

RURAL TOURISM AS A FORM OF REST

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Abstract:

This paper presents the advantages of rural tourism as a form of recreation. It was the definition and the importance of natural, cultural and visual in order to develop this form of tourism. It was also compared the situation of rural tourism in Poland and on the world. Another issue is the so-called "living" open-air museums, which represent one of the most important elements in rural tourism.

INTRODUCTION

Today, people pay attention to the financial benefits of relaxing in a particular landscape. This situation mainly relates to tourism. High values of landscape elements, considered universally beautiful and unique, are desirable, each of us wants to see them with our own eyes, which intensifies the tourist traffic, and the collection of financial goods in that area (Mazurski, 2012). The fact is that the vast majority of tourists choose a place to relax mainly in the countryside. Therefore, investors are most likely to build their hotels and guest houses in attractive locations. Despite this, agritourism farms are very popular.

RURAL TOURISM AS A FORM OF LEISURE

Rural tourism is a form of leisure taking place in the countryside (Matlegiewicz, 2015). We can talk about tiny hotels, guest houses, or even renting holiday homes, the most important thing is that they must be located in the countryside. Tourists choosing the form of tourism are geared towards 100% interaction with nature so that it is available in the region. The development of tourist functions in rural areas is one of the most important tasks that local governments and private owners (Sikorska-Wolak 2009, Pałka 2010) implement.

Cultural values of a given country are very important for the development of rural tourism. In Poland, rural tourism is flourishing. It should be noted that in 2011, according to data from the Central Statistical Office, objects coming under the rural tourist was as much as 22800.

AGROTOURISM IN POLAND AND ON THE WORLD

Agrotourism is a variation of rural tourism (National Rural Network, 2013). Often, these two concepts are misleading, or treated interchangeably. The definition of agritourism, created by combining the two English words agriculture and tourism, is repeated in many sources (Bakerjian, 2013), and says that this is a form of rural leisure on a farm. Rural tourism distinguishes it from the fact that indigenous farms are an invaluable tourist attraction in rural life. These can include field work, orchard jobs, farm animal care, regional cuisine, horse riding (Lipian-Zontek, Zontek, 2009). Tourists can return to their homes with new skills, such as hand-made, regional items. Each farm is different, and the attractions are different (Lipian-Zontek, Zontek, 2009). In addition, in such farms, visitors are most often fed by traditional home-made regional cuisine, and the ingredients most often grow in the host's garden. Who would not want to rest in a place where daily smells of homemade cakes, delicious dinner and the attractions are different? Therefore, agritourism is a great idea for everyone who wants to

rest from the everyday life of the urban bustle back to nature, admire the nature and cultural landscape of the environment and also learn something new in the rural farm.

Holiday agritourism is recommended to parents with children. Thanks to such places, toddlers, raised in cities, have a chance to see with their own eyes and close to see cows, sheep and other farm animals, drink fresh, real milk, from cows, not from cardboard (Królikowska, 2013). This is a unique opportunity to hear how the cock crows, and to fulfill the dream of every child who read "The Children of Bullerbyn" Astrid Lindgren, that is sleeping on the hay. In addition, the comfort that is always sitting in front of the computer at home will finally be able to run, developing its imagination in the open air. Travel to a farm is also valued by parents of children with various allergies, or simply those who do not like the food from the bags. Elsewhere, not only in the housekeeper, our children receive individual meals from healthy ingredients selected for their diet (Królikowska, 2013). Described form of rest is not new on the Polish market. Its origins were already in the nineteenth century, when Tytus Chalubinski was named the explorer of the Tatra Mountains and Podhale, as he promoted tourism in highlander huts. Another example is "holiday under the pear tree", which was encouraged in 1937 by the Tourist and Vacation Cooperative "Gromada".

They were popular until the late eighties. Today ecotourism, or agritourism, is experiencing its renaissance. In 2011, there were 7,800 in Poland. Agro-tourist farms (Matlegiewicz, 2015) which show an increase in interest in such type of recreation, as in 2000 only 5800 such farms were recorded. Tourists, tired and discouraged by crowds in resorts and well-known resorts, prefer to choose something quieter, away from the hustle and bustle of the city. Another aspect encouraging leisure on a farm is an affordable price (Majewski, 2009). In Poland such a form of rest is popular throughout the country, but most of this type of farm is located in high-value holiday areas, where the landscape is beautiful, there are areas with natural vegetation, clean air. Other factors influencing the location of agritourism are (Niewiadomski, 2010):

- Presence of monuments, cultural objects, historical urban complexes
- good conditions for various activities such as: downhill skiing, cross-country skiing, hunting, fishing, cycling, hiking

Such places are, of course, villages situated by the sea or in the mountains, where there is a great microclimate but also in Podlasie. Hosts to their homes are exceptionally hospitable and friendly to all tourists. The disadvantage in this region is often the insufficient accommodation.

As far as Polish law is concerned, agri-tourism is not a legal concept. The Act on Economic Freedom does not provide for the definition of an agritourism farm. However, there are records that farmers can provide services that involve the stay of tourists in their homesteads (Popczyk, 2013). There are also no restrictions on the size of an agritourism farm. There is also the Tourism Services Act, which mentions "other objects" of tourist activities. These include the renting of rooms by farmers, ie agritourism. According to the law, as long as the sanitary and fire protection requirements are met, this can be called a hotel service (Popczyk, 2013). All these facilities make many farmers in Poland decide to provide agritourism services, as it is an additional and often the main source of income. By welcoming guests, the entire family has a job, and is able to feed and is an ideal way to improve the rural economy.

