

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

- Statistical diagnosis of agritourism in the Świętokrzyskie region
- Identifying the issues of agritourism development in the region among LL stakeholders ① ②
- Identification and characterization of agritourism/tourist farms in rural areas (154 FLASHCARDS) ③
- Conducting a survey and processing it in agritourism farms (34 SURVEYS) ④
- Selection of farms to conduct a survey among tourists (10 FARMS).
- Conducting surveys among tourists (288 SURVEYS) and in-depth interviews (9 INTERVIEWS) with owners of agritourism farms. ⑤
- Substantive development of field research - preparation of base/informational material for owners of agritourism farms and for the future Strategy.
- Selection of 3 "model" farms.

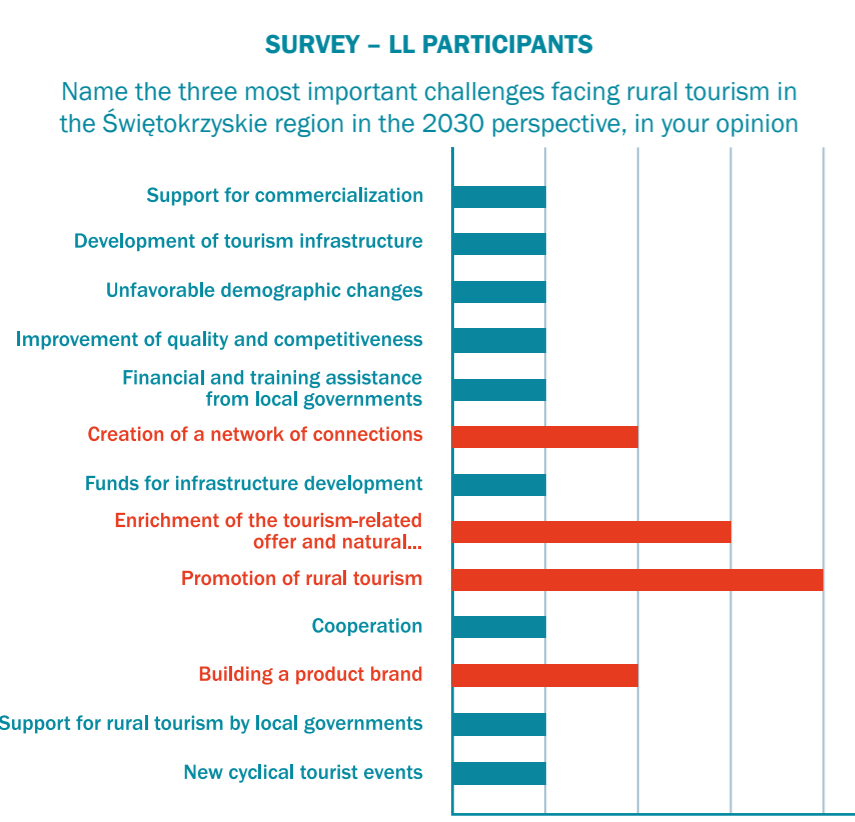


Type	Name	Number of participants
Local government	Marshal's Office of the Świętokrzyskie Voivodeship	1
Tourist institutions	Regional Tourist Organization Local Action Groups Polish Chamber of Regional and Local Products	6
Institutions serving agriculture	Świętokrzyskie Agricultural Advisory Center	1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

10. Rate on a scale of 1 to 5 your level of general satisfaction with your visit to the Świętokrzyskie countryside?
11. Rate on a scale of 1 to 5 the level of tourist development in rural areas in the Świętokrzyskie region?
12. List a maximum of three positive features/opinions/impressions resulting from your tourist visit to the Świętokrzyskie countryside.
13. List a maximum of three negative features/opinions/impressions resulting from your tourist visit to the Świętokrzyskie countryside.
14. If you used tourist facilities in the Świętokrzyskie countryside, rate the level of services provided on a scale of 1 to 5?
15. If you used tourist facilities in the Świętokrzyskie countryside, specify what was missing in the services provided.
16. What would you like to change/suggest/improve in the tourist services in the Świętokrzyskie countryside? Share your opinion with entrepreneurs and other people involved in tourism activities in the Świętokrzyskie countryside.

