.7).

Numerous institutions and organisations operating on local, regional and central level have a substantial influence on development of tourism. Rural advisory offices should be mentioned, whose employees lead training sessions for future and present service suppliers. They are also involved in organising local cultural events and promoting recreation offers. Similar tasks are realised by agrotourism associations. Also, local government authorities are responsible for development of tourism in local communities. Their role mostly consists of facilitating development of rural tourism by including it in strategic documents, protection and improvement of tourist attractions, promotion of tourism,



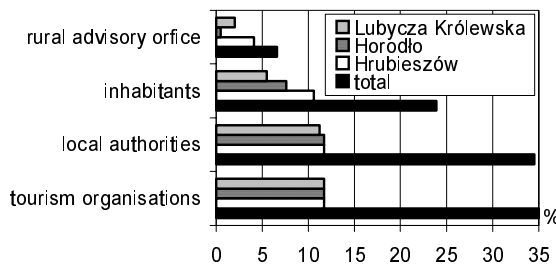
**Figure 2. Financial situation of the family in the opinion of respondents**

Source: own study.



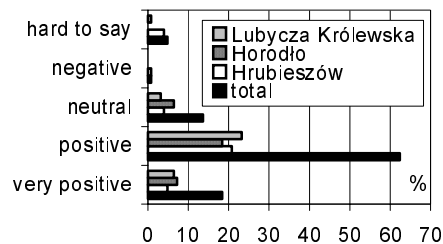
**Figure 3. Tourist attractions in the opinion of respondents in the communes matrix**

Source: own study.



**Figure 4. Entities responsible for tourism development in the opinion of respondents in the communes matrix**

Source: own study.



**Figure 5. Country dwellers' attitude towards tourists in the opinion of respondents in the communes matrix**

Source: own study.

monitoring development of tourism in the region and cooperating with public and private entities to support the development of tourism.

According to the respondents, mainly tourist organisations (agrotourism associations, local tourist organisations) and local authorities are responsible for development of tourism (Fig. 3). In the opinion of respondents, employees of rural advisory offices have relatively small influence.

The community of tourist services is created not only by service suppliers and tourists but also by local residents. Their attitudes towards the service suppliers but mostly towards tourists influences the quality of recreation of the latter. Tourists' satisfaction is accompanied by loyalty and strong „word-of-mouth” promotion which leads to increasing tourism demand and stabilisation of tourism supply.

According to respondents, the attitudes of local residents towards tourists are positive or very positive. One in five country residents has considered starting a tourist business. Most often, it was an agrotourism facility, in single cases a guesthouse or catering business. The main reasons for not starting such activity among respondents were: small interest in recreation in this area among tourists (14 people), lack of financial resources (4), taking a different job and, as a consequence, lack of time (3), lack of proper accommodation (2) and young age (1).

## Conclusions

Numerous factors, economical and non-economical, local and nationwide, influence the dynamics and direction of development of rural tourism supply. According to respondents the most important components of tourism supply were natural attractions while involvement of tourism institutions and local authorities was significant in its development. One in five country residents has considered starting a tourist business. The main obstacle was rarely a financial one. It was mostly low popularity of researched communes among tourists. It is possible to change this situation with the involvement and cooperation of local authorities, entrepreneurs and business institutions in the area of promotion and creating a positive image of the researched area.

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## Streszczenie

*W artykule podjęto próbę przybliżenia uwarunkowań rozwoju podaży turystyki wiejskiej. Badane gminy (Horodło, Hrubieszów, Lubycza Królewska) charakteryzują się bogatymi walorami przyrodniczymi i kulturowymi. Stan rozwoju podaży turystyki wiejskiej jest jednak niewystarczający i zależy zarówno od czynników finansowych jak i pozafinansowych. Duże znaczenie ma aktywność lokalnej administracji samorządowej oraz pracowników ośrodków doradztwa rolniczego.*

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