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Characteristics of selected aspects of activities of agritourism farms in the Bug valley in the province of Lubelskie

Abstract. The article presents characteristics of selected aspects of activities undertaken by agritourism farms, including forms of recreation in rural communes situated along the Bug River in the province of Lubelskie, with special emphasis on what farm owners regard as barriers to and enablers of agritourism and eco-tourism. Information used in the study was collected in a survey carried out in 2018 in communes located in the Bug River valley in three provinces: Lubelskie, Podlaskie and Mazowieckie, which involved 99 owners of agritourism farms, classified either as conventional or organic, or undergoing conversion from conventional to organic production. It was found that hiking, cycling and walking were the most frequently chosen forms of leisure activities. According to the respondents, the development of agritourism in the Bug River Valley is most enabled by the region's natural values, especially the peace and quiet provided by the area, while the fear of investing and the lack of financial resources are the biggest barriers to such development. The results of the study reveal differences and similarities in the perception of agritourism and ecotourism by owners of farms in the Bug valley in Lubelskie Province compared to the whole sample including two other provinces. The development of rural tourism in Lubelskie Province is hampered by the seasonality of the offering, no habit of weekend recreation and, generally, the low popularity of this form of recreation.

Keywords: agritourism, agritourism farms, Lubelskie province, Bug valley

JEL Codes: Q1, P12, Q26, Z32

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1. Introduction

Agritourism, which is a form of spending free time on farms, is becoming increasingly popular with tourists [Zawadka 2015; Jalinik 2016; Sikora 2016]. As a form of rural tourism, agritourism appeared in Poland much later than in Western Europe, namely only in the early 1990s. It was initiated institutionally to create a professional, paid and lifestyle alternative for farmers and their families in a situation of agricultural exclusion [Wojciechowska 2010]. An agritourism farm is a farm located in rural areas, actively engaged in agricultural activity, with accommodation for tourists, where guests can observe and participate in the daily life of the hosts [Surdacka 2017]. Agritourism activity is not limited to providing tourist accommodation but includes many services and various forms of leisure and recreational activities [Mikulska 2008]. Agritourism is also associated with the availability of natural values, which make these additional services much more attractive. These include high quality natural environment, clean water, unusual landscapes, as well as peace and quiet, which enables rest and relaxation [Sokół, Boruch 2011; Ciepiela, Balińska 2014]. Many authors [Sikorska-Wolak 2006; Cichowska 2008; Cichowska 2011; Ciepiela, Balińska 2014] report that the development of agritourism is strongly correlated with the area's natural attractiveness.

Many city dwellers perceive the countryside as a safe haven with solid values, open spaces, and the beauty of nature. It is a place where everyone is treated with respect and in a friendly way [Gaworecki 2010].

Undoubtedly, agritourism offers different forms of recreation, addressed mainly to individual tourists, families or small tourist groups. No additional accommodation facilities or food supplies are required; one can exploit existing farm housing resources, unused livestock buildings and recreational space within the farm [Sokół 2012].

The Bug River Valley, with its unregulated, meandering riverbed, is one of the best preserved lowland rivers in Europe and a valuable natural area [Ciepiela 2011; Jurkiewicz-Karnkowska 2016]. Tourists, especially inhabitants of noisy agglomerations, more and more often choose to spend their leisure time on agritourism farms because they appreciate the possibility of resting in a quiet, peaceful place where they can relax in close contact with nature [Zawadka, Pietrzak-Zawadka 2016]. Such stays, in addition to giving tourists a taste of local traditions and rural culture, are often enriched by bicycle tours, horseback riding, bonfires, sleigh rides, hunting or workshops on regional themes, which are also part of agritourism [Mikulska 2008].

