RUSTIK

Świętokrzyskie

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Experiment Overview

Objective

Inhibiting/limiting unfavourable demographic processes in rural areas of the Świętokrzyskie region and diversifying their economic development through the promotion and creation of new tourist products.

Relevance

Problem: Unfavorable demographic processes and lack of development prospects for rural areas.

Hypothesis: The Świętokrzyskie region located in the vicinity of large metropolitan centers (Warsaw, Krakow, Lodz and Katowice) is characterized by a high potential of the tourist function, which can shape new jobs and inhibit unfavorable demographic processes in rural areas.

Solution: Identification of model examples in agritourism farms creating new jobs in rural areas.

Key innovation

Diagnosis of agritourism farms (statistical analyses, surveys, in-depth interviews); Identification of model solutions that can create new jobs; Assessment of the possibilities of implementing model solutions in agritourism farms (farm owners and LL stakeholders); Recommendations for the Strategy.

Experiment Progress

 \rightarrow Statistical diagnosis of agritourism in the Świętokrzyskie región

SURVEY – AGRITOURISM FARM Name three features of rural tourism in the Świętokrzyskie regior that shape barriers to its development

SURVEY – AGRITOURISM FARM

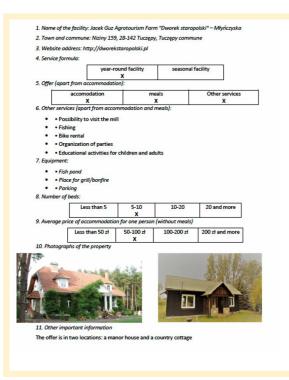
List the three most important challenges facing rural tourism in the Świętokrzyskie region in the 2030 perspective in your opinion

- \rightarrow Identifying the issues of agritourism development in the region among LL stakeholders (12)
- \rightarrow Identification and characterization of agritourism/tourist farms in rural areas (154 FLASHCARDS) 3
- \rightarrow Conducting a survey and processing it in agritourism farms (34 SURVEYS) ④
- \rightarrow Selection of farms to conduct a survey among tourists (10 FARMS).
- \rightarrow Conducting surveys among tourists (288 SURVEYS) and in-depth interviews (9 INTERVIEWS) with owners of agritourism farms. (5)
- \rightarrow Substantive development of field research preparation of base/informational material for owners of agritourism farms and for the future Strategy.
- \rightarrow Selection of 3 "model" farms.



Туре	Name	Number of participant
Local government	Marshal's Office of the Świętokrzyskie Voivodeship	1
Tourist institutions	Regional Tourist Organization Local Action Groups Polish Chamber of Regional and Local Products	6
Institutions serving agriculture	Świętokrzyskie Agricultural Advisory Center	1
Owners of tourist companies	Agritourism farms Educational farm, Agropark	5
Scientific institutions	Jan Kochanowski University in Kielce	2
Total	X	15

3



4 List three features of rural tourism in the Świętokrzyskie region that shape barriers to its development Low interest of local/regional authorities in the development of tourism +++++++++ • Lack/low quality of promotion/advertising ++++++++++++ Insufficient financial support and high costs +++++++ Lack of cooperation +++++ Low quality of infrastructure +++ Lack of financial resources +++ Lack of support + Seasonality ++ Competitiveness of other regions Little knowledge about the region and its attractions Lack of awareness of the role of tourism ++ Mentality of the local community + Low quality of the communication network Poor communication accessibility + Environmental pollution + Legal barriers/regulations + Low interest in the development of agritourism Lack of aid programs ++ Lack of new technologies useful for serving tourists + Deficiencies in Internet access + Weather + • Low care for the natural environment ++ Poor communication connection with the western part of the country Deficiencies in public transport + Few cultural events ++ No vision for tourism development + Lack of employees + Lack of information and training + Lack of monitoring + Low creativity + Lack of offer for the disabled

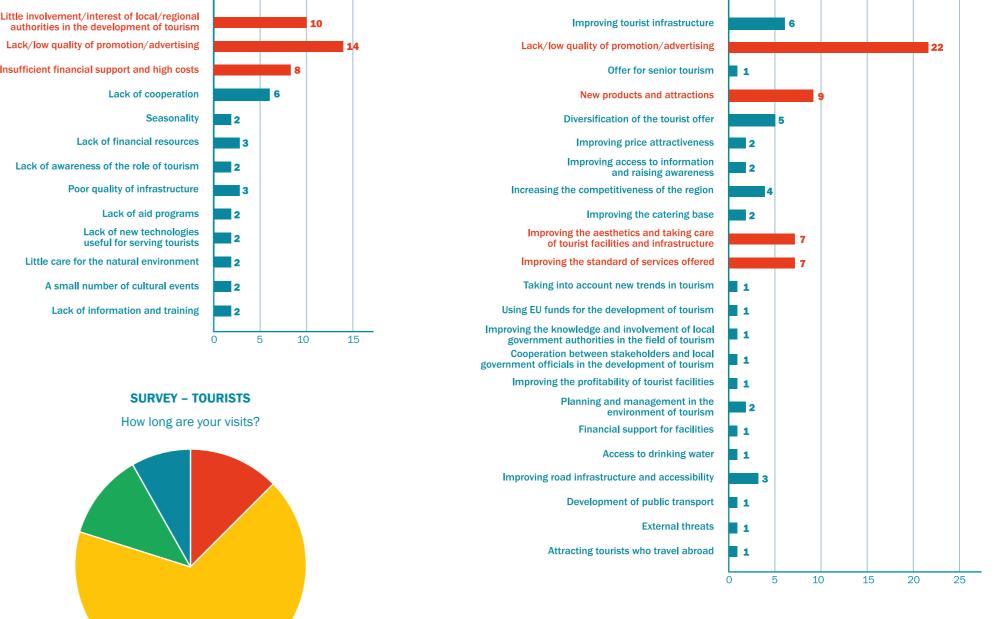
10. Rate on a scale of 1 to 5 your level of general satisfaction with your visit to the 11. Rate on a scale of 1 to 5 the level of tourist development in rural areas in th

