

AGRITOURISM ACTIVITY AS AN EXAMPLE OF DIVERSIFICATION OF AGRICULTURE

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Abstract. A characteristic feature of human behavior is their poly motivations, which means that the person taking deliberate action is guided by more than one motive. Deciding on the economic activity we are also choosing a number of motives. The paper presents the analysis of farm agritourism activity with particular zoom on the motivations and profitability of the surveyed farms. The study was undertaken to analyze the function of tourism farms with particular emphasis on the motivations and profitability of the surveyed households. Due to the fact that the motives for taking up business in tourism are similar in many countries, a study by the author allowed the separation of the three main motives for taking up agritourist farms surveyed in Western Pomerania Region. An important objective of the study was the relationship between the motives and activities undertaken at the farm source of income, age and education of respondents. Also determined the degree of economic viability as a result of agritourism activity undertaken, opportunities and barriers to their development.

Data were collected from the original character of the agricultural operators in the rural areas of the West Pomeranian region which was conducted in the first quarter of 2011 and one hundred randomly farms were selected. Method of measurement was the questionnaire method and a questionnaire as a research tool.

Key words: multifunctional development, motivation, income, rural tourism

INTRODUCTION

In spite of the external support subsidies, farms are not able to provide sustained and sufficient basis for a satisfactory level of prosperity and the maintenance of the rural population. Therefore, an important element is to diversify holdings and attempt to develop new activities which include the development of tourism in rural areas.

Regional and local development in rural areas is dependent on three very general factors:

- the role of the state, including government institutions and local governments in establishing legal, administrative, economic and organizational conditions for such development;
- the natural attractiveness of the area and the resulting scale and rate of flow of the external investment;
- the current level of economic development including agriculture.

At the level of these three factors it's now a competitive development of the regions.

In addition to so-rich economically advanced areas, with high levels of survival, there are regions with clearly faulty economic structures. Sometimes even within the same region are enclaves that are developing rapidly and those that survive long-term crisis or not at all have found opportunities for professional development and activation of the inhabitants.

The occurrence of disparities at the level of rural development is a consequence of their geographical location and impact of natural, social and economic policy. There was and still exist a different professional and cultural activity of people, different meaning is also the demographic situation in the historical processes and all these groups of factors are mutually dependent and thus form a current level of development and location of each region in the country. The most general and most important features resulting from these differences are now differently shaped standards of living for rural people in the different regions of the country. The processes of regionalization of rural areas or spatial differentiation of living conditions in rural areas are dynamic however, therefore are subject to change over the time [Heller, 2000].

It seems that the fundamental factors influencing the regional differences in the rural areas could include:

- historical factors, where the mere passage of time and processes are producing diversification of the rural areas;
- natural factors, including geographical location which naturally form the rural areas;
- economic factors which are referred to as a synthesis of economic potency, its structure, production techniques and efficiency;
- social and cultural factors which express trends and aspirations, ambitions and expectations of people;
- political factors by formation of the general conditions of the country or supranational organizations including organizations of the favorable development of self-residents;
- difficult or even immeasurable factors, and so those that occur in practice and significantly affect the level of development of regions where the impact is still very difficult or impossible to measure.

Diversity of rural areas is influenced by external features, different history and different levels of development as well as different environmental conditions [Rosner, Stanny 2008]. We must say that the money in the form of targeted subsidies to agriculture does not create a higher income for farmers and thus does not contribute to the development of the rural areas and are paid only to those industries, which supply agriculture, such as the means of production. Thus arise the problems of separating the measures that would

directly feed the development of rural areas, not just agriculture. It is quite an important signal for our policy and that the rural development does not occur by way of grants to farmers but through the development of these areas with non-agricultural functions [Kłodziński 1998].