Eco-agritourism is a variety of agritourism, where the emphasis is on the use of organic methods in the production of plants and/or animals on the farm (which is confirmed by the “Ekoland” certification¹) [Zaręba 2000; Jalinik 2015]. Because of the constantly growing interest in the “ecological lifestyle”, reflected by the increasing consumption of organic food, there is also a growing demand for places where people can relax away from the hustle and bustle of the city, taking advantage of the benefits of eco-agritourism [Sokół, Kołozsko-Chomentowska 2010; Ciepela, Balińska 2014].

Food has an important role in the development of agritourism. Food produced by organic farms is an important asset, which can be used to attract more customers. Not only can tourists observe the production process but they can also be sure that the food is of natural origin and is organic [Sokół, Kołozsko-Chomentowska 2010]. The offering of eco-agritourism farms can make holiday stays in rural areas more attractive and satisfy the needs of tourists who value products (of plant and animal origin) produced in a natural way. In eco-agritourism farms, these products often bear a eco-certificate, which guarantees their high quality. Eco-agritourism farms are located in areas of natural value, but also, in response to the needs of tourists, away from tourist centres [Ziółkowski 2006]. In areas with fewer natural assets, tourists can actively spend time on the farm by observing the farming methods or participating in the work of an organic farm. For this reasons, some farm owners keep farm animals (e.g. horses) or breed exotic animals (e.g. alpacas or ostriches), which are an attraction for guests and add more variety to their stay [Ziółkowski 2006; Sokół, Boruch 2011].

Agrotourism and ecotourism are forms of rural tourism that share many features. Both are a form of active recreation in areas of exceptional natural and cultural values. The difference between them lies primarily in the purpose of travel [Zaręba 2008]. In addition to its natural assets, the Bug River valley (especially in the border section) has unprecedented cultural value, as a region located at the crossroads of three cultures: Polish, Russian and Jewish. Characteristics of these cultures can be seen in the landscape. In a relatively small area, one can admire well-preserved religious buildings, such as a Catholic sanctuary, an Orthodox monastery, a Neo-Russian parish, a Jewish synagogue and a Muslim cemetery. The area also features architectural monuments, palace-park and manor-park complexes, historical and military buildings, all of which are connected with the area’s tragic history. Roadside shrines and Latin and Orthodox crosses [Bernat 2014] are also quite common, especially in rural areas.

¹ A certificate awarded by the Association of Ecological Food Producers “Ekoland”, founded in 1989. More information about award criteria can be found on its website at www.ekolandpolska.pl.

2. Research purpose

The main objective of the study was to characterise selected aspects of activities undertaken by agritourism farms and to collect farm owners' opinions about forms of recreation in rural areas of the Bug River valley in Lubelskie Province, especially as regards factors conducive to the development of rural tourism in the region.

It can be observed that activities of agritourism and ecotourism farms, to a large extent, meet the needs of tourists for alternative forms of recreation, both during family and individual stays. Tourists' expectations are largely limited to enjoying the natural assets. Therefore, they do not attach so much importance to high standards of service and comfortable hotel facilities, but prefer the unique atmosphere of the surroundings, the silence, the beauty of nature in all its forms and enjoy fresh and healthy food. Agritourism also provides tourists with an opportunity for a creative use of time to suit their needs. This is confirmed by the availability and use of simple infrastructure to provide unique experiences. Such places are of particular interest to artists seeking creative inspiration and wishing to learn about the harmony of life.

3. Research methodology

The empirical study was carried out in 2018 in 34 communes located in the vicinity of the Bug River valley, which are part of 12 districts belonging to three provinces (Lubelskie, Podlaskie, Mazowieckie). The article focuses on data collected from Lubelskie Province.

