

# The attractiveness of the rural tourist product on the example of the trail “Lesser Poland Village Fragrant with Herbs”

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**Abstract:** The purpose of this publication is to identify and evaluate the attractiveness of the rural tourism product in Poland. As an example to achieve the goal, a thematic trail was chosen, the leitmotif of which is inextricably linked with the village—“Lesser Poland Village Fragrant with Herbs”. The topic concerns an interesting, but at the same time little known, innovative tourist product in Poland and abroad. Thematic routes constitute a coherent and attractive offer for tourists. Promotion of cultivation and gastronomy based on dishes from herbs, as well as cooperation of agritourism farms in this area can bring tangible benefits both for themselves and for tourists. The thesis put forward in the paper is the statement that the cooperation of farms within the “Lesser Poland Village Fragrant with Herbs” trail may be a significant stimulus in improving their attractiveness and market position as well as diversifying the tourist product. The research results positively verify the thesis. The functioning of the trail significantly affects the market position of the member farms, improving the quality of their operation and professionalism. The article was created using compact books, magazines, as well as netographic information and an interview with selected agro-hosts and the director of the organization responsible for establishing the trail. The research method used in the publication is the analysis of existing data and an interview with the director of the SOT office and selected owners of the member farms of the discussed route.

**Keywords:** agribusiness, agritourism, promotion, entrepreneurship, tourism

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## 1. Introduction

Today, tourism is a real phenomenon on a global scale. The number of participants in the global tourism movement amounted to 1.5 billion people in 2019 alone, which accounted for approximately 19% of the world’s population. The characteristic features of tourism are the variety of forms and motives for its cultivation. The year 2020 has unfortunately brought a radical change in long-term positive development trends. The global Covid-19 pandemic and related

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restrictions have hit global tourism particularly hard. There was a marked decrease in the number of tourists, trips and overnight stays, as well as the level of tourism income and expenses. It is to be expected that it will take the next few years to make up for the losses incurred by the tourism industry.

Among the many forms of tourism, rural tourism or agritourism deserve special attention. Spending time in rural areas, using traditional gastronomy, contact with farm animals or participating in field work is a variety of leisure activities for many tourists.

The development of agritourism in Poland is the result of the growing demand from tourists, as well as the interest in this form of economic activity among rural residents. For many agro-hosts, it is a major or significant additional source of income. Like many other sectors of the economy, its rational development is based on innovation and entrepreneurship. Hence, apart from individual farms, there are also tourist routes on the market based on cooperating agri-farms.

The aim of this publication is to identify and evaluate the tourist product created by an organized group of agritourism farms. The innovation and competitiveness of the tourist offer of the thematic trail in Lesser Poland, "Lesser Poland Village Fragrant with Herbs", was assessed.

The thesis put forward in the work is the statement that the cooperation of farms as part of the "Lesser Poland Village Fragrant with Herbs" trail is an important element in the development of their attractiveness, quality and enrichment of the rural stay offer.

The article was created thanks to the use of compact books, magazines, netography, telephone conversations with people involved in the creation of the tourist trail, as well as with some agro-hosts.

The research method of the publication is the analysis of existing data and a telephone interview with the office director of the Regional Tourist Organization in Nowy Sącz and selected owners of agritourism farms on the route in the form of open questions.

## 2. Agritourism and its situation in Poland

The concept of agritourism can be defined in various ways. According to M. Drzewiecki, agritourism is a form of recreation taking place in rural farms of an agricultural nature, based on the accommodation base and recreational activities related to the farm or equivalent and its surroundings (natural, production and service) (Drzewiecki, 2002, p. 27). In turn, M. Dębniwska defines agritourism as a type of tourism that takes place in agricultural areas, using free premises after adaptation, farm buildings and the production and services of their owners (Dębniwska and Tkaczuk, 1997, p. 17).

A term related to agritourism is *agritourism*, which consists in the active participation of the immigrant population, domestic and foreign tourists in various manifestations of the socio-cultural life of the countryside (Kowalczyk, 1993, p. 5).

