

стану неплатоспроможності. Також доцільно передбачити використання різних стимулів добровільного вступу у процедури запобігання банкрутству і відновлення платоспроможності зі сторони підприємств-боржників (реструктуризації бюджетної заборгованості, одержання права на державну допомогу тощо). Вирішення вказаних проблем дозволить підвищити ефективність реалізації оздоровчих заходів та, відповідно, покращити умови бізнес-середовища в Україні.

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DIRECTIONS OF THE DEVELOPMENT OF AGROTOURISM IN SELECTED EUROPEAN COUNTRIES

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У статті представлені характеристики туристичної діяльності в окремих європейських країнах (Австрія, Франція, Греція, Іспанія, Німеччина, Великобританія та Італія). Слід зазначити, що розвиток агротуризму подібно до того, як інші види туризму залежить від якості, взаємодоповнюваності і системи професійного просування та розповсюдження.

The article presents the characteristics of tourism activities in selected European countries (Austria, France, Greece, Spain, Germany, United Kingdom and Italy). It should be noted that the development of agro-tourism similar as other forms of tourism depends on the quality, complementarity and professional system of promotion and distribution.

Introduction. Development of rural tourism in Europe including agro-tourism is seen as a means of preventing the migration of rural population to urban areas¹. In the countries of the European community farmers to encourage tourists

¹ K. Howe: Perspektywy rozwoju obszarów wiejskich w Europie: Kwestia zrównowazenia. [w:] Rozwój obszarów wiejskich. Doświadczenia krajów europejskich. Red. naukowa K. Zawalińska. IRWiR PAN, Warszawa 2005, s. 38-39.

to rest in the countryside, establish tourism organizations and create newsletters. Advertising of farm tourism reaches far beyond the borders of their countries. Agrotourism offer can be found in any tourist office².

Directions of the development of agrotourism in European countries are stimulated by its policy. So far, tourism, and rural tourism was more widely and is supported by the Structural Funds³. As part of this goal, the European Union provides funds for: sports facilities - facilities (tennis courts), guided tours, shops agricultural produce, lakes for fishing, sailing boats for sale, horses with horse-drawn carriage for rent, equipment education, exhibitions, agricultural museums, spinning and weaving workshops, workshops string musical instruments, hunting grounds, cafes⁴.

Purpose of the article. The purpose of this article is to present tourism activities in selected European countries. To conduct the review of the literature used in domestic and foreign policy.

Agrotourism in selected European countries. In Austria, for tourist tradition in rural households has more than a hundred years. One in five is a place of rest in rural areas and the tourists leave in rural highways and on farms nearly 1 billion euros per year⁵. In total, across all provinces in Austria, agrotourism offer represents 28 000 households (10%), which have 300 000 beds. Most of them are located in mountainous areas. The largest share in the development of rural tourism is Tyrol, where about 30% of households have a range of agro-tourism. Rural tourism is growing mainly in small villages in all provinces in Austria⁶.

Rural tourism in this country is built into the overall plan for rural development and tourism. Agricultural production is there more focused on self-sufficiency rather than market production. Therefore, most rural communities set at agrotourism seasons namely winter and summer. Income from tourism on the farm depends on the region, the number of holiday seasons and can be 15-30% or even more of the total agricultural income of the household⁷.

Agrotourism in Austria is not only a source of additional income for farm families, but also a reason to achieve financial independence by rural women, improves their professional qualifications and recognition of women as partners in conducting a "mini business" based on agricultural farms⁸.

Private accommodation providers are associated in regional organizations - "Welcoming Circle Farm", which exist in every region of Austria. They conduct marketing activities, promotional and refresher training. They shall also categoriza-

² I. Duer, M. Fotyma, A. Madej: Kodeks dobrej praktyki rolniczej. Wydaw. FAPA, Warszawa 2002, s. 18.

³ M. Jansen – Verbeke: Znaczenie turystyki na terenach wiejskich w Europie. [w:] Problemy turystyki. Nr 1/2 (47/48), 1990, s. 39-40.