A survey of 99 owners of agritourism farms (33 in Lubelskie province) in was conducted using a structured interview. The purposive sample was selected to in-

Table 1. Number of holdings participating in the survey by type

| Province | Type of farm | | | |
|-------------|------------------|------|--------------------|------|
| | ecological farms | | conventional farms | |
| | <i>n</i> | % | <i>n</i> | % |
| Lubelskie | 9 | 27.3 | 24 | 72.7 |
| Podlaskie | 8 | 26.7 | 22 | 73.3 |
| Mazowieckie | 6 | 16.7 | 30 | 83.3 |

Source: personal collection.

clude farms classified as conventional or organic, or in the process of conversion from conventional to organic production. The data were analysed using statistical methods using the STATISTICA package.

Respondents were ensured that their identity would be kept confidential and their data would only be used for scientific purposes.

The survey was conducted among 99 owners of agritourism farms, including 33 owners from Lubelskie (Table 1). 27.3% were organic farms, with the remaining 72.7% accounting for conventional farms. The proportion was similar to that found in the two other provinces of the Bug valley.

4. Results of the study

In the survey in conducted in Lubelskie Province, 51.5% of interviewed farmers were men and 48.5% – women (Table 2). The most numerous groups of respondents were aged between 41 and 50 or over 50 (36.4% in both respects) and with higher education (48.5%).

As regards types of agritourism farms surveyed in Lubelskie (Table 3), the most numerous were farms up to 5 ha (51.5%), followed by farms with an area of between 11 and 20 ha (24.3%). The majority of respondents benefited from sub-

Table 2. Demographic characteristics of owners of agritourism farms participating in the survey

| Specification | In Lubelskie | | In all provinces | |
|-------------------------------|--------------|-------|------------------|-------|
| | <i>n</i> | % | <i>n</i> | % |
| Gender of responding farmers: | | | | |
| • men | 17 | 51.5 | 46 | 46.5 |
| • women | 16 | 48.5 | 53 | 53.5 |
| • total | 33 | 100.0 | 99 | 100.0 |
| Age: | | | | |
| • up to 30 | 0 | 0.0 | 10 | 10.1 |
| • 31-40 | 9 | 27.3 | 25 | 25.3 |
| • 41-50 | 12 | 36.4 | 21 | 21.2 |
| • over 50 | 12 | 36.4 | 43 | 43.4 |
| Education: | | | | |
| • vocational | 5 | 15.1 | 10 | 10.1 |
| • secondary | 12 | 36.4 | 35 | 35.4 |
| • higher | 16 | 48.5 | 54 | 54.5 |

Source: personal collection.

Table 3. Characteristics of agritourism farms analysed in the survey

| Specification | In Lubelskie | | In all provinces | |
|-------------------------------------|--------------|------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Farm size: | | | | |
| • up to 5 ha | 17 | 51.5 | 41 | 41.4 |
| • 6-10 ha | 5 | 16.2 | 22 | 22.2 |
| • 11-20 ha | 8 | 24.3 | 22 | 22.2 |
| • 21-50 ha | 0 | 0.0 | 8 | 8.1 |
| • over 50 ha | 3 | 9.0 | 6 | 6.1 |
| Use of subsidies: | | | | |
| • yes | 20 | 60.6 | 65 | 65.7 |
| • no | 13 | 39.4 | 34 | 34.3 |
| Type of agricultural production: | | | | |
| • crops | 21 | 63.7 | 53 | 53.5 |
| • animals | 8 | 24.2 | 12 | 12.1 |
| • mixed | 4 | 12.1 | 34 | 34.3 |
| Purpose of agricultural production: | | | | |
| • mainly for the (commodity) market | 19 | 46.3 | 49 | 39.2 |
| • mainly for own use | 17 | 41.5 | 56 | 44.8 |
| • mainly for tourists | 5 | 12.2 | 20 | 16.0 |

Source: personal collection.

sidies for their activity (60.6%), which is similar to the proportion in the entire sample. Most farms specialized in crop production (63.7%), which was intended either mainly for sale (46.3%) or mainly for own needs (41.5%).

When it comes to motives for running a business (Table 4), a large group of respondents (48.5%) indicated the possibility of improving the household budget by earning extra profit, and the pursuit of hobbies, realization of one's own needs in the field of tourism (39.4%).