Contemporary agritourism meets modern trends in tourism, which are described by characteristic features:

- looking for rest in quiet and peaceful places;
- willingness to learn about a new tourist product;

- looking for a cheap and attractive place to spend free time;
- striving for close knowledge and contact with nature and culture (Jędrzyński, 2010).

Agritourism can contribute to generating benefits for both rural areas and tourists. Among the most important benefits for the countryside resulting from agritourism are:

- creating new jobs and income opportunities in areas directly and indirectly related to agritourism;
- improvement and revitalization of rural infrastructure and increased aesthetics;
- vocational activation of rural residents and reduction of unemployment;
- preserving the heritage and cultural heritage of the countryside;
- improvement of the level and standards of living in the countryside;
- promotion of areas and attracting new investors;
- more effective adaptation of rural residents to new conditions and playing new social roles (Sznajder and Przezbórska, 2005).

The most important benefits of agritourism for tourists include:

- the opportunity to get to know rural areas and their specific functioning;
- direct contact with nature and an active way of spending free time;
- close contact with folklore, culture and gastronomic products;
- getting to know rural life, the countryside, its inhabitants, contact with animals or agricultural production;
- shaping the attitude of tolerance towards different views and behaviours (Knecht, 2009, pp. 25–26).

The beginnings of organized leisure in rural areas in Poland can be traced back to the nineteenth-century regional movements promoting local economic and cultural initiatives (Drzewiecki, 1997, p. 23). However, the real fashion for trips and spending time in the countryside in Poland fell on the period of the interwar period. On a national scale, 792 summer resorts were already operating in the provinces located within the borders of Poland, with 209,065 people staying there. During this period, the first local organizations coordinating recreation in the countryside also appeared, e.g. the Tourist Cooperative “Gromada”. In the post-war period, the development of rural tourism began to intensify after 1957. As part of “holidays under the pear tree”, summer holidays began to be organized (Krynica, Muszyna, Tuchola Forest). The Employee Holiday Fund, operating since 1949, introduced recreation in rural areas as part of the tourist offer (<http://www.fwp.pl/>, 2020).

The peak development of post-war agritourism was in the 1980s, when it became a widespread field of personal social services. Then again, since the 1990s, an increase in the tendency towards the creation of local agritourism associations, thematic routes and villages as well as other initiatives can be observed (Baburowska and Arażna, 2011, p. 12). The situation of contemporary Polish agritourism based on the available statistical data is presented in Table 1.

Table 1. Agritourism accommodation in Poland in 2011–2019

Year	2011	2012	2013	2014	2015	2016	2017	2019
Number of accommodation units	582	683	800	804	811	802	746	743
Number of places in the accommodation units	9281	11,124	12,771	12,810	13,351	13,526	13,102	13,208
Number of tourists in the accommodation units	72,020	109,560	108,100	111,100	127,100	138,800	132,300	156,600
Number of overnight stays in the accommodation units	328,600	392,182	370,600	384,800	452,100	452,100	537,000	571,000

Source: Author's own elaboration based on GUS data.

The data contained in Table 1 show clear fluctuations in the basic indicators of the development of agritourism in Poland in the period under consideration. Until 2015, all the presented indicators showed an upward trend. Since 2016, there has been a decline in the number of accommodation units, as well as, in principle, the number of places in the accommodation units. However, after the unsuccessful 2017, the number of agritourists and the number of overnight stays in accommodation increased.

The Polish Federation of Rural Tourism “Guest Farms” (<http://www.pftw.pl/>, 2020), established in 1996 in Nałęczów, deals with the development of agritourism and rural tourism.

The Federation patronizes 33 local and regional organizations that associate rural tourism facilities. Its aim is to conduct comprehensive activities for the promotion and development of Polish rural tourism. The statutory assumptions are implemented through continuous training, publications and promotions in the mass media (Sikora, 2012).

One of the main tasks of the Polish Federation of Rural Tourism “Guest Farms” is the categorization of the Rural Accommodation Base—that is, voluntary evaluation of rural tourism facilities, carried out by licensed inspectors. The purpose of the categorization is to improve the quality of services provided by rural tourism facilities to recommend and promote them. Through its activities, the Federation wants to develop a positive image of recreation in the countryside and promote recreation in the bosom of nature (Wojciechowska, 2018).