Findings

- High or very high assessment of the region by incoming tourists
- Lack of tourist promotion of the region
- Lack of sufficient interest from local authorities
- Increased cooperation between entrepreneurs providing tourist and related services

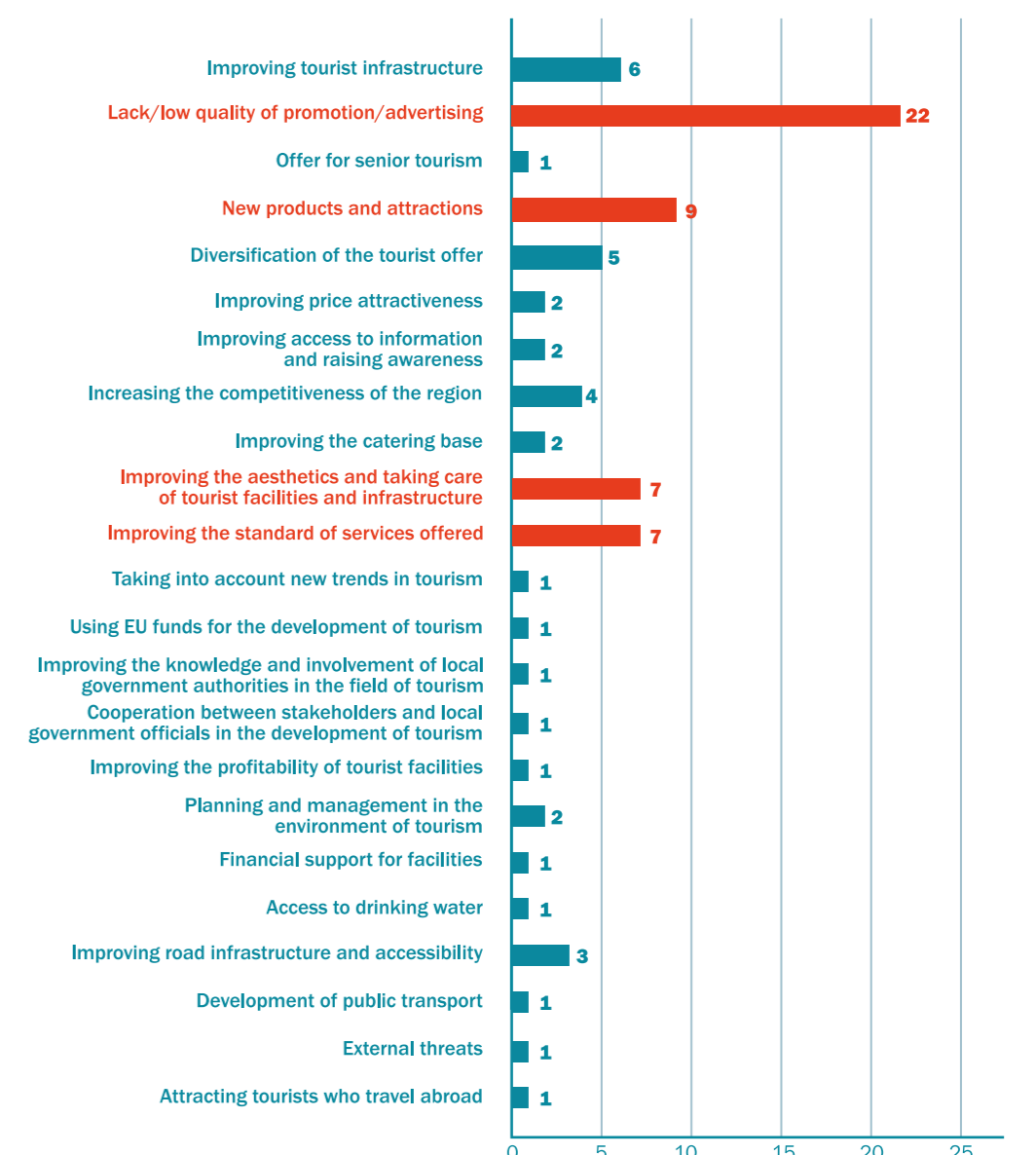


- Please express your opinion on trends/processes that may occur on your farm in the next few years?
- The number of tourists coming to the Świętokrzyskie region is expected to increase
 - Interest in the Świętokrzyskie region among tourists is likely to increase
 - Problems will arise on the labor market related to the lack of potential employees
 - Competitiveness between tourism entities will significantly increase
 - 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
 - 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
 - The profitability of agritourism farms will not change
 - The level of interest in senior tourism is unlikely to change
 - The scope of promotion and possibilities of booking services will significantly improve

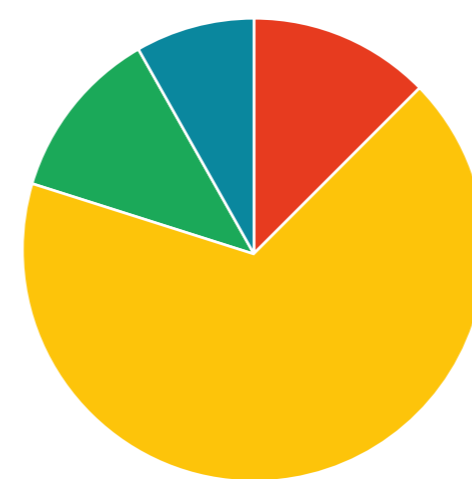
SURVEY - AGRITOURISM FARMS
Name three features of rural tourism in the Świętokrzyskie region that shape barriers to its development