DATA RESOURCES AND METHODOLOGY

The study was undertaken to analyze the function of tourism farms with particular emphasis on the motivations and profitability of the surveyed households. Due to the fact that the motives for taking up business in tourism are similar in many countries, a study by the author allowed the separation of the three main motives for taking up agritourist farms surveyed in Western Pomerania Region. An important objective of the study was the relationship between the motives and activities undertaken at the farm source of income, age and education of respondents. Also determined the degree of economic viability as a result of agritourism activity undertaken, opportunities and barriers to their development.

Resources were collected from the original character of the agricultural operators in the rural areas of the West Pomeranian Region, which was conducted in the first quarter of 2011 and one hundred households were randomly selected. Method of measurement was the questionnaire method and a questionnaire was a research tool. Data were collected in connection with the source data and prepared in the form of summary figure tables, drawing in order to present the discussed issues.

RESULTS

The owners of the agritourism farms in the surveyed West Pomeranian counties were primarily men (60%) and women in 40%. The vast majority of respondents were in ages between 36 to 45 years and between 46 to 55 years (both 38%). Our data show that in the majority of agritourism activities engaged in the majority the middle-aged people (47%) with secondary education. Vocational training declared 27% of respondents, 5.8% of people declared primary education. 19.2% of respondents showed higher agricultural education but there were no people with higher non-agricultural education. In the surveyed farms the largest percentage was represented by multilateral farms (90%) and only 10% of respondents were engaged in crop production but there were no owners of agritourism farms specializing in livestock production. The average size of agritourism farm was 44.4 ha.

In fact, to indicate the power relationship between age, education and the number of people involved in running the agritourist farm and farm size, the material was subjected to statistical analysis using factor V-Cramer based on the χ^2 statistics (Table 1).

The larger farms (more than 50 ha) were carried out mostly by young, better educated farmers. From the other hand, the smaller farm area was related to more people involved in work on the farm. We can deduct that in the small farms agritourism activity contributes to the use of excess of labor.

Table 1. Household size and age, education and number of persons engaged in agri-tourism activities

Tabela 1. Wielkość gospodarstwa a wiek, wykształcenie i liczba osób zaangażowanych w prowadzenie działalności agroturystycznej

Specification	Size of the farms	
	V-Cramera,	χ^2
Age	0,36	21,6
Education	0,33	24,0
Number of persons engaged in agritourism activities	0,23	11,6

Source: Own research.

Źródło: Badania własne.

The owners of farms in the vast majority (30%) learned about agritourism from their friends, already engaged in such activities, from the municipal office, television and newspapers and from passing tourists (18.2%). Small parts in the promotion of agritourism activity were advisory centers. 30% of respondents said that their start was difficult due to the small number of tourists (20%) and the need to incur significant financial investment (10%). The main source of income for the surveyed households was working in agritourism farm (47.3%) and work in the traditional farm (33.8%) (Figure 1).

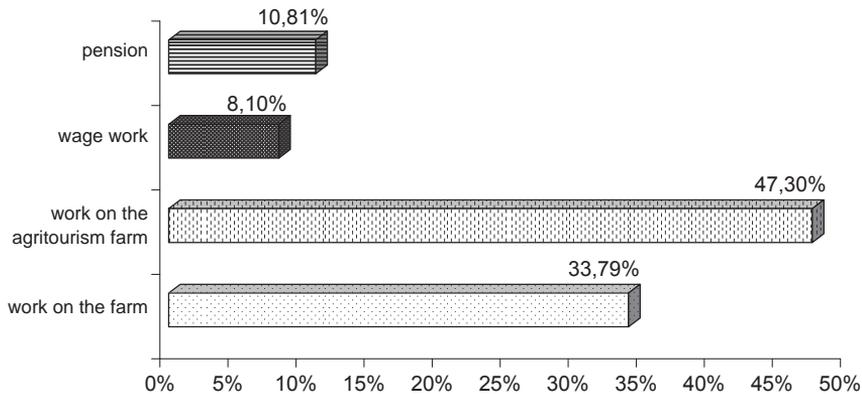


Fig. 1. Source of revenue in the farm

Rys. 1. Źródło dochodów w gospodarstwie

Source: Own research.