The vast majority of respondents positively assessed th, with over 60% of farmers being in business for between 4 to 7 years. In most farms, there were not more than 10 beds for guests (72.7%). The most frequent category of guests were individual tourists (43.4%) and families with children (27.6%). Tourists often had the possibility of buying home-grown products, most frequently made from fruits and vegetables (53.1%), fresh fruit and vegetables (51.5%), eggs (33.3%) and milk and other dairy produce (30.3%).

Tourists' decision to stay on a farm in a rural area often depends on the area's attractiveness and on the availability of recreation equipment, which is why the survey was also aimed at assessing the use of equipment on the farms (Table 5). Nearly all farms had designated places for campfires or barbecue (96.9%). In

Table 4. Characteristics of agritourism activity conducted by surveyed farms in the Bug valley of Lubelskie province

| Specification | In Lubelskie | | In all provinces | |
|--|--------------|------|------------------|-------|
| | n | % | n | % |
| Motives for agritourism: | | | | |
| • the possibilities of improving the household budget by earning extra profit | 16 | 48.5 | 40 | 40.4 |
| • exploitation of existing accommodation facilities | 0 | 0.0 | 12 | 12.1 |
| • low farm profitability | 2 | 6.1 | 2 | 2.0 |
| • additional desire to sell agricultural products | 2 | 6.1 | 9 | 9.1 |
| • pursuit of hobbies, realization of own needs in the field of tourism | 13 | 39.4 | 36 | 36.4 |
| Assessment of conditions for the development of agritourism in the place of residence: | | | | |
| • favourable | 29 | 87.8 | 87 | 87.9 |
| • unfavourable | 4 | 12.1 | 12 | 12.1 |
| Number of beds on the farm: | | | | |
| < 10 | 24 | 72.7 | 59 | 59.6 |
| 11-20 | 7 | 21.2 | 28 | 28.3 |
| 21-30 | 2 | 6.1 | 9 | 9.1 |
| > 31 | 0 | 0.0 | 3 | 3.0 |
| All-year-round operation: | | | | |
| • yes | 14 | 42.4 | 55 | 55.6 |
| • no | 19 | 57.6 | 44 | 44.4 |
| Category of guests received: | | | | |
| • green schools and summer camp groups | 0 | 0.0 | 12 | 7.7 |
| • individual tourists | 33 | 43.4 | 90 | 33.2 |
| • families with children | 21 | 27.6 | 67 | 24.7 |
| • professional groups (training, integration trips, occasional trips) | 7 | 9.3 | 68 | 25.1 |
| • foreign tourists | 15 | 19.7 | 34 | 12.55 |
| Period of operation (in years): | | | | |
| • 1-3 | 2 | 6.1 | 9 | 9.1 |
| • 4-7 | 20 | 60.6 | 32 | 32.3 |
| • over 7 | 11 | 33.3 | 58 | 58.6 |
| Possibility of buying products produced on the farm: | | | | |
| • fruits and vegetables | 17 | 51.5 | 61 | 61.6 |
| • processed fruit and vegetable products | 18 | 53.1 | 56 | 57.1 |
| • milk and milk products | 10 | 30.3 | 21 | 21.4 |
| • eggs | 11 | 33.3 | 33 | 33.7 |
| • bread | 8 | 25.0 | 35 | 35.7 |
| • meat products | 5 | 15.6 | 11 | 11.2 |
| • fish | 7 | 21.2 | 11 | 11.2 |
| • other | 7 | 21.2 | 20 | 20.2 |

Source: personal collection.