⁴ A. Jazwińska: Doświadczenia w rozwoju turystyki wiejskiej w wybranych krajach Unii Europejskiej. Wydaw. AR, Kraków 2000, s. 75-76.

⁵ A. Nowakowska: Zarys historii ruchu turystycznego. [w:] Obsługa małego ruchu turystycznego na wsi. KCDRRiOW, Kraków 1993, s. 28-30.

⁶ U. Świetlikowska: Wybrane zagadnienia rekreacji na terenach wiejskich w Europie Zachodniej. Materiały z VIII Ogólnopolskiego Sympozjum Agroturystycznego Wysowa 11-14.09.2000. Wydaw. KCDRRiOW, Kraków 2000, s. 89-90.

⁷ J. Sikora: Organizacja ruchu turystycznego na wsi. WSiP S.A., Warszawa 1999, s. 250.

⁸ Tamże, s. 250.

tion of farm tourism. Categories are awarded for four years, and the extension requires a re-evaluation. At any time for the sake of the quality of accommodation it is possible unexpected control on farms which are already categorized. Obtaining the second category with four possible causes entry in the catalog. Appointed committee assesses the fulfillment of over 150 specialized criteria. The use of alternative sources of energy such as heat pumps, wood heating fuel or solar cells to increase the number of points allocated to households⁹.

Austrian farms are prepared to meet the various demands of tourists. An interesting idea is "ranch" specializing in horse tourism. Farmers provide accommodation, meals and horseback riding on the trails specifically set out. On the way there are watchtowers, supported by local farmers where you can stop for a rest, leave the horse and take part of the journey on foot. An interesting offer agrotourism farms are also cycling holiday¹⁰.

France is another state of dynamic development of rural tourism. The beginnings of tourism activities in France dates back to 1951. That's when the first agrotourism was created. In addition to agrotourism facilities are well-organized network of farms. All rural eateries have a unique, raw design, referring to the old rural building: walls of stone, bricks and mortar do not always plastered. Accents are wooden pillars and beams. Some rooms are adapted from the old farm buildings¹¹.

The organization responsible rural tourism in France are the two national federations: Federation of Accommodation in France (Gites de France) and the Network "Welcome to the Farm". These two national structures represent its members before national institutions, develop contracts and technical regulations authorize departmental units provide national promotion of brands and products, they seem catalogs, conduct consumer research and surveys among customers¹².

Federation focuses Accommodation in France 95 departmental units (38 000 owners and 42 000 private accommodation in the country). In total, at its disposal are 300 000 beds. Network "Welcome to the Farm" focuses 3 000 farms¹³.

French farmhouses are decorated with large simplicity. They are characterized by narrow specialization. Some hosts offer comfortable accommodation, some meals, and recommend one another (form a so-called. "Themed village")¹⁴.

In Greece, the farmhouses are treated as "traditional, eco-friendly accommodation", where food is based on natural products, and the organization of free time is the use of off-farm natural and cultural assets of the region.

⁹ U. Świetlikowska: Wybrane zagadnienia ... op. cit., s. 89-90 oraz Por. H. Embacher: Struktury organizacyjne w agroturystyce. Przykład Austrii. [w:] Turystyka wiejska i rozwój lokalny. Red. naukowa J. Majewski, B. Lane. Wydaw. Fundacja Edukacji dla Demokracji, Warszawa 2003, s. 159-160.

¹⁰ U. Świetlikowska: Agroturystyka w innych krajach – wybrane zagadnienia. [w:] Agroturystyka. Red. naukowa U. Świetlikowska. Wydaw. FAPA, Warszawa 2000, s. 71.

¹¹ K. Vinaver, J. Jasiński: Rynek produktów regionalnych w wybranych krajach Unii Europejskiej. [w:] Rzeczpospolita produktów regionalnych. Red. naukowa K. Vinaver, J. Jasiński. Wydaw. Narodowa Fundacja Ochrony Środowiska i inni, Białystok-Paryż 2004, s. 29.

¹² U. Świetlikowska: Agroturystyka w innych krajach ... op. cit., s. 73.

¹³ U. Świetlikowska: Wybrane zagadnienia ... op. cit., s. 92-94.

