

УДК

РОЛЬ СІЛЬСЬКОГО ТУРИЗМУ В АКТИВІЗАЦІЇ СІЛЬСЬКИХ ТЕРИТОРІЙ УМБРІЇ (ІТАЛІЯ), ВАРМІЇ ТА МАЗУРІВ (ПОЛЬЩА)

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Сільський туризм динамічно розвивається серед інших видів діяльності, які сприяють економічному росту сільських місцевостей Європи та роблять внесок у захист навколишнього середовища. Сільський туризм охоплюючи агротуризм, виконує важливу роль в активізації сільських місцевостей, особливо регіонів з високим рівнем безробіття та специфічними природними та культурними характеристиками. Позитивні ефекти впливу агротуризму в Польщі очевидні – створення нових робочих місць, диверсифікація робіт, створення додаткового доходу, охорона навколишнього середовища, розвиток народних ремесел та мистецтв.

В статті детально описано сучасний стан сільського туризму в регіонах зі специфічними природними та культурними характеристиками Умбрія, Вармія та Мазури. Вибір цих місцевостей є результатом діяльності проекту з розвитку сільського туризму у Вармії та Мазурах. Об'єктом дослідження є ферми, які пропонують туристичні послуги, у Вармії та Мазурах (Польща), а також в Умбрії (Італія). Внаслідок проведеного дослідження встановлено перелік туристичних послуг, які надаються на фермерських господарствах, а також головні соціальні та економічні проблеми.

Розвиток сільського туризму в Польщі та Італії розпочався більш-менш одночасно. Однак, незважаючи на численні спільні риси у розвитку сільського туризму, існують численні відмінності у стані інфраструктури, якості послуг, що надаються та ін. В статті здійснено порівняння характеристик агротуристичних ферм досліджуваних регіонів.

Ключові слова: агротуристична ферма, сільський туризм, туристична інфраструктура.

Rural tourism develops among types of actions important for the economic growth of rural areas of Europe and contributes to the protection and improvement of environmental values. It is based on the attractiveness of the environment and landscape. It can develop and protect the agricultural, cultural and natural heredity of rural areas (Połucha et al. 2003).

In many European countries, agriculture has lost its leading role as a branch of economy ensuring the economical development of the countryside and providing for its inhabitants. In all these places, public authorities on the local, regional and central level have taken actions to search, with various results, for alternative or additional ways of making use of the potential of agricultural farms and activating local rural communities in order to bring the decrease of the living standard of villagers to a stop. A special need for improvement is noticeable in Poland, where the economical transformation has put numerous limitations on the country people – a slump in the market of agricultural produce, high unemployment, which has substantially hampered the possibilities of additional income in the countryside and seriously limited the perspectives of advancement for young country people (Strzębicki 1995).

Rural tourism, including agritourism, fulfils an important role in the activation of rural areas, especially regions of high unemployment and particular natural and cultural qualities. Proper development of such areas should be multidirectional. Apart from the economical aspect, also the social and ecological aspect is of great importance. The increasing interest in the countryside and in relaxing far from great urban complexes creates a possibility of improving the living conditions in the country – not only for individuals concerned with organising and selling tourist services, but for the whole community of villages, or even the region.

It is most likely that agritourism is not just a fad in the development of rural areas. It will probably continue developing in Poland, because the profits it can bring to the region and particular farms are enormous – maintaining workplaces, creating new ones, employment diversification, gaining income from various sources, special role of additional services, using the forests, landscape protection, making use of even the smallest hamlets and villages, folk art and handicraft, environmental protection, preserving small, traditional communities, activation of village women, business training (Duczowska-Małysz 1998).

Rural tourism makes it possible to use the village space, agricultural environment and infrastructure in a rational way. Transformations of rural landscape are also connected with adaptation, rebuilding and preserving of old dwelling structures, of architecture of the region, therefore also with preserving regional qualities, customs and folk lore. However, preserving cultural identity does not mean isolating the rural community from civilisation. On the contrary, there is a tendency to develop new attitudes, to act according to social norms and notice new values introduced e.g. by tourists.

However, the profits offered by rural tourism demand active involvement of the local community, local government and government administration. A right policy pertaining to the balanced development of tourism is crucial for the success of a touristic enterprise.

The aim of this work is to present the current state of rural tourism in the regions of exceptional environmental and cultural value, Umbria and Warmia and Mazury, as well as to present its role in the development of rural areas of both regions.

The research and the choice of the area are a consequence of actions implemented under the project no. 212/02/POL/05 called “Actions for developing and improving rural tourism in Warmia and Mazury” approved by Italian Ministry of Production. The main partner of Poland in the project was Consorzio Umbria Export. Besides, the partners of the Polish party were: Marshal Office of Olsztyn, Associations of Municipalities of Warmia and Mazury, University of Warmia and Mazury, Holiday Travel and poviast authorities.