Table 5. Types of attractions available to guests

| Types of attractions | In Lubelskie | | In all provinces | |
|--|--------------|------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Bicycles | 21 | 63.6 | 63 | 63.6 |
| Floating equipment | 13 | 39.4 | 27 | 27.3 |
| Horse or carriage rides | 8 | 24.2 | 31 | 31.3 |
| Horseback riding lessons | 4 | 12.1 | 18 | 18.2 |
| Sleigh rides | 8 | 24.2 | 28 | 28.3 |
| Campfire/barbecue | 32 | 96.9 | 98 | 98.9 |
| Participation in game hunts | 4 | 12.1 | 10 | 10.1 |
| Mushrooming | 21 | 63.6 | 78 | 78.8 |
| Participation in economic activities | 16 | 48.5 | 52 | 52.5 |
| Participation in housework (e.g. learning about the production of own food products) | 16 | 48.5 | 34 | 34.3 |
| Sculpting / painting / handicraft | 1 | 3.0 | 12 | 12.1 |
| Regional workshops (e.g. learning about and tasting regional cuisine) | 8 | 24.2 | 37 | 37.4 |
| Wickerwork workshops | 1 | 3.0 | 5 | 5.1 |
| Chatting | 12 | 36.4 | 36 | 36.4 |
| Sauna / banya | 3 | 9.1 | 11 | 11.1 |

Source: personal collection.

Table 6. Types of leisure activities by chosen by tourists staying in agritourism farms

| Tourist and leisure activities | In Lubelskie | | In all provinces | |
|--|--------------|------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Hiking | 28 | 84.8 | 83 | 94.3 |
| Cycling | 27 | 81.8 | 80 | 80.1 |
| Kayaking | 9 | 27.3 | 54 | 54.5 |
| Equestrian tourism | 6 | 18.2 | 23 | 23.2 |
| Participation in regional events | 18 | 54.5 | 41 | 41.4 |
| Nature observation | 20 | 60.6 | 70 | 70.7 |
| Walks | 27 | 81.8 | 83 | 83.8 |
| Visiting monuments and memorial sites | 16 | 48.5 | 67 | 67.7 |
| Visiting places of worship | 21 | 63.6 | 72 | 72.7 |
| Engaging in farm work (e.g. Hay harvesting, gardening and orchard work, animal feeding and care) | 9 | 27.3 | 17 | 17.2 |
| Fishing | 20 | 60.6 | 63 | 64.3 |
| Forestry | 16 | 50.0 | 56 | 57.1 |
| Leisure | 18 | 54.5 | 61 | 61.6 |

Source: personal collection.

many cases, there were possibilities of picking mushrooms and other forest produce (63.6%) and using bicycles (63.6%). Less than half of all surveyed farms offered opportunities to participate in housework (48.5%).

Table 6 shows the most frequent types of activity undertaken by tourists visiting agritourism farms. The most popular activities included hiking (84.8%), cycling (81.8%), walking (81.8%), visiting places of religious worship (63.6%), nature observation (60.6%) and fishing (60.6%).

Information about the activity of organic farms is presented in Table 7. As already noted, organic farms accounted for 27.3% of all farms surveyed in Lubelskie, all of which specialized in crop production. At the time of the survey (2018), most of those farms had been in business for between 4 and 7 years. Only 22.2% of respondents reported having a certificate of organic production. All interviewed farmers reported tourists' willingness to use home-grown organic products. Only 22.2% of farms owners reported using subsidies for organic production, a much lower percentage than the average in the entire sample.

Table 7. Characteristics of eco-agritourism activities conducted by surveyed farms in the Bug valley of Lubelskie province