Źródło: Badania własne.

*Respondents could indicate more than one answer

*Ankietowani mogli wskazać więcej niż jedną odpowiedź

Working for an employer constituted a source of income for the 8.1% of the respondents. 10.8% of the surveyed farmers used non profitable resources. The analysis showed that raising farm income from various resources was significantly varied according to the age, education, and farm area. There were no significant relationship between the type of income resources and education of the agritourist farms owners (Table 2).

Table 2. Sources of income and age, education and area in agritourism farms
 Tabela 2. Źródła dochodów w gospodarstwie a wiek, wykształcenie i powierzchnia gospodarstw agroturystycznych

Specification	Sources of income in agritourism farms	
	V-Cramer,	χ^2
Age	0,29	26,1
Education	0,10	3,9
Farm size	0,34	35,2

Source: Own research.
 Źródło: Badania własne.

Farmers under the age of 40 were the largest group (13.9%) which delivered the income of the budget from the additional resources, the second largest group were the farmers between 41–55 years old (10.6%). 4.71% of farmers were aged over 55 years, the lowest percentage (3.6%) was characterized by the farmers under the age of 40. Education of the farmers due to having additional resources of income did not differ significantly from the farmers working exclusively on their own farms.

Studies showed that increasing size of the farm is related to a higher percentage of households declaring raising farmer's income from farm labor and the declining importance of the other resources. For small size farms, supplementation of low income by other, non rural income is an opportunity to improve their general income situation.

Owners of agritourism farms were asked about the motives which led them to adopt new forms of management. Determined the percentage of farmers said that the decision to take agritourism activity encouraged them to exploit the potential of the holding (60%) and additional income (28.6%). For further positions respondents placed the: non-revenue of farm (11.4%) such as those working in harmony with ecology (12%), the opportunity to try a new ways of self-management (2,3%) and observation and assessment of the new developments and innovations (3,4%).

The studies concerning the relationship between the motive of setting up agritourism and the age of surveyed respondents (see Figure 2) revealed that for the respondents between the age of 45–55 years an important motive were non-revenue of the farm (75%) and in 50% utilization of existing capacity and the opportunity for additional income. However, for those aged from 19–36 to 19–45, the primary motive was to use the potential of farm (35%) and non-revenue of farm 25%.

In order to indicate the relationship between age, size, source of income and motives to start agritourism activity, the material was statistically analyzed using factor V-Cramer, based on the χ^2 statistics (Table 3).

Age of respondents, area of farms and the type of income resources had a significant impact on the motives of agritourism activity. With the increase farm size decreased the percentage of farmers indicated that the motive of starting agritourism activity was non-revenue of the farm. Farmers of these households undertook non-agricultural economic activities in order to increase the potential of the farm (Figure 3).

Running a business entails a number of barriers. Most of the farmers, the most common obstacles encountered in the conduction of agritourism activity, placed too low number of tourists visiting the farm. Equivalent space occupied additional duties

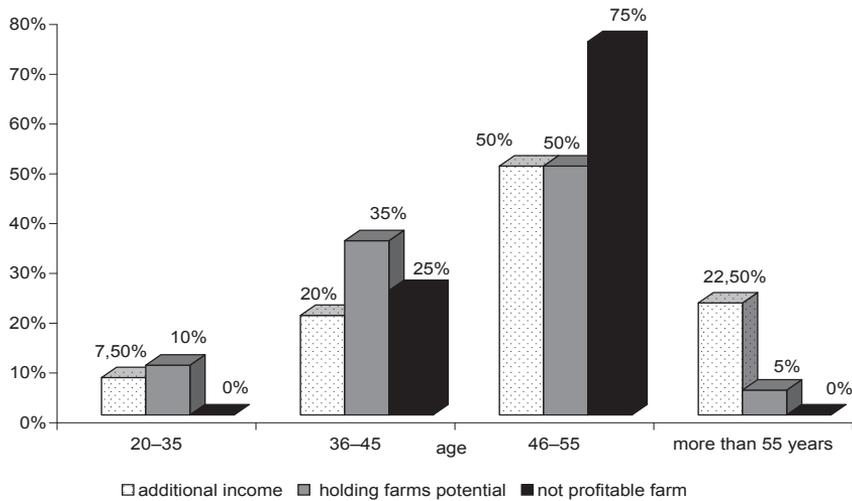


Fig. 2. Motives of starting agritourism activity and age of the farm worker

Rys. 2. Motywy rozpoczęcia działalności agroturystycznej a wiek osoby prowadzącej gospodarstwo

Source: Own research.