The research included farms offering touristic services in regions of special environmental and landscape value – in Umbria (Italy) and Warmia and Mazury. The first step was to get acquainted with the characteristics of the farms and services offered by them, as well as with social and economical problems connected with farming and their role in activating local rural communities. An on-site analysis of most of the structures was made. A diagnostic poll method was used, with a direct interview technique. Later, literature was analysed. The research made it possible to compare the specifics of rural tourism in the selected regions, demonstrating similarities and differences.

Development of rural tourism in Umbria. The development of Umbria and its tourism (including rural tourism) was stopped by an earthquake in 1997, which covered 1/3 of the region. The tourism movement after the cataclysm decreased by half, as well as the demand for all touristic services. In order to improve the situation and restore the touristic value of Umbria, the Italian government and regional authorities decided to take the necessary action. In 1998,

the region of Umbria assigned a large part of financial resources for the restoration of buildings and repairs of the damages.

With the cooperation of the region, local authorities, private sector and educational units, a system covering all actions leading to restoring tourism in the region was developed. The analysis of the territory and of the demand for particular services allowed for setting the main goal. The key point was to develop products and services which have one aim or idea in common.

These services were divided into thematic groups:

- theme parks;
- *luoghi dell anima* (soul places) – a concept of a spiritual territory, meditation courses, a large role of religious tourism, religious movements, 34 religious sites in Umbria;
- *paesaggio d'autore* – a combination of elements of landscape and museums (the interior and its external surroundings);
- *sentieri di gusto* (paths of taste) – typical Umbrian foods produced on a small scale (the demand for these products is increased by creating food trails);
- *sentieri di fare* (paths of crafts) – handicraft, embroidery, pottery, painting;
- networks of connections;
- devices facilitating the flow of tourist information (including a card entitling for discounts for various services, e.g. the Orvieto city card).
- Typical Umbrian touristic products were also developed:
 - *slow trek* – getting acquainted with rural tourism, getting to know local people, tasting typical dishes, cart riding and horse riding;
 - *sentieri del gusto* (paths of taste) – guides to various taste trails, i.e. wine trails, museums of taste, tasting sites and their marking;
 - *acqua d'Umbria sport* (Umbrian water sport) – using the advantages of water basins (Trasimeno lake) and numerous streams, mountain springs, waterfalls;
 - *acqua d'Umbria* (water of Umbria) – creating a water list (like a wine list), places of water tasting;
 - *feste vive* (living festivals) – religious festivals in small townships and villages, folk lore festivities connected with other attractions;
 - *scuola in vacanza* (summer school) – thematic courses, e.g. a course of Italian language for foreigners, a course in regional cuisine, short courses of cooking and handicraft.

Apart from the above mentioned, other products have been developed – ones pertaining to promotion, communication and marketing, reorganisation and standardisation of information and marking, system of navigation, organisation of programming courses, environmental certificates and product services, developing a local museum network (museum grouping), improving the information flow, creating a web portal, creating a touristic and regional “observatory”.

Development of rural tourism in Warmia and Mazury. The region of Warmia and Mazury is particularly predisposed for developing rural tourism. Its objects are located in all areas of unquestionable touristic and cultural value. It is estimated that there are about 4,000 agritouristic farms in the voivodship. Strong motivation of people looking for new ideas for additional sources of income, closeness of nature attractions, possibility of linking them with other branches of tourism – these are the main qualities of rural tourism in the Warmińsko-Mazurskie voivodship. Rural accommodation facilities can be also used in active, business and transit tourism. The offered products of rural tourism (guest rooms, group rooms, separate housing units, small guesthouses, and souvenirs) are an important element of touristic

management in the voivodship. Rural tourism is spread quite evenly on the map of Warmia and Mazury.

Advice and directions for the region included in the Tourism Development Strategy in Warmińsko-Mazurskie (2001) are:

- to build objects of therapeutic tourism – rural sanatoriums, objects taking advantage of the climate and offering possibilities of long rehabilitation in peace and quiet;
- to create weekend packages as an offer for city dwellers from neighbouring voivodships;
- to use closed village schools for creating “nature schools” (boarding schools in the country used for school trips) for city children;
- to promote regional cooking in agritouristic farms;
- to create an efficient system of informing about the offers of rural tourism, connected with the regional system of tourist information;
- to continue the categorisation of rural accommodation facilities;
- to place water parks in strategic sites;
- to care about preserving indigenous local tradition as well as cultural identity of immigrant people while creating a touristic product in rural areas.