| Specification | Lubelskie | | Farms in total | |
|--|-----------|-------|----------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Organic production: | | | | |
| • yes | 9 | 27.3 | 23 | 23.2 |
| • no | 24 | 72.7 | 76 | 76.8 |
| Type of organic production: | | | | |
| • organic crop production | 9 | 100.0 | 19 | 82.6 |
| • organic animal production | 0 | 0.0 | 1 | 4.3 |
| • organic crop and animal production | 0 | 0.0 | 3 | 13.1 |
| Period of organic production (in years): | | | | |
| • 1-3 | 0 | 0.0 | 1 | 4.3 |
| • 4-7 | 7 | 77.8 | 8 | 34.8 |
| • over 7 | 2 | 22.2 | 14 | 60.9 |
| Certification: | | | | |
| • yes | 2 | 22.2 | 10 | 43.5 |
| • in the process of switching to organic farming methods | 0 | 0.0 | 1 | 4.3 |
| • no | 7 | 77.8 | 12 | 52.2 |
| Use of organic products by tourists: | | | | |
| • yes, with great eagerness | 9 | 100.0 | 16 | 69.6 |
| • yes, but only occasionally | 0 | 0.0 | 4 | 17.4 |
| • not used at all | 0 | 0.0 | 3 | 13.0 |
| Use of subsidies for organic production | | | | |
| • yes | 2 | 22.2 | 10 | 43.5 |
| • no | 7 | 77.8 | 13 | 56.5 |

Source: personal collection.

Table 8. Benefits derived from ecological activity and barriers faced by farms operating in the Bug River valley of Lubelskie Province

| Specification | In Lubelskie | | In all provinces | |
|--|--------------|-------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Benefits of ecological activities: | | | | |
| • improving the quality of food | 9 | 100.0 | 21 | 91.3 |
| • higher product prices | 5 | 55.5 | 13 | 56.5 |
| • environmental protection | 9 | 100.0 | 21 | 91.3 |
| • possibility of obtaining subsidies | 0 | 0.0 | 8 | 34.8 |
| • higher attractiveness of agritourism offering | 7 | 77.7 | 19 | 82.6 |
| Evaluation of agritourism activities based on ecological production methods: | | | | |
| • definitely positive | 5 | 15.1 | 30 | 30.0 |
| • partially positive | 19 | 57.6 | 46 | 46.5 |
| • rather negative | 9 | 27.3 | 23 | 23.2 |
| • definitely negative | 0 | 0.0 | 0 | 0.0 |
| Reasons for not increasing the greening level of agritourism farms: | | | | |
| • lack of knowledge in this area | 14 | 42.4 | 41 | 41.4 |
| • lack of funding | 10 | 31.2 | 26 | 26.5 |
| • fear of failure | 17 | 53.1 | 40 | 40.8 |
| • low profitability, large financial outlays | 18 | 54.5 | 39 | 39.4 |
| • excessive preparatory and control activities | 21 | 63.6 | 62 | 62.6 |
| • little interest from tourists | 8 | 25.8 | 27 | 27.8 |
| • more workload | 23 | 69.7 | 57 | 57.6 |

Source: personal collection.

Over 15% of responding owners of agritourism farms had very positive assessment of activities based on ecological production methods, with 57.6% of respondents giving a partially positive evaluation (Table 8).

Chief reasons for not increasing farms' greening efforts included the extra workload (69.7%), excessive preparatory and control activities (63.6%) and low profitability combined with high financial outlays (54.5%).

Among the benefits derived from ecological production, all respondents indicated the improvement of food quality and care and protection of the environment (100%).

As for factors that affect the development of agritourism (Table 9), most respondents indicated the natural values of the Bug River valley (90.9%), peace and quiet (78.8%) and the maintenance of existing tourist trails and the creation of new ones (78.8%).

When listing measures that can contribute to increasing the popularity of tourism in the region (Table 10), most farm owners often mentioned the need

Table 9. Factors affecting the development of agritourism, according to farm owners

| Factors affecting the development of agritourism | In Lubelskie | | In all provinces | |
|--|--------------|------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Natural assets | 30 | 90.9 | 91 | 91.9 |
| Cultural assets | 19 | 57.6 | 55 | 55.5 |
| Peace and quite | 26 | 78.8 | 80 | 80.8 |
| River with a bathing site | 10 | 30.3 | 49 | 49.5 |
| Hiking trails | 26 | 78.8 | 70 | 70.7 |
| Cultural events | 13 | 39.4 | 45 | 45.5 |
| The desire to learn about culture, traditions, customs | 17 | 51.5 | 58 | 58.6 |
| Attractiveness and high standard of service | 13 | 39.4 | 41 | 41.4 |
| Use of organic products | 12 | 36.4 | 25 | 25.2 |

Source: personal collection.