ourist visit to the Świętokrzyskie countryside

13. List a maximum of three negative features/opinions/impressions resulting from you tourist visit to the Świetokrzyskie countryside

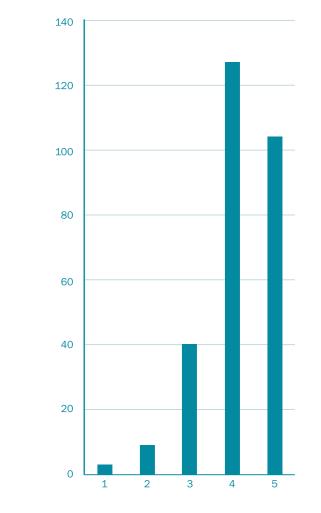
14. If you used tourist facilities in the Świetokrzyskie countryside, rate the level of service provided on a scale of 1 to 5

15. If you used tourist facilities in the Świętokrzyskie countryside, specify what was missing the services provided 16. What would you like to change/suggest/improve in the tourist services in the viętokrzyskie countryside? Share your opinion with entrepreneurs and other people nvolved in tourism activities in the Świętokrzyskie countryside



SURVEY - TOURISTS

Rate on a scale from 1 to 5 the level of tourist development in rural areas in the Świętokrzyskie region?



Findings

 \rightarrow High or very high assessment of the region by incoming tourists

200

180

160

140

120

100

60

 \rightarrow Lack of tourist promotion of the region

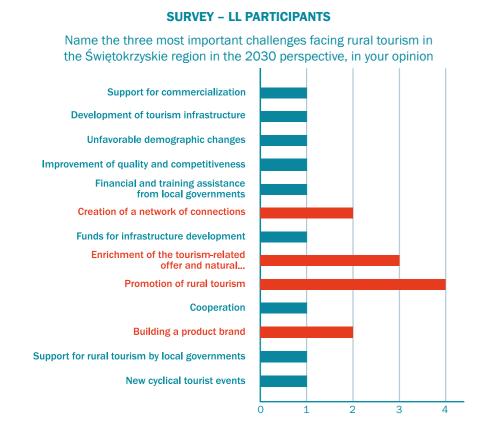
- \rightarrow Lack of sufficient interest from local authorities
- \rightarrow Increased cooperation between entities providing tourist and related services

6.

7.

9.

11.



SURVEY - AGRITOURISM FARMS

Please express your opinion on trends/processes that may occur on your farm in the next few years?

- The number of tourists coming to the Świętokrzyskie region is expected 1 to increase
- 2. Interest in the Świętokrzyskie region among tourists is likely to increase
- 3. Problems will arise on the labor market related to the lack of potential employees
- 4. Competitiveness between tourism entities will significantly increase
- 5. Tourist requirements will significantly increase
- Transport accessibility of farms will remain at a similar level
- Local government activity towards the development of tourism will not change significantly 8.
- Prices of services offered by agritourism farms will increase and the range of services provided will improve
- Thanks to investments financed from EU funds, the equipment of villages with tourist infrastructure will improve
- 10. The profitability of agritourism farms will not change
 - The level of interest in senior tourism is unlikely to change
- 12. The scope of promotion and possibilities of booking services will significantly improve

Challenges

Agritourism farms

lore than a week

L-2 days

 \rightarrow Too large study area - the entire region - large number of stakeholders, large variety of companies, communication difficulties (transport).

I do not use

- \rightarrow Difficulties in conducting field research entrepreneurs do not show interest in cooperation.
- \rightarrow Lack of adequate statistical data

Guesthouses/hotels and

other year-round facilities

Learning

Basic research should precede pilot studies

A few days (less than a week)

nother answe

SURVEY - TOURISTS

If you use accommodation in the Świętokrzyskie village, which

facilities are chosen most often by you?

Next steps

- \rightarrow Conference with representatives of surveyed farms + study visits to model farms
- \rightarrow Examination of the possibilities of implementing model solutions in selected farms
- → Assessment of the development of the labor market in the environment of tourist services
- \rightarrow Guidelines and recommendations for the Tourism Development Strategy in the Świętokrzyskie Region



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