

## ORGANIZATION OF BOARDING FOR TOURISTS ON AGRITOURIST FARMS (ON THE EXAMPLE OF KUJAWSKO-POMORSKIE PROVINCE)

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**Abstract.** The article deals with results of a survey concerning the boarding process on agritourist farms of the Kujawsko-Pomorskie Province. The research was carried out by means of an opinion survey in August and September 2004 on 60 respondents. The survey results indicate that the majority of agritourist farm owners offered the tourists meals prepared by themselves. Most of the visitors chose a full board consisting of three daily meals. Guests were also provided with properly equipped kitchens or a kitchen – like place for cooking in case they chose self catering. Most often home made food products were sold and used for preparing the meals. However, some products had to be bought, especially: bakery, meat and fish or cereals. Tourists were also offered with all kinds of unique, traditional dishes prepared according to original recipes (cake, pork-meat products, marmalade, cottage cheese, pastry, butter, plump jam or candied fruits) as well as mushrooms, herbs, and honey from the host farm or from the local ones.

**Keywords:** rural areas, agriculture, farms, agritourism, boarding

### INTRODUCTION

Agritourism is defined as spending leisure time in the country, on an agricultural farm [Majewski 2004]. Such a farm can provide tourists with both basic and extra services. Most often apart from accommodation tourists are offered board (basic services). Whereas, extra services include: getting familiar with the local culture, hiking in the surroundings, horse riding lessons, picking mushrooms, forest fruits and herbs, as well as participation in the field activities, or demonstrations of such processes as: cheese, butter production or baking bread, etc.

Boarding of tourists who spend their free time on agricultural farms should be based on products coming from these farms, or bought from the neighboring ones. Making use of such products as: eggs, milk, fruits and vegetables brings substantial profits not only for tourists, but also guarantees sale of agricultural products for the host farmer and the

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local community. Delicious, healthy and varied meals are of great value for the farm. Each holiday maker wants to have healthy and delicious food. Therefore, the cuisine has a very big influence on the atmosphere of the stay. Tourists usually demand varied meals including local specialties [Sikora 1995, p. 33]. Many landladies boast of some special dishes which are unique and made according to their recipes. Such distinctive dishes may become the farm visiting card. Preparing a meal for a bigger number of visitors gives a possibility of making better use of all the products including those which have not been sold, or those of full value but slightly worse quality, not fit for immediate sale, but properly prepared as for example jams or compotes will provide full nutritive value meals, and what is more important, will not go wasted. Besides, fruit, milk and vegetable products purchased by tourists on the farm can bring nice memories from a successful holidays or be an original gift for friends or relatives. This is of great importance from the economical point of view as those products will not go wasted and the farmers can receive payment for them [Palich 2000].

The range of offered services depends on the farm capacity, and undergoes changes according to the tourists' demands. Forms of board offered for tourists can be divided into three groups [Woźniczko, Mikuta 2003, Sikora 1999, pp. 209–231]:

- full board, i.e. three meals consisting of breakfast, dinner and supper,
- half board, i.e. one or two meals consisting of breakfast and warm evening meal called late dinner,
- self catering, i.e. providing tourists with properly equipped kitchen suitable for preparing meals.

The essence of agritourism is to encourage guests to spend time together and have meals shared with the hosts. Among meal forms integrating visitors and hosts, including shared breakfasts, dinners and suppers, we can distinguish barbecues, picnics or bonfires [Chojnacka, Zdrojewska 2003]. Shared meals give a chance for talking, getting to know each other, exchanging thoughts and points of view. They can be very interesting for both the visitors and the host farmers. The regular, more varied and properly matched meals can be beneficial for the hosts as well [Palich 2000].