Table 10. Activities contributing to increasing the popularity of tourism in the region, according to farm owners

| Type of action | In Lubelskie | | In all provinces | |
|---|--------------|------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Modernisation and lighting of roads | 10 | 30.3 | 38 | 38.4 |
| Improving access to the internet | 7 | 21.2 | 36 | 36.4 |
| Development of services, trade, catering | 11 | 33.3 | 42 | 42.4 |
| Relevant tourist information | 30 | 93.7 | 87 | 91.6 |
| Change in the mentality of residents | 12 | 36.4 | 46 | 46.4 |
| High standard and attractiveness of service | 13 | 39.4 | 53 | 54.1 |
| Publication of albums, catalogues and other advertising materials | 22 | 70.9 | 56 | 57.7 |

Source: personal collection.

for good tourist information (93.7%), publication of albums, catalogues and other advertising materials (70.9%), maintaining a high standard and attractiveness of services offered by farms (39.4%) and the need for other residents of tourist areas to change their attitude to tourists (36.4%).

The most frequently listed barriers to the development of eco-agritourism activity (Table 11) included the lack of financial resources (69.7%), the lack of ideas and willingness to do business (63.6%) and the fear of making bad investments (60.6%). The least commonly mentioned barrier was the availability of adequately educated staff in the tourism industry (6.1%).

The final aspect analysed in the study concerned constraints on the development of rural tourism in the Bug valley, which adversely affect the development of agritourism activities (Table 12). The most frequent reasons for the low

Table 11. Barriers to agritourism activities, according to farm owners

| Barriers | In Lubelskie | | In all provinces | |
|--|--------------|------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| Lack of own financial resources | 23 | 69.7 | 59 | 59.6 |
| Difficult access to aid | 13 | 39.4 | 43 | 43.4 |
| Difficult access to bank credit | 6 | 18.2 | 22 | 22.2 |
| No idea and no desire for business | 21 | 63.6 | 40 | 40.4 |
| Fear of investment | 20 | 60.6 | 58 | 58.6 |
| Lack of educated staff in the tourism industry and difficulties in hiring them | 2 | 6.1 | 14 | 14.3 |
| Low level of cooperation between farms | 14 | 42.4 | 40 | 40.4 |
| Lack of good advice and training | 19 | 57.6 | 44 | 44.4 |

Source: personal collection.

Table 12. Main constraints on the development of rural tourism

| Type of restriction | In Lubelskie | | In all provinces | |
|---|--------------|------|------------------|------|
| | <i>n</i> | % | <i>n</i> | % |
| No habit of weekend rest | 21 | 63.6 | 64 | 64.6 |
| No organized weekend leisure activities | 14 | 42.4 | 39 | 39.4 |
| Seasonality of the offering | 25 | 75.8 | 62 | 62.6 |
| Lack of adequate infrastructure | 14 | 42.4 | 40 | 40.4 |
| Low popularity of this form of recreation | 20 | 60.6 | 62 | 62.6 |
| Poor information and publicity | 17 | 53.1 | 52 | 52.5 |
| Low attractiveness of the offering | 17 | 51.5 | 34 | 34.3 |

Source: personal collection.

participation in various forms of rural tourism were the seasonality of recreation offering (75.8%), no habit of weekend recreation (63.6%), and in the low popularity of this form of recreation (60.6%).

5. Conclusions

The results of the study reveal differences and similarities in the perception of agritourism and ecotourism by owners of farms in the Bug valley in Lubelskie Province compared to the whole sample including two other provinces (Podlaskie and Mazowieckie Province).