### 3. Agritourism in the Lesser Poland Voivodeship

The Lesser Poland Voivodeship has excellent conditions for alternative tourism, including rural tourism and agritourism. The tourist attractiveness of the Lesser Poland region is related to the existing tourist values and related recreational opportunities as well as transport accessibility (Krasnowolski, 2012).

Natural areas are especially valuable for rural tourism in Lesser Poland. These are i.a. mountains: Tatra, Gorce, Pieniny, Beskids. The vicinity of the mountains allows tourists resting on agritourism farms to do mountain hiking. They also often use agritourism services in the lakeland areas. Attractive places for this form of recreation in Lesser Poland are, for example, on Lake Rożnów or Lake Czorsztyn. There is then the possibility of practicing water sports or fishing. In winter, tourists staying overnight in agritourism farms are often inter-

ested in practicing winter sports. Favourable conditions in this respect are especially found in the rural areas of Podhale (e.g. Kościelisko, Białka Tatrzańska, Poronin) (Bański, 2017).

The development of agritourism in Lesser Poland is also fostered by transport accessibility (Lijewski, Mikułowski and Wyrzykowski, 2008). First of all, it is necessary to mention the existing condition of the roads, which in the first place determine the accessibility to tourist farms. Due to the fact that most agritourists use their own means of transport, the modernization of road trails plays an important role here. In addition to the A4 motorway, the main access roads to agri-farms are S7 (under modernization) and DK75.

Convenient conditions for the development of rural tourism in Lesser Poland affect the state of development of agritourism accommodation, as shown in Table 2.

Table 2. Number of lodgings and beds in the Lesser Poland voivodeship and the national average

Year	2011	2012	2013	2014	2015	2016	2018	2019
Number of agritourism lodgings/ national average	52/36	67/43	90/50	100/50	96/51	89/50	83/49	80/47
Number of beds in agritourism lodgings/ national average	965/580	1111/695	1423/801	1557/801	1553/834	1466/845	1397/823	1457/858

S o u r c e: Author's own elaboration based on GUS data.

The analysis of the data contained in Table 2 shows that by 2011 the number of accommodation units, as well as the number of accommodation places in agritourism accommodation in Poland and in Lesser Poland itself, was systematically increasing. However, since 2015 this trend (except for Lesser Poland) has been reversed. In 2019, only the number of beds in the accommodation increased. However, both presented indicators in the discussed region clearly exceed the national average, which proves the high position of Lesser Poland on the national map of agritourism development.

The favourable situation of Lesser Poland agritourism is supported by the competitiveness of the rural tourist offer. Achievements such as numerous theme villages, ecovillages or rural eco-museums should be mentioned here. In addition, numerous local gastronomic products should be added (e.g. oscypek [quark], plum brandy, carp from Zator) (Majewski, 2012).

An important role is also played by the mobilization of joint activities of individual agritourism farms, triggering the synergy effect. An expression of such activities is the opening of new, original tourist routes related to agritourism. An example of such activity is the trail "Lesser Poland Village Fragrant with Herbs".

#### 4. "Lesser Poland Village Fragrant with Herbs"

The "Lesser Poland Village Fragrant with Herbs" trail was created on the initiative of the local tourist promoter—the Regional Tourist Organization in Nowy Sącz and the authorities of the Lesser Poland Voivodeship. According to Bożena Srebro, office director of the Regional Tourist Organization in Nowy Sącz, the main idea was to promote the charms of the

Lesser Poland countryside, its multiculturalism, and the diversity of regional cuisine with the use of slowly growing herbs and herbs grown in herbal gardens. The idea was a response to European trends in the development of agritourism, characterized by the specialization of the rural tourism product (especially noticeable in Germany, Austria and France) (<http://www.sot.org.pl/>, 2019).