Boarding is of great importance in agritourist activities. It is an indispensable, ultimate condition for proper functioning of the organism as well as maintaining good health and keeping fit. Proper boarding means balanced food that provides us with energy and all necessary components – building and regulatory – in proper amounts and proportions conditioning good functioning of our organisms [Kołłajtis-Dołowy 1998]. Regardless of the above mentioned issues boarding can be generally considered at the following levels:

- economic (food does not get spoilt, selling products and meals brings financial profits),
- social (shared meals make it possible to get to know one another better, communicate ideas, broaden the mind),
- cultural (food production, demonstrations, preparing dishes characteristic for a given region, assistance and education in work are elements of folk tradition inherited from generation to generation thereby allowing to get familiar with the culture and history of the local cuisine and subsequent customs and traditions),
- aesthetic-psychological (multitude of dishes, colors, beautifully served dishes and decorated table improve one's well being, encourage psychological and emotional development thereby providing joy, comfort and motivation to life and work).

## PURPOSE, RANGE AND METHOD OF RESEARCH

The purpose of the research was to evaluate the farm ability of providing tourists with boarding, and to decide on the quality of the services offered by the researched farms. Survey was carried out in August and September 2004 in two regions of the Kujawsko-Pomorskie Province<sup>1</sup>. Those were regions with a high concentration of agritourist farms, i.e. in Bory Tucholskie and Brodnickie Lake District. The total number of farms was 60. Intentional choice of agritourist farms was made. The survey involved interviewing by questionnaires containing sets of questions and answers.

In the population most respondents were women (71.7%). Persons aged 41–50 were predominant in this group as they were 48.3% of the surveyed. A less numerous was the group of 31–40 year olds (25.0%), next, there were 51–60 year olds (15.0%), and older persons, more than 60 years old (6.7%), and finally very young persons below 30 (5.0%). Among the surveyed, farmers with high school education (51.6%) prevailed as well as persons who graduated from vocational schools (35.0%), respondents who graduated from university or college were (10.0%), and especially those with elementary education (3.4%), were less numerous groups. The majority of farmers, that is 43.3% had farms of the size from 1 to 10 ha, and 16.7% owned farms of the size 11–20 ha. Next were farms whose areas ranged within 21–30 ha (10.0%), and very small ones with the area below 1 ha (10.0%). Not many farms were classified in the ranges of 31–40 ha (8.3%) and 41–50 ha (5.0%). Only few farmers who owned farms of the size 61–70 ha offered tourist services (3.3%), and between 51–60 ha only (1.7%), whereas those who owned farms counting 71–80 ha (1.7%).

## SURVEY RESULTS

Surveys carried out revealed that 61.7% of agritourist farms offered different forms of board in the place of accommodation. (Fig. 1). In most of farms 89.2% tourists were provided with three daily meals. 10.8% of visitors chose the half board offer. In the latter case tourists usually resigned from the last meal, i.e. supper. Farmers showed big flexibility respecting the needs and demands of tourists. Persons who spent their leisure time actively could have two daily meals, i.e. breakfast and late warm dinner.

As the survey results show nearly all examined farms offered a possibility of self catering (91.7%). Fewer, only 38.3% offered only this form of boarding (Fig. 1), providing the visitors with an independent, well equipped kitchen (or a specially adopted place for cooking) – 70.0%, or a kitchen shared with the hosts (26.7%). This applied mainly to farms that offered accommodation in a separate building: summer house, house or an apartment. Buying products from the agritourist farm is specially important for persons who choose self catering as they need them for preparing their own meals. Direct sale is beneficial for both the farmer and the tourist as it brings the farmer profit, and provides the visitor with fresh food supply. Among the farms offering only accommodation as many as 60.9% made it possible for the tourists to buy products from them (Fig. 2).

<sup>1</sup> Surveys were carried out by Anna Jankowska-Dymet.

Most often there was a possibility of buying: eggs – 60.9%, potatoes and vegetables – 56.5%, milk – 47.8%, fruits – 34.8%, cheese – 17.4%. In more than 1/4 of farms tourists could buy butter and poultry.