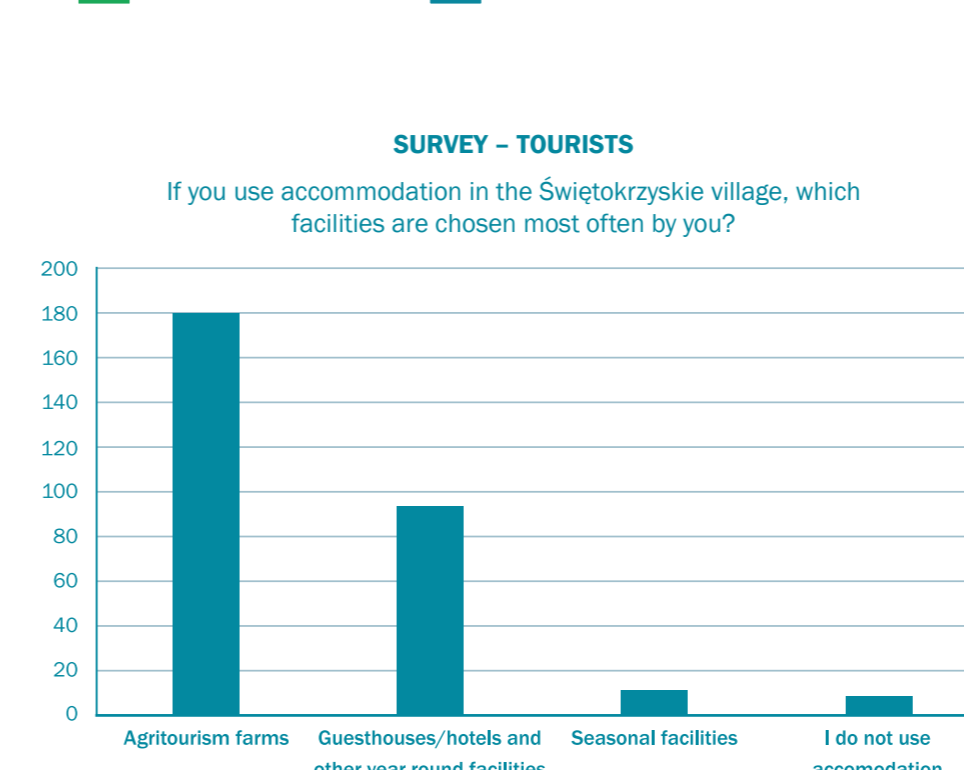
SURVEY - AGRITOURISM FARMS
List the three most important challenges facing rural tourism in the Świętokrzyskie region in the 2030 perspective in your opinion



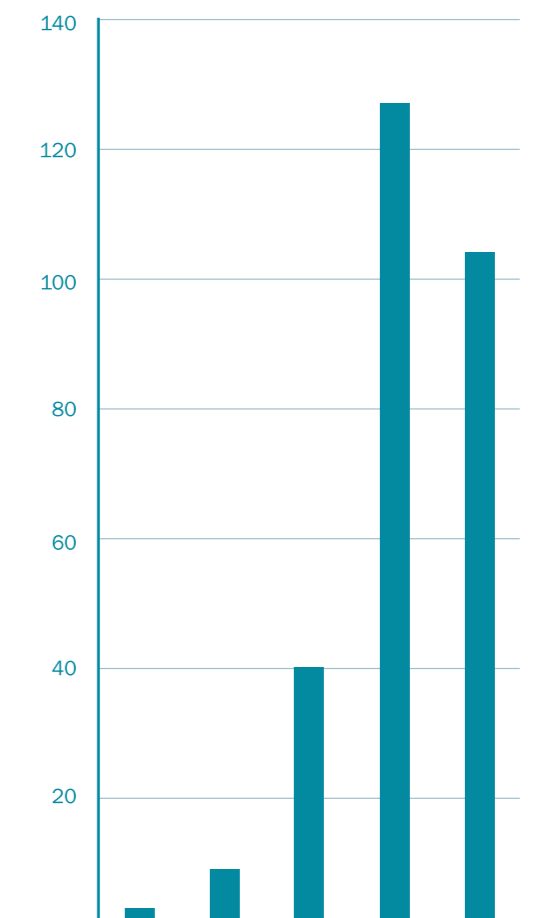
SURVEY - TOURISTS
How long are your visits?



SURVEY - TOURISTS
If you use accommodation in the Świętokrzyskie village, which facilities are chosen most often by you?



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



Challenges

- Too large study area - the entire region - large number of stakeholders, large variety of companies, communication difficulties (transport).
- Difficulties in conducting field research - entrepreneurs do not show interest in cooperation.
- Lack of adequate statistical data

Learning

Basic research should precede pilot studies

Next steps

- Conference with representatives of surveyed farms + study visits to model farms
- 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
- Guidelines and recommendations for the Tourism Development Strategy in the Świętokrzyskie Region