The distinguishing feature of the discussed tourist product is simplicity, authenticity and return to tradition. The trail was created in 2009 and it is currently 254.5 kilometres long. Agri-farms included in the trail are located mainly in the southern part of the Lesser Poland Voivodeship. Most of them are located in the areas of the Beskid Sądecki and the Low Beskids which are particularly attractive for tourists. Currently, the trail includes 19 agri-farms. The agritourism farms included in the “Lesser Poland Village Fragrant with Herbs” tourist product are presented in Figure 1.

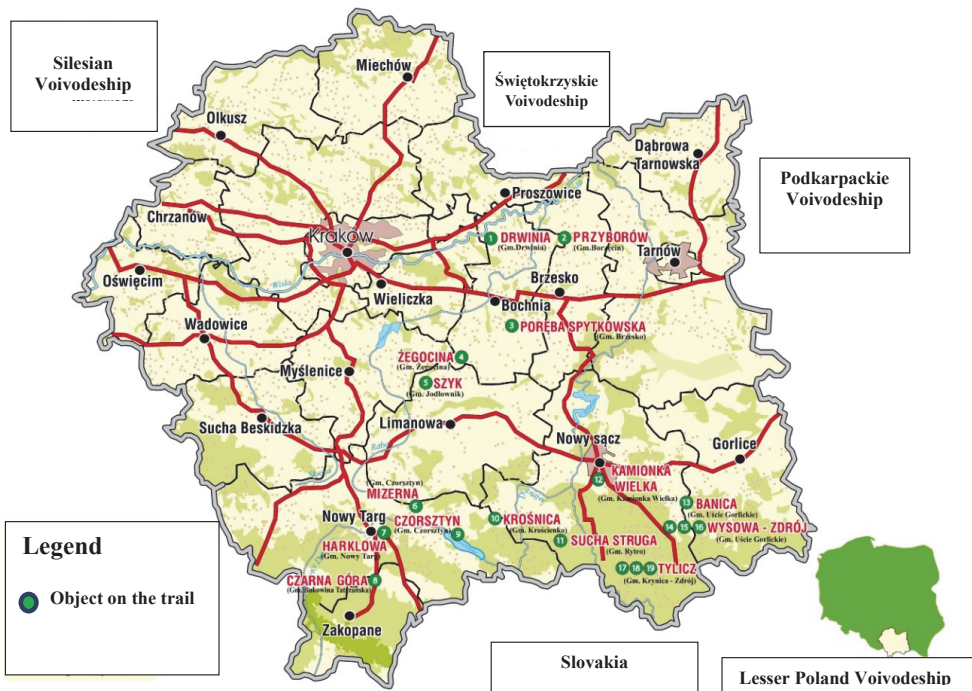


Figure 1. Map of the trail “Lesser Poland Village Fragrant with Herbs” in 2020

Source: [http://www.sot.org.pl/index.php?p=1\\_9](http://www.sot.org.pl/index.php?p=1_9) [accessed: 2020-05-23].

The facilities on the “Lesser Poland Village Fragrant with Herbs” trail are well connected with each other and are located in places easily accessible by own means of transport. However, at the same time, their location on the outskirts of the village, in the vicinity of forests and meadows, provides peace and quiet as well as the opportunity to relax in the bosom of nature.

All 19 farms share certain characteristics. All of them have herb gardens and their hosts love to cultivate them. There are cultivated, among others, oregano, rosemary, mint, dandelion, lovage, coriander, lemon balm, sage, mint and lavender. In addition to the standard offer, these farms prepare syrups, preserves, tinctures and in many cases carry out biological regeneration treatments using herbs ([http://www.sot.org.pl/index.php?p=1\\_9\\_Ma-opolska-wie-pachn-ca-zio-ami](http://www.sot.org.pl/index.php?p=1_9_Ma-opolska-wie-pachn-ca-zio-ami), 2019).

The number of member farms is limited. The Regional Tourist Organization in Nowy Sącz decides whether a farm may become a member of the trail in question. Guided by the quality criteria, unique farms are sought that stand out on the national agritourism map, with passion and willingness to cooperate with other entities. An expression of concern for the quality of the offer of member farms is the condition of the need for potential agro-hosts to undergo 2-stage preparatory training at the University of Agriculture in Krakow. After completing the training, the candidates receive the necessary knowledge about the cultivation of herbs, their types, uses and healing properties. They can also pass on their knowledge through training courses held in *agri-farms* for students interested in herbal issues.