¹⁴ U. Świetlikowska: Agroturystyka w innych krajach ... op. cit., s. 75.

The proposed tourism in Greece are the following accommodation¹⁵:

- Traditional Guest house (old or new buildings with distinct elements of local architecture and "discreet atmosphere", offered a hearty traditional breakfast with local produce);
- traditional hotel (from the outside like a traditional guest house, residential units refer to a lesser extent to the region decorations, breakfast does not have to be traditional);
- Farmhouse (a combination of tourist services with simplicity and traditional country style, appreciated by people who enjoy contact with nature and family);
- Guest rooms (en-suite rooms in the house of the farmer, usually breakfast is not offered, the offer chosen by the people who spend most of their time sight-seeing and active recreation);
- Traditional suites (well equipped, self-contained housing units);
- Traditional rural houses (fully furnished houses for rent without breakfast, used by the family or group of friends).

Agrotourism farms and are categorized according to the level of services and equipment and the environment receive from one to three flowers. Agrotourism farms are trying to attract tourists from major attractions such as: canoeing, rafting, trekking, wine production, spa, horse riding, mountain biking, skiing, snowboarding¹⁶.

In Spain, agrotourism, similar to rural tourism is in the initial stages of development - there are about 1 000 farm tourism. The fastest growing form of tourism is in the northern part of the country, including seeking in Catalonia and the Basque region autonomy¹⁷.

Rural tourism in Spain is less popular than in France, Austria and the UK, but financial aid and training various regional administrations has resulted in the number of 1000 tourism farms. All rules for the reception of guests are also determined at the regional level.

In this country, the most important role in leading working farm play women for the care of the guests is an extension of daily duties related to the house keeping (as in Poland). It has been observed that women dealing with tourists enjoy more respect in the community than those that deal with only the house or farm. Also as a result of tourism activities, women themselves are more attention to cleanliness and aesthetics of your home and the environment¹⁸.

Germany is a country with a long tradition of recreation in the country. In Germany beginnings of stay on the farm or other agrotourism back half of the nineteenth century. In the beginning (1873) was a form of recreation officials and in the next century became part of middle-class life. The holiday was spent in low-cost farms in the villages located near the cities¹⁹.

¹⁵ Tamže, s. 75.

¹⁶ U. Świetlikowska: Agroturystyka w innych krajach ... op. cit., s. 75.

¹⁷ M. D. Garcia – Romana, G. Canoves, N. Valdovince: Farm tourism, gender and the environment in Spain. [w:] Annals of Tourism Research, nr 2, 1995, s. 267-282.

¹⁸ Tamže, s. 277-278.

¹⁹ M. Oppermann: Rural tourism in Southern Germany. [w:] Annals of tourism research. Nr 1, 1996, s. 86.

Agrotourism and rural tourism have developed to a greater extent in the western Länders, where 20% of the total number of farms in town than in the East, where the phenomenon is practically in its infancy. The assistance from the Structural Funds main source of funding for rural tourism was the "improvement of regional economic structures"²⁰. In 1995 it was issued for this purpose 620 million of DM, approximately 90% of them was allocated to the eastern states, which are characterized by a beautiful landscape, but poorly developed infrastructure. The consequence of these actions was also a rise in the number of agricultural farms offering agrotourism services. Most agrotourism farms (more than 7 000) operates in Bavaria. In Germany, deals with the development of rural tourism association "Holidays at farm and rural tourism", which grants the quality of farms meeting the conditions for good rest²¹.

Accommodation provider in the German Länder form associations, which together constitute the Federal Community Work "Holidays at farm and rural tourism". Each association operates independently and has developed the most appropriate ways in which they are marketing. The purpose of association is to train and improve accommodation providers and attractive offers preparation and dissemination of the tourism market²². The Federation was established in 1991 to coordinate the activities of the individual associations.

Another country that has great potential for the development of tourism activities is the United Kingdom. It has excellent conditions for tourism, perhaps with the exception of lowland central and south - eastern part of England. Extensive experience in the development of tourism projects in rural areas make rural tourism offer is varied and still updated with new products. Many farms have opened up to tourists long time ago, mainly residents of the British Isles²³.