Źródło: Badania własne.

Table 3. Motives of starting activity and age, farms size and income resource

Tabela 3. Motywy podjęcia działalności a wiek, wykształcenie i źródło dochodów

Specification	Motives of starting activity and age, farms size and income resource	
	V-Cramera,	χ^2
Age	0,30	15,4
Farm size	0,32	23,2
Sources of incomes	0,4	45,8

Source: Own research.

Źródło: Badania własne.

in respect of tourists and a lack of money of the people visiting the farm (10%). In contrast, 30% of respondents reported that in agritourism activity they not encountered any barriers. Respondents, among the factors which could improve agritourism activity mentioned above all, a better promotion and advertisement of the farm (30%). Equally pointed as well municipal support, low-interest loans and infrastructure improvements in rural areas (20%). For 10% of the surveyed farmers, the way of improving of agritourism could be the reduction of the bureaucracy in the offices. Among the products which are the main source of income of the working farm, all the respondents mentioned renting rooms (37%) and tourism service (25.9%). The average price of a single room was 53,25 PLN, double rooms cost of 75,16 PLN triple and quadruple rooms respectively 100 and 131 PLN. A new stage in the development of agro-tourism in Poland is also characterized by the development of comprehensive proposals to promote joint initiatives, including the territory of one or more villages and sometimes even a few

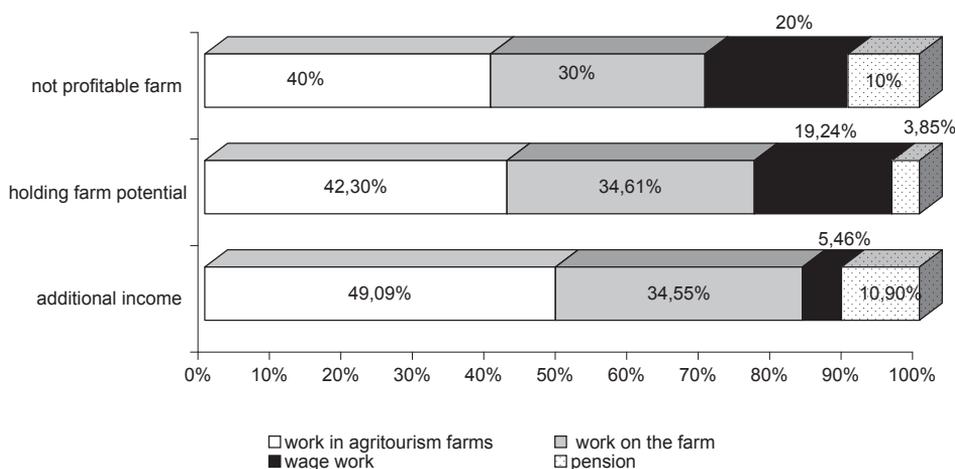


Fig. 3. Motives of starting agritourism activity and source of income of the farm

Rys. 3. Motywy rozpoczęcia działalności agroturystycznej a źródło dochodów w gospodarstwie

Source: Own research.