Another aspect of the trail's functioning is the practical use of herbal issues. Each of the member farms, in addition to growing herbs, offers its tourists home-made regional cuisine made with herbs from the backyard gardens. The farms offer regional cuisine: Lemkos, Galician, Polish Uplanders, and Japanese.

Among the unique dishes on the trail, the most appreciated are: witch's soup, a drunk robber's bowl, the gift of life, literary tea, poverty soup, turnip soup, Pieniny delicacy, potato pie with herbs, heavenly flatbread, cheese with garlic and herbs, jellyfish, pickles, meats, tip of the gift of life, Galician cabbage with fatback, sinful lovage soup, tinctures, preserves, herbal syrups, etc. Each member of the trail also allows its customers to buy herbal souvenirs made by themselves and local folk artists. These can be herbal pouches, herbal pillows, caskets, herbal horoscopes, herbal spices or food preparations based on herbs. A pro-health offer is an extension of the gastronomic offer. The farms also offer wellness treatments with the use of herbs, herbal baths or treatments based on herbal products.

Another factor of competing for the discussed tourist product is the specificity in the approach to tourists. Instead of leaving their guests free to choose, they try to devote as much time as possible to them. Common time is used, among others in participation in herbalism classes, thanks to which guests are infected with herbal, ecological passions, at the same time cultivating cultural traditions.

The attractiveness of farms on the "Lesser Poland Village Fragrant with Herbs" trail has also an internal dimension. Farms closely cooperate with each other within the network product, thanks to which they can achieve great benefits. Among the most important, it is worth mentioning:

- distinguishing and emphasizing its presence on the national agritourism map;
- purchasing products from other organic farms (e.g. cheese, vegetables, fruit, fish) at bargain prices;
- mutual recommendation to clients of the stay offer and purchase of herbal souvenirs made in other farms on the trail;
- joint organization of events and cultural events (handicraft workshops, education, etc.).



The Regional Tourist Organization in Nowy Sącz, as the entity coordinating the functioning of the trail, took care of its extensive promotion through:

- participation in industry and international tourism fairs;
- broadcasting of advertising spots on TV or the Internet;
- presence on the air of the regional radio;
- stimulating the interest of journalists;
- publishing activities.

The key effects of Regional Tourist Organization in Nowy Sącz promotional activities include periodic scientific publications, training materials and promotional publications popularizing the values of the trail in question. Some publications reach abroad, some provide instructions on how to set up your own agritourism farm, its promotion or quality problems in running a business in the countryside. An additional effect of promotional activities is easier reaching wide groups of potential tourists with the collective offer ([http://www.sot.org.pl/index.php?p=1\\_7\\_Publikacje](http://www.sot.org.pl/index.php?p=1_7_Publikacje), 2019).

The quality of the tourist product “Lesser Poland Village Fragrant with Herbs” can be measured by the number of awards and distinctions. The most important awards include the award of the Marshal of the Lesser Poland Voivodeship, the diploma of the Mayor of Brzesko in the category of artistic handicrafts and cuisine, a diploma of recognition of the Ministry of Labour and Social Policy for promoting folk traditions ([http://www.sot.org.pl/index.php?p=1\\_19\\_Odznaczenia-SOT](http://www.sot.org.pl/index.php?p=1_19_Odznaczenia-SOT), 2019).

In addition to common features that connect all members of the “Lesser Poland Village Fragrant with Herbs” trail we can also distinguish features characteristic only for a given farm. The characteristic features of each member farm of the trail are presented in Table 3.

