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ОСОБЛИВОСТІ ФУНКЦІОНУВАННЯ СІЛЬСЬКОГО ЗЕЛЕНОГО ТУРИЗМУ ПОЛЬЩІ

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THE FEATURES OF RURAL GREEN TOURISM IN POLAND

One of the most perspective types of Poland recreation is rural green tourism. Rural vacation stimulates improvement of rural dwellings and development of rural areas, creates additional ways of filling local budgets, it makes an important environmental and aesthetic factor.

Development of rural tourism in the Polish Republic has breakthrough nature and pace, surpassing developed countries. This is due to the peculiarities of historical and economic development of rural areas in Poland, where the population is maintained small-scale economic independence, which currently remains the basis of national agriculture. Rural territories occupy over 93% of the country. About 38% of the population lives in rural areas of the country. Agriculture employs less than 6% of Poles, but only in the Polish agricultural sector over 27% of the population is employed.

Among agricultural activities green tourism in Poland is the most popular and profitable. Poland is visited annually by more than 14,5mln tourists, leaving the 4,6 billion dollars.

Important prerequisites for Poland rural green tourism development are:

1) The location in the center of Europe and close proximity with the leading European countries promotes cross-border and international tourism.

2) Poland is part of the unique Carpathian forest-mountain natural system, which has great recreational value not only for the country but for the entire European continent. Favorable climatic conditions, mild winter and warm summer contribute to the organization of rest and treatment during all year.

3) Recreational resources determine the priority of recreational, health and green tourism. There are plenty of recreational areas in Poland.

4) The exceptional recreational value is the natural diversity of the country - mountains, lakes, deep valleys and canyons. Environmentally clean woods and healthy air contribute to the development of tourism recreation, pedestrian, equestrian and cycling. The rivers have cascades and waterfalls that are valuable for water tourism.

5) Rich flora and fauna, the presence of unique species contribute to regional development and natural tourism.

Poland has distinctive ethnographic regions and their inhabitants fully preserved national flavor with rich material and spiritual culture, as well as a number of distinct differences in rituals, folk architecture, clothing, life, art crafts fair that attracts the attention of tourists.

The common features of rural tourism products in Poland are the possibility to combine private vacation in the countryside with a variety of sports classes, environmental and other kinds of tourism.

At the beginning of the XXI century Poland has developed a fairly extensive network of powerful green tourism dwellings. Since 2002 Institute of Tourism does conduct of research and statistics on the number of enterprises engaged in rural tourism. According to this institution at the beginning of the XXI century there were 6,453 rural tourism businesses in Poland. But in 2003, based on data there were 7323 rural tourism businesses. In the following

years there was a trend of increasing in the number of enterprises. Data published by the Central Statistical Office show that in 2010 there were 7692 rural tourism businesses, which had 82,750 beds for tourists.

Today in Poland there are over 50 different rural tourism associations. Some are divided into branches – rural tourism, eco-tourism, equestrian tourism. A number of farms offer tourists several accommodation options - from rooms in traditional Polish farmhouse to comfortable rooms in a hotel or a mini hotel, built on the farm. In Poland, there are two key types of farms - those that specialize exclusively in rural tourism, and those using agro-tourism as a source of additional income. In the first case, a tourist can expect not only to live in rural Poland, but also on educational tours, training rural wisdom, learn the folklore, cuisine and traditions of the region. In the second case, tours need to prepare singularly.

According to the Central Statistical Office of Poland (GUS), in 2012 the number of deals given to rural tourism farms increased by 15.7% (to 0.4 million in 2011).

Polish rural areas have great potential. The village is not urbanized, creating additional benefits for tourists. In one region different historical periods and cultures are typically combined. Polish village distinguished by the presence of environmentally clear products, their lower costs.

Bearing structure of the agricultural sector in Poland are small enterprises with 5-10 hectares of land. The average land ownership is 6 hectares. There are farms which have less than 1 hectares. Large farms over 100 hectares are not more than 9%. Long Polish state policy to small farms that are seen as an effective means of employment and solving socio-economic problems.

Today in Poland in regions of green tourism is developing very unevenly. The reasons for this are:

- Natural differentiation of the country;
- Uneven economic development;
- Historical past;
- Geographical location (a measure of distance from major transportation routes);
- Traditions of rest.

Under Polish law, providing of rural green tourism does not belong to entrepreneurship. Therefore profits farms for such services are not subject to tax on added value. In addition, the legislation also provides for the exemption from taxation of income obtained by providing green lodging services for tourists under the following conditions:

- A house belongs to agriculture;
- Rooms seem to tourists, not seasonal workers or third parties;
- Rooms for tourists are in a residential building rural family and not in another building specially adapted for tourists;
- The number of rooms, seemingly tourists, not exceeding five [5].

In these conditions the farm only pays land tax.

The level of payment services provided to tourists, set farmers. The cost of accommodation per person per day, depending on the services rendered and conditions is 5 to 20 euros.