In the UK, the main reasons why tourists choose to stay in the country are attractive scenery, quiet, calm and reasonable price for the quality of services. You expect a high standard of tourist farms, but do not want it to be created at the expense of a special atmosphere that prevails in the family farm. Rest farmhouse and other forms of tourism in the UK most tourists opt for the Lake District of England. In almost every country in England it is possible to find popular form of accommodation "B&B Bed and Breakfast". It could be used for six months of the year. Renting a room is not a major source of income for farm owners, but it is a major part of them. In the UK, the process of integration of tourism and recreation with traditional agriculture could be illustrated by the fact that more than 30 000 farms, so one of the fifth of all rural households existing in this country is tailored to the needs of agrotourism. Many of these households have a modern infrastructure and offers many additional services, such as tennis courts, rent saddle horses, horses with horse-drawn carriage, a lake for fishing. However, also in this country

²⁰ M. Wigner: Polityka Niemiec odnośnie wspierania rolnictwa, przemysłu rolno – spożywczego i obszarów wiejskich. [w:] Problemy Integracji Rolnictwa. Wydanie Specjalne Nr 2/98, s. 67.

²¹ A. M. Hjalager: Agricultural diversification into tourism. Evidence of European Community development programme. [w:] Tourism Management. Nr 2, 1996, s. 104.

²² M. Meier – Gresshoff: Turystyka na terenie wiejskim w Republice Federalnej Niemiec. [w:] Agroturystyka. Materiały z seminarium polsko-niemieckiego. CDiEwR, Kraków 1993, s. 33.

²³ Por. M. Sznajder, L. Przezbórska: Agroturystyka. PWE, Warszawa 2006, s. 249.

rural areas are not a favorite form of recreation for everyone. In the UK, for example, about 40% of the population in general does not take into consideration at all possibility of using this type of holiday²⁴.

In Italy, the legal basis of tourism activities was adopted in 1981. They were made for protection from demolition or further devastation of existing buildings and farm buildings. Proprietary activities are subject to the Ministry of Agriculture²⁵.

The Italian authorities have run a series of actions to promote their regional specialties in other member countries. Promotional activities include advertising in the press, the organization of "weeks of Italian cuisine" in cooperation with agrotourism farms, local restaurants, press conferences, seminars and workshops. The campaign used passwords, such as: "Naturally the Italian" or "Italian regional specialties: special not only for Italians"²⁶.

Conclusion and development prospects. Review of the literature on the characteristics of tourism activities in selected European countries allowed to draw the following conclusions:

– Farmers in the European countries to encourage tourists to rest in the countryside, tourism and establish organizations create newsletters;

– the development of agro-tourism just like other forms of tourism depends on the quality, complementarity and professional promotion and distribution system;

– the success of the working farm is not only a source of additional income for farm families, but also a reason to achieve financial independence by rural women;

– Just like in Poland other European countries are categorized farmhouses and depending on the level of service and equipment.

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²⁴ J. Clarke: Struktury marketingowe dla agroturystyki. Przykład Wielkiej Brytanii. [w:] Turystyka wiejska i rozwój lokalny. Wydaw. Fundacja Edukacji dla Demokracji, Warszawa 2003, s. 175-176.

²⁵ B. Mikuta, J. Parys: Gospodarstwa agroturystyczne we Włoszech i ich oferta usługowa. [w:] Społeczno – ekonomiczne uwarunkowania rozwoju agroturystyki. Red. naukowa K. Gutkowska. Wydaw. MODR w Warszawie, Warszawa 2008, s. 44-45.

²⁶ D. Krawczyk: Krajowe instrumenty wsparcia jakości tradycyjnych i regionalnych produktów rolnych i spożywczych w świetle prawa wspólnotowego. [w:] O produktach tradycyjnych i regionalnych. Możliwości, a polskie realia. Red. naukowa M. Gąsiorowski. Wydaw. Fundacja Fundusz Współpracy, Warszawa 2005, s. 210.

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