

- разработать и осуществить комплекс мер рекламно-информационного характера по формированию туристического имиджа Республики Беларусь;
- включить в число приоритетных транзитный и трансграничный виды туризма;
- предусмотреть дальнейшее развитие туристической инфраструктуры в сети трансевропейских транспортно-коммуникационных коридоров.

Хотя большинство предлагаемых мер и реализуется в Республике Беларусь, все же они еще не приобрели системного характера. Их реализация требует внесения соответствующих поправок и дополнений в Закон Республики Беларусь «О туризме», подготовки и принятия соответствующих подзаконных актов.

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Maria Miczyńska-Kowalska
University of life sciences in Lublin (Lublin, Poland)

AGRITOURISM IN THE NATIONAL STRATEGY FOR THE DEVELOPMENT OF POLAND

Nowadays, agritourism is linked with economic development of a given region and that it contributes to raising the quality of life of its population. Agritourism is presently an instrument in competitive struggle and an important element in the development of rural areas. At the beginning of 90s in the previous century, following the change of the political and economical system in Poland, versatile development of rural areas gained importance as part of Common Agricultural Policy of rural areas. On account of economical and cultural weakness of the countryside, stemming from unprofitable farming, the focus was shifted towards agricultural economy, so far being monofunctional, with a view to proposing the development of services, including tourism — related ones, with particular consideration of agritourism. The changes occurring in Poland are similar to globally emerging tendencies. Contemporary European society undergoes dynamic and deep changes in all the areas of human functioning: so-

cial, cultural, economical and political. Transformations lead to changes in the hierarchy of individual values and preferences. New requirements and new lifestyle models appear which are increasingly focused on natural environment experience, health diet, sport, tourism and recreation.

Modern tourism has become one of the most rapidly developing economy sector. It is also a primary development direction for rural areas as it promises reduction of unemployment, generates market demand provides income to the countywide population. Transformation tendencies in the above –mentioned areas, and simultaneously the requirements and need for institutional assistance emerging therein, are reflected (established in the international and domestic context) development priorities declared in official documents. The concept aims at an effective system of managing domestic development on the basis of proposals contained in the document compiled by the Ministry of Regional Development in cooperation with the Office of the Prime Minister and the Team of Strategic Advisers to the Prime Minister — fundamentals of the system of managing the development of Poland, approved by the Council of Ministers no 10th March 2010, 30th April 2011 and 12th July 2012.

The plan for the organization of development strategies contains a thematic range of several integrated strategies, including the strategy for the sustainable development of rural areas, agriculture and fishing, which also included, among others, development of entrepreneurship and employment, development of tourism. In connections with the development priorities, departure from realizing the former socialist regime's agricultural policy towards sustainable development of rural areas a considerable problem occurs when attempts are made the issue of unemployment which exists in the Polish countryside. One of the ways leading to the development of professional activity in the countryside is through shifting its focus from mono-functional development to a multifunctional one, in the direction of activities other than agriculture, for example agritourism. It should be underlined, that the development of agritourism services is conditioned by numerous factors, among others by the environmental attractiveness of the location, cultural heritage, transport, accessibility, etc. Endogenous factors are important for the development but exogenic factors are significant too, beginning related to support at the domestic and Union level.

The concept of sustainable development of rural areas appeared in the mid-eighties of the XX century in the western Europe. It's supposed to realize ecological, economic and social goals, including: preventing degradation of the environment and landscape, curb overproduction in agriculture, prevent negative social phenomena, for example unemployment and depopulation. Sustainable development is defined in a number of ways in the literature. One can encounter the following approaches to this issue: stressing adjustment of economic and social to existing resources of ecosystems; economic- pointing to the need of balancing the economic activity with the productivity of existing ecosystems; civilisational, according

to which balancing should be carried out through resorting to the latest achievements of science. Economic development in Poland to a large extent refers to the development of rural areas. The concept of "rural areas" is to be understood as "relatively large areas of agricultural character, partially forested, with a network of roads and buildings which are characteristic for this type of spatial layout, being extensive, more or less dispersed but not dense, as in urban centres. The concept of sustainable development consists in maximizing benefits related to economic growth with simultaneous preservation of the good condition of natural resources, which means observing the rules of environment protection. With the process of aging communities in rural areas, high unemployment and insufficient level of knowledge and education the priority of sustainable development rural areas should be seen in economic growth, protection of natural resources and cultural heritage. Despite the inclusion of above-mentioned barriers in the policies of the European Union, as well as Poland, this objective should be achieved with particular focus on entrepreneurship. In general entrepreneurship is associated with the process of organizing and conducting a commercial activity, as well as with undertaking risks; it is often linked with establishing and running one's own company. Economics views entrepreneurship as the basic of economy.

Nowadays in the EU rural areas play a significant role in economic social and tourism policies. The development of tourism services sector contributes to local and regional growth, thus becoming a factor enhancing the competitiveness of rural areas. This way tourism becomes a developing factor of entrepreneurship. Polish countryside inhabitants increasingly more often undertake production and services activities apart from farming. People providing services in the field of tourism can be described as producers of landscape. In the professional literature farm holidays are defined with two terms: agritourism and countryside tourism. The first term is connected with a tourist's accommodation on a farm together with a countryside family, who run the farm and offer the guest a possibility of participating in daily undertakings by the hosts; it's a form of holiday rest taking place in the countryside environment, based on accommodation facilities and recreational activities connected with a farm and its surrounding natural environment features and the characteristics of services and production facilities found in its vicinity. Countryside tourism refers to renting accommodation in the countryside. Holidaymakers don't participate in the hosts' work. Presently agritourism has become an alternative form of tourism, which is an affordable form of recreation in attractive areas, away from noise and air pollution of big cities. Modern civilization brings a new lifestyle, new attention to the quality of life and one's own health appears, in which considerable importance is attached to tourism, with particular focus on such forms of it that: a large portion of the time is devoted to physical activity, occurring mainly in ecologically clean environment, giving the possibility of contact with nature and is organized during various seasons and retains right

proportions between discovering, exercise and pleasure. These features are exhibited by agritourism farms in Poland, which attract more and more people. In countries of the UE number of holidaymakers is linked to the affluence of a given society. Other factors which condition the development of agritourism are: geographical location, natural environment richness, fauna, flora, and socio –economic factors, as well as cultural and ecological ones. In order to make the tourist satisfied one has to take into account, in the microscale among others, the location of an agritourism farm, social and technical infrastructure, friendly attitude of the local population towards visitors, feeling of safety, high quality of accommodation and services offered by the agritourism farm. The attractiveness assessment of Polish rural areas with respect to agritourism depend on environmental, economic, historic and cultural potential. The greatest level of economic growth in Poland is concentrated in Wielkopolska (Greater Poland), Mazowsze (Masovia), Silesian Plain, the area of Kujawy, and three coastal cities Gdańsk, Sopot, Gdynia. The highest level of tourism attractiveness is displayed by the provinces: Lesser Polans (małopolskie), Masovia (mazowieckie) and Greater Poland (wielkopolskie). Of the greatest attractiveness for the development of tourist services are provinces: lubuskie, małopolskie, pomorskie i śląskie. The development objectives for agritourism can be summarized in the following way: ecological, socio-cultural and economic ones. It should be stressed, that they implement the priorities defined in the UE documents.

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