Źródło: Badania własne.

counties. It's common to depart from the offers of the single farms and we are dealing in this matter with rational tourist products with clearly established images. Such products- especially if use regional elements, make it easier to offer the customers and is more competitive which is confirmed by studies of markets in Europe and Poland. Another factor raised in the study was to determine the viability of farms throughout undertaken agritourism activities. The study showed that profitability increased in the majority of households in a small degree. Every fifth respondent stated that profitability has increased his income in a very small and medium-size (20%) degree. However, only 10% of the agritourism farms owners indicated that farm incomes have increased greatly. For the question of the need to increase the number of tourist farms most respondents (90%) were supportive. According to the respondents, this favors particular opportunity for additional income, the development of tourism (by 33.3%) and attractiveness of the area (22.2%).

The development of agritourism in Poland is one of the directions of state policy towards agriculture and rural areas, designed to stop the reduction in income of rural families and launch mechanisms, include pro-revenue mechanisms through the creation of a new jobs. Recreation in the countryside was found very fast their supporters, as it represents a real opportunity to improve the income of poor rural families in Poland – a country, where agriculture has over 1/3 of the national labor force and its share in the GDP does not exceed 10%. Therefore, this form of tourism has become one of the ideas for multifunctional development of rural areas. Rural tourism seems to be an appreciate tool to revitalise the declining rural areas and to ensure their sustainable future by job retention or even job creation, increased job diversity, service retention, farm support broadened cultural provision, landscape and nature conservation or the maintenance or rural arts [Brelík 2009].

CONCLUSIONS

Based on this study there are following conclusions:

- The owners of the agritourism farms in the surveyed West Pomeranian counties were primarily men (60%) and women in 40%. Our data show that in the majority of agritourism activities engaged in the majority the middle-aged people (47%) with secondary education. The average size of agritourism farm was 44,4 ha.
- The owners of farms in the vast majority (30%) learned about agritourism from their friends, already engaged in such activities, from the municipal office, television and newspapers and from passing tourists (18.2%). Small parts in the promotion of agritourism activity centers were advisory.
- The analysis showed that raising farm income from various resources was significantly varied according to the age, education, and farm area.
- The studies concerning the relationship between the motive of setting up agritourism and the age of surveyed respondents revealed that for the respondents between the age of 45-55 years an important motive were non-revenue of the farm (75%) and in 50% utilization of existing capacity and the opportunity for additional income.
- Age of respondents, area of farms and the type of income resources had a significant impact on the motives of agritourism activity. With the increase farm size decreased the percentage of farmers indicated that the motive of starting agritourism activity was non-revenue of the farm.

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DYWERSYFIKACJA ROLNICTWA NA PRZYKŁADZIE DZIAŁALNOŚCI AGROTURYSTYCZNEJ

Streszczenie. Charakterystyczną cechą zachowań ludzkich jest ich polimotywyjność, co oznacza, że człowiek podejmując zamierzone działanie kieruje się więcej niż jednym motywem. Decydując się na prowadzenie działalności gospodarczej kierujemy się również wieloma motywami. W pracy została podjęta analiza działalności gospodarstw agroturystycznych, ze szczególnym uwzględnieniem motywacji i dochodowości badanych gospo-

darstw. Ze względu na to, iż motywy podejmowania działalności gospodarczej w turystyce są podobne w wielu krajach, badania przeprowadzone przez autorkę pozwoliły na wyodrębnienie trzech podstawowych motywów podejmowania działalności agroturystycznej badanych gospodarstw w województwie zachodniopomorskim. Istotnym celem badań było poznanie zależności między motywami podejmowanych działalności a źródłem dochodów w gospodarstwie, wiekiem i wykształceniem respondentów. Określono również stopień rentowności gospodarstw w wyniku podjętej działalności agroturystycznej, szanse i bariery ich rozwoju.

Materiały źródłowe o charakterze pierwotnym zebrano od osób prowadzących gospodarstwa rolne na obszarach wiejskich województwa zachodniopomorskiego, które przeprowadzono w pierwszym kwartale 2011 roku, na stu losowo wybranych gospodarstwach. Metodą pomiaru była metoda ankietowa, narzędziem badawczym kwestionariusz ankiety.

Słowa kluczowe: rozwój wielofunkcyjny, motywacja, dochód, turystyka wiejska

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