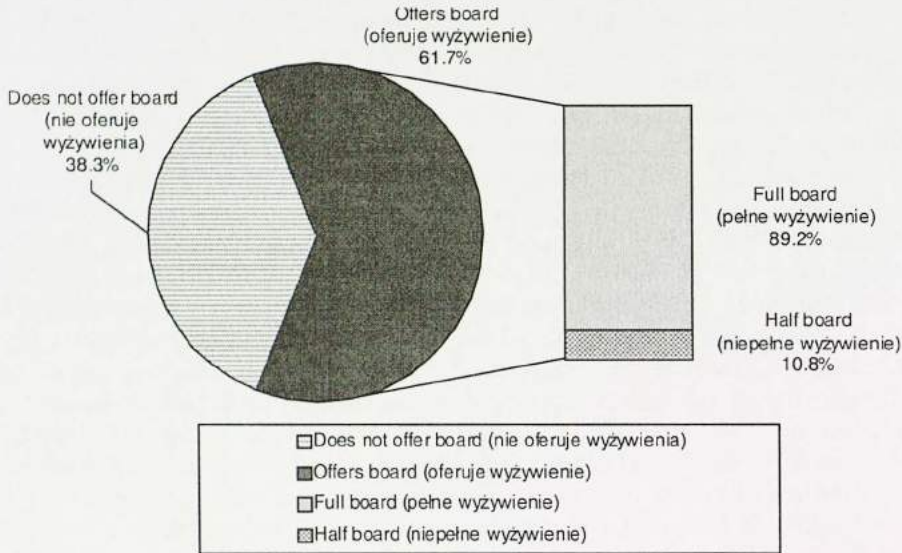


Fig. 1. Boarding of tourists in agritourist farms

Rys. 1. Żywnienie turystów w gospodarstwach agroturystycznych

Source: Own research.

Źródło: Badania własne.

Carried out survey confirmed the thesis that guests during their stay on agritourist farms take advantage of the food available on the farm. Almost all the farms, as many as 97.3% declared that only healthy, ecological food was used for preparing meals for guests. The group of fresh products coming from the farm included mainly vegetables. Actually all the surveyed farms declared using vegetables for feeding guests. Also eggs and fruits were very commonly used for boarding purposes – about 90.0%, as well as poultry – 89.2%, whereas milk from the farm was offered by 70.3% of respondents. Less than a half of the surveyed population declared that they used meat (beef and pork) for boarding of guests, which has been presented in Figure 3. Some farms offered tourists also honey coming from their own apiaries. In the board offer apart from the above listed 'own products' there were also 'other' products including fresh fish coming from their own ponds, goat milk, organic mushrooms, and even venison.

Respondents additionally declared baking their own cakes, bread and rolls as well as making their own cottage cheese and pasta, nearly half of them produced butter and 1/3 fats. Undoubtedly the value of the prepared food was its being enriched by forest fruits, mushrooms, herbs and home made vegetable products such as: compotes, juice, jams, marmalade and candied fruits. Not many farms were equipped with rooms designed for smoking meat thanks to which farmers could offer fresh smoked sausages or fish, though only few farms had such a facility (Fig. 4).