Based on the analysis of the data, the following conclusions can be drawn:

1. The majority of agritourism farm owners are over the age of 41, with higher education.

2. Nearly half of the farms were smaller than 5 ha, and their production was focused on crop production for sale.

3. The main motivation for conducting agritourism activity earning extra profit to improve the household budget.

4. The majority of farms had been in business for a period of 4-7 years and offered up to 10 beds for guests. Most farms operated seasonally.

5. Individual tourists and families with children were most frequent category of guests. Guests were often able to buy home-grown products and usually opted for fruits and vegetables and fruit and vegetable-based products.

6. The most frequent attraction offered by surveyed farms was the possibility of having a bonfire or barbecue, using bikes and taking part in household work. Tourists staying at farms most often chose hiking, walking and cycling. Other activities included visiting religious places of worship and participating in various events.

7. A small percentage of farms specialized in organic crop production. The majority of such farms had been in business for a period of 4 to 7 years. Most did not have the Eco-Certificate and did not receive any subsidies. All respondents reported that tourists willingly use organic products.

8. The responding farmers were partially positive about activities based on ecological production methods, but because of the greater amount of work required and excessive of preparatory and control activities, farmers have little motivation to step up their greening efforts.

9. The development of rural tourism in the region is mostly affected by its natural values, the peace and quiet in the area and existing tourist routes. However, the respondents believe it is necessary to improve tourist information and introduce additional forms of advertising.

According to respondents, the biggest limitation to agritourism activity is the lack of sufficient funding, lack of business ideas and willingness to engage in this type of activity and the fear of investment. The development of rural tourism is also hampered by the seasonality of the offering, no habit of weekend recreation and, generally, the low popularity of this form of recreation.

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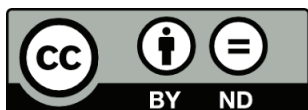
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Charakterystyka wybranych aspektów działalności gospodarstw agroturystycznych w dolinie Bugu województwa lubelskiego

Streszczenie. W artykule przedstawiono charakterystykę wybranych aspektów działalności gospodarstw agroturystycznych, w tym form wypoczynku w gminach wiejskich położonych nad Bugiem w województwie lubelskim, ze szczególnym uwzględnieniem tego, co właściciele gospodarstw uważają za bariery i czynniki sprzyjające agroturystyce i ekoturystyce. Informacje wykorzystane w badaniu zostały zebrane w ankiecie przeprowadzonej w 2018 r. w gminach położonych w dolinie Bugu w trzech województwach: lubelskim, podlaskim i mazowieckim. W badaniu uczestniczyło 99 właścicieli gospodarstw agroturystycznych, zaklasyfikowanych jako konwencjonalne lub ekologiczne bądź będących w trakcie przechodzenia od produkcji konwencjonalnej do ekologicznej. Stwierdzono, że turystyka piesza, rowerowa i piesza są najczęściej wybieranymi formami spędzania wolnego czasu. Według respondentów rozwój agroturystyki w Dolinie Bugu jest najbardziej możliwy dzięki walorom przyrodniczym regionu, zwłaszcza ciszy i spokoju, jakie zapewnia ten teren, podczas gdy strach przed inwestowaniem i brak środków finansowych są największymi barierami takiego rozwoju. Wyniki badań wskazują na różnice i podobieństwa w postrzeganiu agroturystyki i ekoturystyki przez właścicieli gospodarstw w dolinie Bugu w województwie lubelskim w porównaniu z całą próbą obejmującą dwie inne województwa. Rozwój turystyki wiejskiej w województwie lubelskim hamuje sezonowość oferty, brak nawyku rekreacji weekendowej oraz ogólnie mała popularność tej formy wypoczynku.

Słowa kluczowe: agroturystyka, gospodarstwa agroturystyczne, województwo lubelskie, dolina Bugu



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