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INNOVATION IN AGRITOURISM AS PERCEIVED BY STUDENTS OF UNIVERSITY OF LIFE SCIENCES IN LUBLIN

Abstract

The article discusses the problem of innovation in agritourism, which was analysed based on literature on the subject and surveys conducted at the University of Life Sciences in Lublin among students enrolled in bachelor's and master's degree programs in Economics, Spatial Planning, Tourism and Recreation, and Landscape Architecture. The primary research problem is: do students acknowledge the important role of innovation in the development of agritourism in Poland? To gain deeper insight, it was also important to gather information about the opinions of the young people on the advantages of Polish agritourism and the factors driving its growth. The following research hypothesis is also put forward: "Young people value innovation in agritourism with regard to organisation and marketing; with regard to the agricultural product, they display a more traditional approach: scenic surroundings, traditional food, exposure to folklore, quiet surroundings, contact with nature," which has been confirmed by the study results.

Key words

Innovation, tourism, agritourism, services, quality

Introduction

Today's economical enterprises operate in a turbulent environment. One of the major challenges they face is handling the process of change management. Organisations must be flexible and react to changes quickly if they want to survive and grow, as changes are a factor that helps to address consumers' needs better. They also determine the competitive strength of an enterprise. Nowadays, tourism has become one of the most dynamically growing sectors of the economy and provides a fundamental direction for rural development. It also helps reduce unemployment in rural areas and can be a source of income for the rural population. One interesting question is how the aspect of innovation can be reconciled with the aspect of tradition with regard to agritourists' needs. The values of agritourism include the natural environment, tradition, folklore, and culture. Due to the transformation going on in the world, however, the preferences of individuals are changing, and people aim to increase the quality of their life and leisure. Customers expect increasingly better tourism infrastructure, increasingly better service, new attractions, and improved forms of marketing communication in the tourism market, including the agritourism market. As a result, service providers are introducing an innovation policy. Innovation in agritourism farms can now involve the farm management process, marketing and a range of available products. In the field of management, knowledge management produces good results. Knowledge has become a critical driver of competitiveness in today's society. Innovative actions are determined by human capital and human resources.

Because innovation in agritourism is not homogeneous, as an agritourist values tradition and the rural way of life, the article aims to determine, based on surveys conducted among students of the University of Life Sciences in Lublin, which components and in which areas of agritourism (product, marketing, organisation) should be subject to innovation, and which ones should remain in line with tradition. It should be noted, at the same time, that agritourism itself can be viewed as innovative. Innovation in agritourism involves the need to implement commercialisation, create a branded product, and carry out quality-oriented actions. It also involves a professional approach, effective marketing, and cooperation between service providers in rural areas. The objective of the article is to draw attention to the problem of innovation as a component of organisational changes in agritourism enterprises. The following hypothesis is proposed: innovation with respect to organisation and marketing is appreciated in agritourism business. As far as the product is concerned, however, a more traditional approach prevails. The survey was conducted in 2016 and administered to 82 students of the University of Life Sciences in Lublin. For interpreting the results, survey methodology was used and relevant literature was analysed.

Innovative solutions in tourism and agritourism: theoretical problems

Tourism has grown to be an important sector of the national economy in many countries of the European Union and worldwide. It is also a factor triggering the socio-economic recovery of individual countries and regions. Globalisation has significantly influenced the functioning of the market, thus drawing attention to the importance of competitiveness and the innovativeness of activities. Innovativeness is a fundamental component of creating EU economic policy and has been a major objective of the development strategy of EU countries under the Lisbon Strategy.

The idea of innovativeness is often discussed in relevant literature, articles, press and media. In many cases, it is understood intuitively. Usually, innovativeness is considered as a factor determining the socio-economic growth of businesses and countries. According to Drucker, innovation involves making changes, as changes lead to the emergence of new products and services [1]. Schumpeter views innovation as the introduction of a new solution or invention in an enterprise [2] and points out that there is a wide spectrum of innovation, including technological innovation, economic innovation, and change-oriented actions. Nowadays, innovation contributes to economic growth by creating demand [3]. Literature on the subject points out two models of the innovation process. The first is the supply-driven innovation model, triggered by scientific research that leads to technological progress, which implies new technology processes and new products. The second is the demand-driven innovation model, which is triggered by the realisation of social needs [4]. A networked model has also been proposed, where “innovation occurs as a result of a feedback loop between technical capabilities and needs, and the interactions between science, technology and deployments within businesses” [5]. According to the OECD, innovation may involve the product, service, process, marketing, or organization [5]. In today's economy, innovation is considered a continuous process [6]. The notion of innovation as a quality of individual entities as well as whole countries and economies is understood as “the ability to make innovations in a broad sense” [7]. Innovation is the foundation of a knowledge-based economy and one of the essential factors of competitiveness. Innovation policy plays a dominant role in economic growth and is more complex than it might seem [8]. The issues of innovation are mainly related to production activity. However, the growing sector of services, including tourism services, has also seen innovative solutions to improve competitiveness.