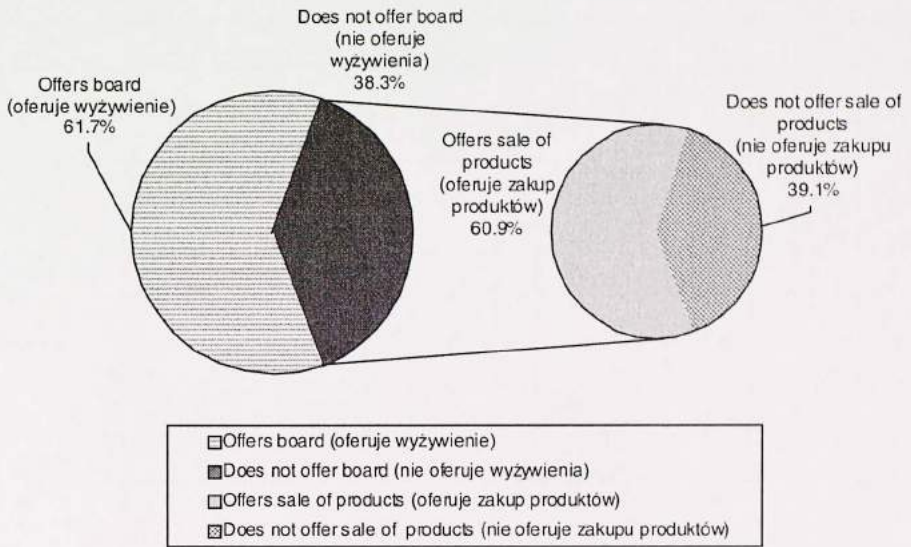


Fig. 2. Possibility of buying agricultural products from farmers offering only accommodation

Rys. 2. Możliwość zakupu produktów rolnych w gospodarstwach oferujących wyłącznie nocleg

Source: Own research.

Źródło: Badania własne.

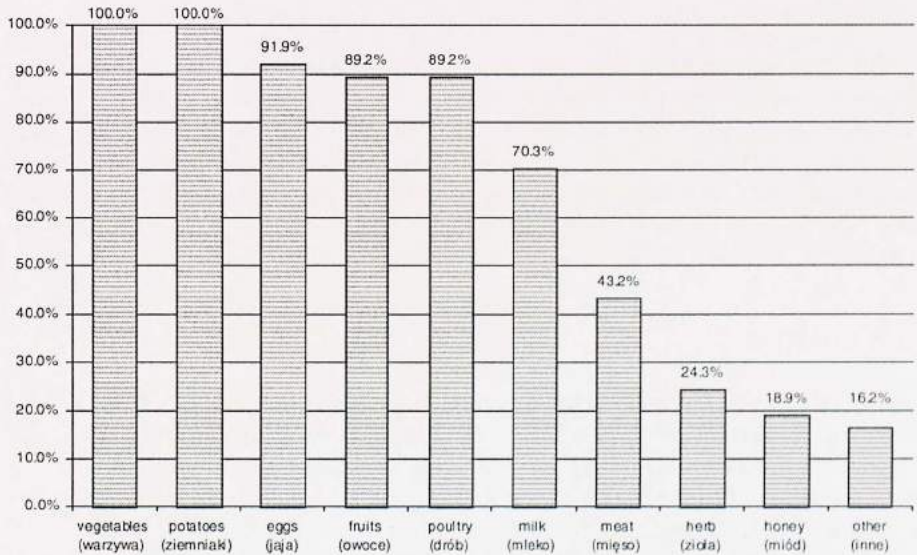


Fig. 3. Selected products coming from the farm, used for preparing meals for guests

Rys. 3. Wybrane produkty pochodzące z własnego gospodarstwa rolnego wykorzystywane do przygotowywania posiłków dla gości

Source: Own research.

Źródło: Badania własne.