Other condition for activities in the field of rural tourism is approval to operate. Registration is in local authorities in terms of rural tourism in one day after completing the two forms.

Certificate to engage in rural tourism be desirable, but not required. Poland has an association of farmers with the right to issue a certificate for conducting rural tourism.

To organize rural tourism Polish farmers is allocated on the basis of a business plan. European program requires the development of rural tourism in the farmer contribution amount of 50 thousand euro the return is 25 thousand euro.

Promotion of rural tourism in Poland provides advisory service for the budget. Advertising rural tourism made online advisory service and commune sites. Publication of advertising leaflets also carried advisor.

Since 1997 the Polish Federation of Rural Tourism «Hospitable farmsteads» introduced the classification and categorization principles of rural lodging base. With this categorization owners of facilities for the night began to adapt to the proposed requirements, increased quality of services offered.

Rural lodging categorization system is voluntary basis. Farmsteads, which were held categorization, guarantee high quality of service. Moreover, such farmsteads owners get the right to place its proposal in promotional materials federation.

The system of farmstead categorization includes additional requirements that highlight the specific nature of tourism in Poland rural areas. Hotel services provided in rural areas mostly in guest rooms, in apartments during the holidays, in some suburban homes, group wards. Categorization allows create system of tourism products that show certain requirements. Thus, the guest room meant the room arranged and equipped so that it could serve as bedrooms for the 4 persons with the bathroom, the toilet and public areas.

In 2013 there were 622 rural businesses that were classified by Federation of Rural Tourism «Hospitable farmsteads» and received a certain category. Among them, 45.7% had category «standard», 30,2% of enterprises had first category (I), 21,4% - II category (II) and 2,7% - III category (III) (Table 1).

Table 1

Categorization of rural tourism enterprises in Poland

Regions	Number of companies that received a category				
	I	II	III	Standard	Total
Dolishno-Sileziysky	2	4	4	5	15
Kuiawsko-Pomorsky	-	3	5	5	13
Lubielsky	-	11	24	25	60
Lubusky	1	2	1	1	5
Lodzysky	-	2	7	8	17
Malopolsky	-	38	55	131	224
Mazowiecky	-	5	13	7	25
Opolsky	-	1	2	2	5
Podkarpacky	-	7	8	4	19
Podliasky	2	9	12	24	47
Pomorsky	5	16	13	9	43
Silezky	-	1	1	7	9
Swientokshysky	-	5	19	16	40
Warmia-Mazury	4	24	7	15	50
Wielkopolsky	1	3	11	13	28
Zahodniopomorsky	2	2	6	12	22
Total	17	133	188	284	622
%	2,7	21,4	30,2	45,7	100

Compiled by [3]

Most companies who classified their level of service are in Malopolsky (224) region. On the territory of this region the majority of enterprises received category «standard» (131). In Lubusky and Opolsky regions there are only five rural tourism enterprises categorized. Moreover, only seven regions have enterprises with III category: Pomorsky (5) Warmia-Mazury (4) Dolishno-Sileziysky, Podkarpacky, Zahodniopomorsky (2) and Lubusky and Wielkopolsky (1) [3].

In Poland, the demand for rural tourism is directly dependent on the season. The tourists demand for the services provided by the farmsteads increases and reaches a peak in the summer months, mostly tourists choosing short travel on weekends, rarely come on weekdays.

In summer tourists visit farmsteads more often as in winter. Pomorsky region due to its landscape and natural features have in summer three times more tourists than in winter. On average, the farmsteads visit 74 people (49 people in the summer and 25 people in winter). It should be noted that the number of tourists increases proportionally the time of farmstead business activities. The percentage of regular customers is 39%, the highest number is in Silesky region (54%) and the lowest in Lublinsky (26%) [3].

New direction of rural tourism development is the establishment of additional service facilities: it can be small shops selling the hostess made souvenirs. This is extra income of farmer. In many areas there are some communities created by hostess. Analyzing the geographical position of rural tourism farmsteads we can notice a significant difference in their number depending on the region.

This is the result of various attractiveness and rural population initiatives, their expertise and awareness likely to develop this industry. The greatest number of rural tourism enterprises was in 2014 in the following regions: Małopolsky, Podkarpacky and Warmia-Mazury.

Specificity of green tourism in Poland depends on geographical location, topography, and also on the size and specialization of agricultural enterprises. Therefore, in different regions of the country farmsteads are very different. The most favorable regions of Poland for the development of rural tourism are those in which mountainous terrain or a large number of water bodies (lakes, rivers, sea) dominant.

Analyzing territorial division of farmsteads in Poland we should note that the most amount are located in Mazowiecky, Podkarpacky, Świętokshysky, Kujawsko-Pomorsky regions; rural farmstead highest index number to 1,000 rural population is Podkarpacky region (7.1).

Development of rural tourism in Poland is in accordance with the policies of multifunctional rural development. Integration of tourism in rural areas contributes to the transition from agriculture as the sole and dominant features of rural areas and lead to economic development in these areas.

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