Fashion for this type of leisure is not unique. In many countries around the world there are many agritourism farms offering such attractions, which in Poland, due to climate are not possible. One of them is the opportunity to participate in winegrowing and winemaking in specific regions of Italy, France. Agrotourism is also very popular in Greece. A tourist can spend the holidays in the Greek countryside and see how calm and slow you can live, you can also observe and even participate in the collection of olives popular in this country. The

popularity of agritourism farms does not end in the European Union. Opened for most of the year, the farm in the United States also offers recreation combined with horse riding, vegetable and fruit harvesting, and honey testing straight from the apiary.

LIVE “open-air museum” AS A PLACE FOR LONGER sightseeing

The name "open-air museum" was first used in 1891 on one of the Swedish islands, where the first open-air museum was opened. The word comes from the Swedish word "trench." It is the Scandinavian peninsula that was the forefront of such a way of protecting cultural assets (Zakrzewska 2011). It was assumed that the open-air museum is an open-air museum presenting antique architectural elements and equipment, with specific themes. Exhibitions should be located in a natural, authentic landscape for this architecture (Zakrzewska 2011). Even in the 1970s it was said that such exhibitions are "dead", because apart from showing architecture they do not affect the lives of visitors, who can do the only things in such facilities (Zakrzewska 2011). Since then, more and more are happening in these places, and the "live open-air museum" is becoming increasingly popular. What is it? So the basic feature of this place is that tourists can participate in shows of various types of farm work, field work and other things related to life in the old village. At times, such open-air museums offer hotel services, gastronomic services, folk dance shows and various kinds of folklore events.

The first open-air museum in Poland that offers hotel services is located in Przeworsk. Construction of this facility was started in 1976, and the originator was Eng. Stanislaw Żuk. At present, there are four objects in the open-air museum which have been renovated, decorated and adapted to receive guests. The remaining six buildings have different functions (gastronomy, reception, common room, conference room) (Lodz, Wiczorek et al., 2011). The disadvantage of the open-air museum is that there are no events or shows in it.

An interesting example of an open-air museum, which is not worthy of being called "live", is the Wielkopolska Ethnographic Park in Dziekanowice. On a daily basis it is a traditional "dead" open-air museum with about seventy exhibition facilities depicting the construction that once dominated the Wielkopolska villages (Osip-Pokryw, 2012). What distinguishes the open-air museum from others are the various events that can be attended by tourists. Among the most important of these are: "Melting Marzanna", "Majówka nad Legnica", "Children's Day in the Open-air Museum", "Gardens of the Virgin Mary", "Farewell to the summer in the open air museum" and the most important of the twenty-year tradition of the "Osip-Cover" (Osip-Pokryw, 2012). The event is always held on the first Sunday in July and presents the daily life of the peasants in the former, Wielkopolska villages. These are both farm work as well as art or craft. Everything takes place in folk music live (Marshal Office of the Wielkopolska Region in Poznań, 2013). In 2012, the open-air museum in Nagawki, which is called "Center of Polish Folklore", has come to an end. This is a unique facility on a national scale, as some of the facilities were constructed from scratch in a suitable form that fits into the Polish village. In addition, the whole property is a kind of hotel premise. In addition to wooden cottages and farm animals with the village open-air museum does not have much in common, because there are two swimming pools, children's paddling pool, jacuzzi, sauna, climbing wall and playground for children. The kitchen of the open-air museum also deals with catering (Lawin and Piech 2013). The "live" open-air museum of the real event is recently operating in Podhale, open-air museum in Chocholow. The building was designed in an old building. Most of the buildings dates back to the 18th and 19th centuries and are built in the old Podhale style (Lodzka, Wiczorek and others 2011). The open-air museum is open from 10 to 18 and hosts actors-actors presenting the everyday rural life from the ages. In the open-air museum there is, for example, a forge in which a blacksmith works using tools from the nineteenth century. Your products, such as nails and horseshoes, are sold

to tourists or to people living in Podhale. The hunters cook regional dishes which they then serve to the visitors, and the peasants look after the livestock and work on the farm using an old plow. Handmade souvenirs made in the open-air museum are sold. In this way, the open-air museum itself earns its subsistence, and tourists can feel as if they have moved in time. It is a unique facility in Poland and one of the few in the world (Matusiak, 2008). The downside of the whole project is that tourists can not spend the night in the open-air.

CONCLUSIONS

Rural tourism is one of the most enjoyable leisure activities. The development of rural tourism is strongly linked to the values of the natural and cultural environment. Poland is a very diverse country in terms of nature and culture. In every region of the country are different cultural traditions and customs. Architectural diversity in secular buildings, such as the countryside and the sacral area, is also an important element of the landscape, which elevates the region and influences the potential of rural tourism development.

SUMMARY

This article presents the advantages of agritourism as one of the most interesting forms of recreation. The forms of tourism have been characterized in foreign countries and in Poland. Particular attention was paid to the possibilities of taking into account the so- "Live" open-air museums in agritourism, especially in Poland.

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