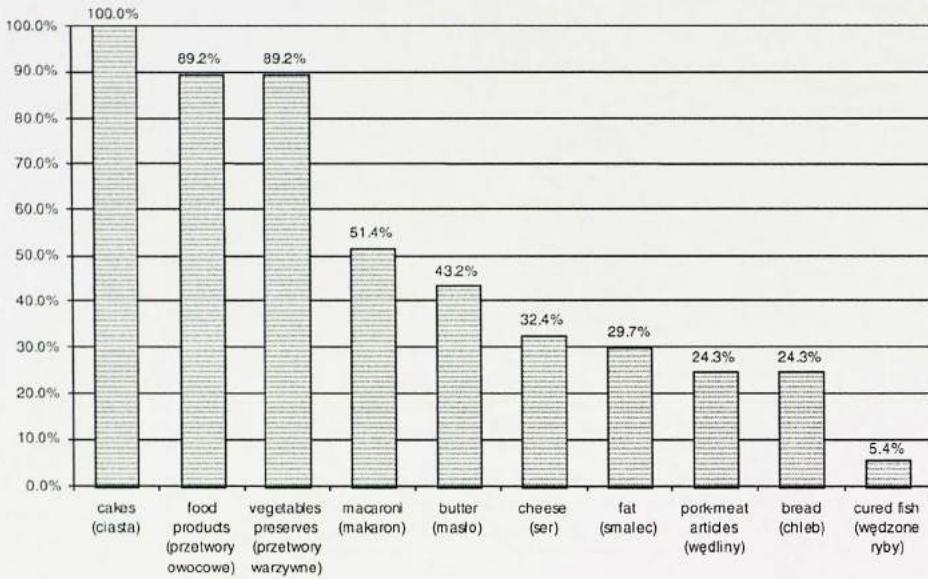


Fig. 4. Home made products used for preparing meals for guests.

Rys. 4. Produkty wytwarzane przez gospodynie wykorzystywane podczas przyrządzania posiłków dla gości

Source: Own research.

Źródło: Badania własne.

More than a half of agritourist farm owners (59.4%) admitted being self sufficient in respect of making use of their own products for boarding of their guests. However, products coming from outside sources were used as well. In all the farms cereals had to be bought, as well as sugar, rice, cakes and sweets. Frequently bread and butter, margarine and oil had to be bought, as well – 81.1%, fish and fish products (75.7%) and meat and its products (67.6%). Respondents purchased: milk and milk products (29.7%), potatoes and vegetables (21.6%) and eggs (10.8%) more rarely.

## CONCLUSIONS

In the Kujawsko-Pomorskie Province most of the surveyed agritourist farms offered their guests different forms of boarding in the place of accommodation. Tourists usually accepted the full board offer, that is, they chose three daily meals. More than 2/3 of farm owners provided the guests with a fully equipped kitchen or a kitchen-like place for cooking which allowed them for self catering.

In boarding of tourists most of the surveyed persons made use of fresh agricultural products coming from their own farms. This proves that in agritourism instead of highly processed, artificially enriched, containing preservatives, foods, home made, fresh products are used. Self supply is of great significance: first – it reduces the costs, second – increases profit, third – makes it possible to sell the products on the spot which

reduces shopping time and costs, and fourth – it makes a good contribution to the food quality and its nutritive value.

It is essential to use one's own products for preparing meals because they add special flavor and make the meals original and unique as they are important elements of the regional tradition and culture. Many of the examined farms diversified their offers by offering a possibility of buying bread, cheese, butter, jam, candied fruits and some of them even sausages or fish from owned by them rooms designed for smoking meat.

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## ORGANIZACJA PROCESU ŻYWIENIA TURYSTÓW W GOSPODARSTWACH AGROTURYSTYCZNYCH (NA PRZYKŁADZIE WOJEWÓDZTWA KUJAWSKO-POMORSKIEGO)

**Streszczenie.** W artykule zaprezentowano wyniki badań dotyczących procesu żywienia w gospodarstwach agroturystycznych województwa kujawsko-pomorskiego. Pomiaru dokonano za pomocą badań sondażowych w sierpniu i wrześniu 2004 roku wśród 60 respondentów. Z badań wynika, że większość właścicieli gospodarstw agroturystycznych oferowała przygotowywane posiłki dla turystów. Większość z nich decydowała się na pełną ofertę w postaci 3 posiłków dziennie. Gościom udostępniano także odpowiednio wyposażone pomieszczenia do samodzielnego przygotowywania posiłków. Wykorzystywane były do tego najczęściej produkty żywnościowe wytwarzane i sprzedawane w gospodarstwach agroturystycznych przyjmujących gości. Część produktów także kupowano, zwłaszcza pieczywo oraz mięso, ryby i ich przetwory. Turystom oferowano różnego rodzaju własne wyroby wykonywane według oryginalnych receptur (ciasto, wędliny, powidła, sery, pieczywo, masło, konfitury) oraz grzyby, zioła i miód z własnych okolic.

**Słowa kluczowe:** obszary wiejskie, rolnictwo, gospodarstwa, agroturystyka, żywienie

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