Table 3. Characteristics of agri-farms of the “Lesser Poland Village Fragrant with Herbs” trail

Name of the farm	Location	Categorization	Number of rooms/ beds	Specialization in agro-economy
“In Lumberjacks”	Drwinia	1 sun	5/13	Weaving, embroidery, lace, dishes based on herbs
“Forest Farm”	Przyborów	Lack of categorization	3/8	Dishes based on herbs – e.g. Gift of Life, Housewife, breeding of birds
“Artistic Farm”	Poreba Spytkowska	1 sun	4/8	Workshops of artistic handicraft from tissue paper, decoupage, salt mass, herbal dishes
“Łopusze”	Żegocina	3 suns	4/11	Workshops for creating decorative candles or paper-based, herb-based dishes
“Witch House in the Hills”	Szyk	Lack of categorization	3/7	Workshops on sculpture, ceramics, weaving, origami, hunting, herbal dishes e.g. Witch soup, Mice with sage, Green noodles, Literary tea
“At Kazakh’s”	Mizerna	1 sun	7/12	Dishes based on herbs: Cabbage soup, Miserable Potato pancake with herbs



“Villa Akiko”	Harkłowa	Lack of categorization	10/37	Japanese cuisine based on herbs: Katsudon cutlet, noodles with Nabeyaki Udon herbs
“Kneecap”	Sołystwo	1 sun	3/9	Horse riding, herbal dishes, e.g. Nettle poor soup, Sourdough soup kneecap, Honey syrup with dandelion
Villa “Bright”	Czorsztyn	2 suns	3/9	Making and learning to make liqueurs based on herbs and fruits
“At Anna’s”	Krośnica	1 sun	8/17	Learning to crochet, collect herbs, arrange bouquets, dishes based on herbs
Mountain hut “Cyrła”	Sucha Struga	2 suns	11/34	Breeding of bonsai trees, repair of old clocks, cultivation of herbarium, dishes based on herbs
“At Head Shepherd”	Kamionka Wielka	1 sun	4/10	Horse-drawn carriages, horseback, sculpturing, herbal cuisine
“Opalówka”	Banica	Lack of categorization	7/17	Farm animals, dishes based on herbs
“Ramis”	Wysowa Zdrój	Lack of categorization	10/21	Dishes of Lemko cuisine and herbs
“Juliet”	Wysowa Zdrój	2 suns	6/16	Own fishery trout, apiary, breeding hens, herbal dishes
“Sun”	Wysowa Zdrój	1 sun	3/7	Place for grilling, dishes based on herbs
“Agritourism Farm at Greg’s”	Tylicz	3 suns	8/31	Animations, puppet theatre, feast by the fire, mountain stalking, aqua aerobics, herbal dishes
“At Christina and John’s”	Tylicz	2 suns	5/18	Own ski centre, playground, barbecue gazebo, dishes based on herbs
“Under Spruce Trees”	Tylicz	1 sun	2/6	Barbecue, playground, dishes based on herbs

S o u r c e: Author’s own elaboration based on data: [http://www.sot.org.pl/web\\_documents/ziola\\_katalog.pdf](http://www.sot.org.pl/web_documents/ziola_katalog.pdf).

The data contained in Table 3 clearly show the differentiation of agritourism farms included in the discussed trail in terms of the approach to categorization. In Poland, the categorization of an agritourism farm is voluntary, however, having a specific category (from 1 to 3 suns) is an expression of the efforts of the hosts for the level of services provided. In the list, 14 out of 19 agritourism farms have a categorization, while only the highest category is 3 suns. The most categorized farm has 1 sun.

According to Jadwiga Kica, the owner of the “In Lumberjacks” farm, the specificity of the offer of a given agritourism farm is conducive to increasing the marketability of its offer and it affects the interest of potential customers interested in a given type of activity.

Another element of differentiation concerns the size of agritourism farms of the discussed trail. Small farms with no more than 5 rooms and up to 18 beds are dominant. The list also includes two facilities that can be considered large (10 or 11 rooms and at least 30 beds).

Another factor determining the specificity of a given farm is its tourist offer. Despite the dominant theme of greenery in gastronomy, each farm has developed its own specific offer of dishes. In addition, individual farms try to attract tourists through their specific and unique offer.

Jadwiga Gas, the owner of the “Łopusze” farm, believes that the combination of the attractive location of her business, her own stay offer, as well as the natural and cultural values of the surroundings contribute to increasing the competitiveness of stays in the countryside.