The research has confirmed a general tendency for the growing role of rural tourism in activating rural areas of selected regions. It has also showed that village inhabitants are increasingly interested in providing tourist services and in additional sources of income. The analysed touristic structures in Umbria and in Warmia and Mazury are characterised by diversification of offers and products, but they contain common elements. Most of them were created in the early 1990s and since then they have substantially developed in terms of quality of the services, introducing additional tourist attractions and extending the list of offered products. The lengthening of the tourist season beyond spring and summer is also important for the development of structures, activation of rural areas and increasing number of workplaces. Cooperation of these structures with local and regional institutions is a great incentive for their development and in the future it will be decisive for their success. The researched structures are also of crucial importance for the lives of local communities, for preserving the cultural heritage and protecting the environment.

Rural tourism in both regions is understood in the same way. It involves all actions in rural areas, including accommodation and catering facilities as well as complementary services, while agritourism pertains to a particular farm with its agriculture and animal husbandry. In Umbria, structures not being agricultural farms, but offering agritouristic services are subject to severe penalty.

The differences in services offered in agritouristic farms in Umbria and in Warmia and Mazury are illustrated in table.

The development of rural tourism in Poland and in Italy has occurred more or less in the same time. Still, in spite of numerous similarities in the functioning of structures, there are also noticeable differences in terms of the specifics of accommodation and catering facilities, offered services and their quality, ways of financing, grants, legal aspects, external evaluation of farms, cooperation within associations and non-governmental organizations. Rural tourism and agritourism in Umbria is related to the development of the whole farm offering the services as well as with the economical and social development of rural areas. The livelihood of country people and stopping their migration to cities have become important factors determining this development. Activating the society, cultivating traditions and customs as well as environmental protection have been decisive in the success of the planned touristic enterprises. Also the development of touristic products for the whole region has been of great importance.

Table

Comparison of characteristics of agritouristic farms of the researched regions

Umbria (Italy)	Warmia and Mazury (Poland)
an agritouristic farm must run husbandry	husbandry on a farm is advisable, and tourist services are an additional source of income
objects on the farm must be monuments, building new structures especially for tourists is forbidden	it is possible to develop agritouristic facilities in new buildings, but monumental objects are of additional cultural value
the income from tourism cannot be higher than the income from husbandry and the time devoted to hosting guests cannot be longer than the total time worked on the farm	the income from tourism is additional for the family running the farm, but it is often higher than the income from husbandry
accommodation facilities – up to 30 guests without the necessity of paying taxes	accommodation facilities – up to 5 rooms in the structure without taxes
catering facilities – the farm can run a restaurant and provide meals for full-time guests and those who do not use the accommodation, but the number of the latter cannot exceed 50% of the total number of tourists using full service, e.g. with 30 accommodation places for the guests, the restaurant can serve 45 guests at most	catering facilities – the income gained from catering services provided for tourists living in the five rented rooms is free from tax; it is not applicable to the income from the restaurant for guests not using accommodation
1/3 of the products used in the restaurant must come from the farm, 1/3 must be regional products, 1/3 can come from any source	products used in preparing meals for tourists can come from various sources, but it is advisable to use ones produced by the farm
the restaurant for tourists can be run by hosts who run animal husbandry	there is no requirement of animal husbandry in providing catering services
other people employed in the farm must come from agricultural areas	people from beyond the family employed on the farm do not have to come from the countryside
a farmer working in agritourism gets additional remuneration of 3000 euro a year outside the holiday season	there is no additional remuneration for the months outside the season
there is no system of categorisation (system of evaluation is being developed)	a voluntary system of farm evaluation, so-called categorisation, made on demand of the accommodation provider

As a result of the analysis, several conclusions have been made:

- regions of Umbria and Warmia and Mazury are perceived as exceptionally attractive for tourists;
- considering the predispositions of these regions, the main area of creating touristic products should be active tourism. The basis of developing products in these areas can be youth tourism and rural tourism;
- the role of rural tourism is important in the activation of rural areas by developing tourist facilities and complementary services as well as creating new touristic enterprises and expanding technical and social infrastructure involving the local people;

– all sorts of promotion, advertising and tourist information of particular farms and the whole region of researched areas should be the means of acquiring new guests;
 – creating a categorization system of tourist services in Umbria and other regions of Italy will be decisive for the quality of the services. In Polish conditions, it would be advisable to improve the system of grading agritouristic farms, so that voluntary categorisation becomes more common;
 – it is important for the development of rural tourism to lengthen the touristic season beyond traditional summer holidays and create offers for shorter holiday breaks, winter holidays and so-called long weekends.

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THE ROLE OF RURAL TOURISM IN THE ACTIVATION OF RURAL AREAS OF UMBRIA (ITALY) AND WARMIA AND MAZURY (POLAND)

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Key words: rural tourism, agritouristic farms, infrastructure.

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