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The Condition and the Perspectives of Development of Agritourism in the Roztocze District

Summary

Roztocze is a region rich in valuable tourism features, stretching from Kraśnik to Lwów. 71% of its area lies within the territory of Poland, while the remaining part belongs to Ukraine. The first agritourism farms in Roztocze started being established towards the end of the 90s of the twentieth century. Presently they constitute 43% of all accommodation facilities operating in this area.

To date research in the development of agritourism in Roztocze has been conducted only for selected locations and has not covered the issue thoroughly. Lack of comprehensive studies of this subject was the reason for formulating the objective of this paper and conducting a range of research activities.

The main objective of this work is to assess the state of the development of agritourism in Roztocze in the background of the existing tourism potential and indicating directions and perspectives of its further growth.

In order to verify the hypothesis postulated in this work the evaluation of the factors conditioning the development of agritourism was performed using the method of multidimensional comparative analysis. The factors conditioning the growth of agritourism were analysed with a division of resources into structural and functional ones. Owners of 100 agritourism farms were also surveyed as a basis for the characteristic of existing agritourism services. Additionally an inventory of tourist attractions and tourism-related land development for a given area was compiled, questionnaire surveys in commune offices and general interviews with chairpersons of tourism associations and representatives of the local population were conducted. Analysis of strategic documents and analysis of conducted research allowed us to determine the opportunities and perspectives of further growth of agritourism in the studied area.

The research covered 23 communes lying within Roztocze, including 17 rural communes and 6 rural-municipal communes.

Analysis of collected research results indicates that the area of Roztocze is highly diverse with respect to the attractiveness of agritourism potential and current offer for agritourists. The greatest agritourism potential with the highest accommodation capacity of agritourism farms is possessed by Roztocze Środkowe (Central Roztocze). It was also shown that the agritourism potential of Roztocze is not fully utilised. Particular attention was drawn to the poorly developed agritourism product, as well as to the lack or low number of agritourism farms in some communes with objectively attractive agritourism potential.

It was also concluded that agritourism in Roztocze will continue to develop. However, due to certain conditions it will not perform the same function in its entire area. Central Roztocze will still be the area of the highest concentration of agritourism facilities while the greatest changes will affect the agritourism product of Western and Eastern Roztocze.

The broad range of conducted research and analyses enabled us to precisely characterise the development stage of agritourism in Roztocze. Acquired results and conclusions drawn from these should be used by commune and district authorities for planning further development of agritourism in Roztocze and creating agritourism products by farmers. Of particular importance is the developed for the first time current listing of agritourism farms for the whole region.

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