Many farms focused on handicrafts, workshops and educational activities. Some farms offer contact with farm animals, their own hunting grounds, sports facilities and playgrounds for children.

Elżbieta Zając-Zbrożek is of the opinion that her agri-farm “Witch House in the Hills” is distinguished by an original, fairy-tale leitmotif, hunting cuisine and a rich offer of artistic handicraft workshops attracting new tourists.

One of the most innovative agritourism farms located on the trail is “Villa Akiko”. The farm is run by a Japanese woman named Akiko Miwa who settled in Poland in 1989. The uniqueness of the farm’s offer consists in combining Japanese and Polish culture in one place. The guests visiting this farm, in addition to the offer of herbs, have the opportunity to learn about the art of ikebana, put on a kimono or experience a tea ceremony (<http://www.akiko.pl/>, 2020). Akiko Miwa follows a specific Japanese approach to life in accordance with the principle of Total Ecological Lifestyle. She was also the initiator of the establishment of the “Rainbow” Polish-Japanese Association for the Regeneration of the Environment. Its purpose is to exchange experiences in the areas of culture, ecology and education (<http://www.akiko.pl/o-mnie/>, 2020).

## 5. Summary

Undoubtedly, the functioning of the “Lesser Poland Village Fragrant with Herbs” trail has a key impact on the attractiveness of agritourism and its products in the regional area. Due to its interesting and compact formula, it attracts tourists and extends the local offer of rural tourism, releasing many positive effects. The significant importance of the trail also consists in significantly influencing the qualifications of agro-hosts, stimulating the pursuit of increasing the quality of the tourist product or stimulating innovative activities. Noteworthy is the uniqueness of the tourist offer of the trail, which, despite the common theme, has many specific attractions to offer.

Due to the still uncertain and uncontrolled situation related to the Covid-19 pandemic, it is difficult to accurately estimate the losses incurred as well as to determine the future of domestic agritourism, including member agri-farms along the trail. This will require further research and analysis in the future. The directions of further research should concern, inter alia, ways of further development and reducing the negative impact of the environment on agritourism farms.

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## Konkurencyjność wiejskiego produktu turystycznego na przykładzie szlaku „Małopolska Wieś Pachnąca Ziołami”

**Abstrakt:** Celem niniejszej publikacji jest identyfikacja i ocena atrakcyjności wiejskiego produktu turystycznego w Polsce. Jako przykład służący realizacji celu wybrano szlak tematyczny, którego motyw przewodni nierozdzielnie jest związany ze wsią – „Małopolska Wieś Pachnąca Ziołami”. Temat dotyczy interesującego, a jednocześnie mało znanego w Polsce i za granicą nowatorskiego produktu turystycznego. Szlaki tematyczne stanowią bowiem spójną i atrakcyjną propozycję turystyczną dla turystów. Propagowanie uprawy oraz gastronomii na bazie potraw z ziół, a także współpraca gospodarstw agroturystycznych w tym zakresie może przynosić wymierne korzyści zarówno dla nich samych, jak i dla turystów. Tezą, jaką postawiono w pracy, jest stwierdzenie, że współpraca gospodarstw

w ramach szlaku „Małopolska Wieś Pachnąca Ziołami” może stanowić istotny bodziec w poprawie ich atrakcyjności i pozycji rynkowej oraz urozmaiceniu produktu turystycznego. Wyniki badań pozytywnie weryfikują postawioną tezę. Funkcjonowanie szlaku wpływa istotnie na pozycję rynkową gospodarstw członkowskich, poprawę jakości ich funkcjonowania oraz profesjonalizm. Artykuł powstał dzięki wykorzystaniu zwartych materiałów książkowych, czasopism, jak również informacji netograficznych i wywiadu z wybranymi agroturystami i z dyrektorem organizacji odpowiedzialnej za powołanie szlaku. Metoda badawcza zastosowana w publikacji to analiza danych zastanych i wywiad z dyrektorem biura SOT oraz z wybranymi właścicielami gospodarstw członkowskich omawianego szlaku.

**Słowa kluczowe:** agrobiznes, agroturystyka, promocja, przedsiębiorczość, turystyka