Just like any business activity, tourism needs innovation [9]. Some definitions of service innovations include “attempts to gain the competitive edge by defining and implementing new and better ways to compete on the market; [...] new services or fundamental changes to the existing services, service processes or ways to provide services; ideas, actions or tasks that are novel to the organisation and its environment; the development of service products that are novel from the supplier's perspective; a new or fundamentally changed service, form of interaction with the customer, service provision system or technology which, individually or in conjunction with each other, lead to new service functions or enable the existing functions to be upgraded. The implementation of changes requires human, technological or organisational skills” [10]. Therefore, it seems that innovation in the field of services has a very wide scope and can involve new products, services, methods of service provision, new organisational and management solutions, marketing, logistics, and customer relations.

The stagnation of agriculture and the difficult situation of farmers have caused them to look for new sources of income. Agritourism seems to be an effective solution. Urban dwellers are increasingly interested in the agritourism opportunities offered by farmers. Competitive market conditions favour the ones whose offer is attractive and stands out. Spending free time in the countryside is not anything new in Poland, where the history of agritourism dates back to the mid-19th century. “Agritourism is a type of leisure which takes place in rural agricultural areas and is based on accommodation facilitates and recreational activities related to a farm or an equivalent area and its natural, production and service environment” [11]. Unlike agritourism, rural tourism is limited to offering accommodation services in rural areas and does not involve tourists taking part in farm work. Rural tourism is defined as “a type of leisure in rural areas involving nature, landscape, cultural heritage and buildings, which is arranged on a scale that does not harm the environment and local community, and which bears all the hallmarks of sustainable tourism” [12]. Agritourism requires accommodation and a specific scope of services. Rural tourism also involves the construction and development of technical, economic and social infrastructure, and is therefore a broader concept. Agritourism and rural tourism provide communes with growth opportunities.

A group of tourists has now emerged who are sensitive to eco-innovation in their perception of the tourism attractiveness of a region. This results from the increasing ecological awareness. Agritourism does not necessarily adhere to the standards of eco-innovation [9]. This occurs then the operation contrasts with eco-friendly solutions. Eco-innovations in eco-tourism “best meet human needs in this regard (products, processes, marketing and organisational actions), meet the sustainability standards related to the tourist's health (including physical, mental, social and spiritual health), food and physical activity, aim to preserve the ecosystem for future generations, draw inspiration from nature, and pose no risk. Eco-innovations are often the return to what we already knew but thought it could be done differently and better” [9]. Eco-innovations are not limited to the sector of modern technologies. For example, the return to nature can be an eco-innovation as well [9]. Eco-tourism, in turn, has many definitions. One of them points out, simply and succinctly, that it is “travelling to nature in a way that contributes to its protection” [13].

As the literature demonstrates, today's agritourism farms have many options when it comes to competing on the market. To achieve success, however, knowledge must be skilfully translated into innovations. This, in turn, is determined by the implementation of a knowledge management concept. The concept of knowledge management was introduced by Wiig in 1986 at a conference for the International Labour Organisation held in Switzerland. [14]. “The market competitiveness of an enterprise can be achieved mainly when the company creates an innovative image, provides a demanding customer with in-house solutions, special products, or even sales methods” [14]. An enterprise can grow due to innovative products/services, improved customer access channels, good image, new added values, and addressing a specific segment of the market and, new niches. Research by a Jagiellonian University team from 2006 [9] shows that the most critical factors driving innovation in tourism enterprises are the ability to adapt the offer to the individual needs of tourists, knowledge about the behaviours and strategies of competitors, and the knowledge and skills of employees.

The agritourism market in Poland has great potential. Its strength lies in the supply of services, and its weakness is the structure of demand [15]. Until quite recently, countryside vacations were associated with less-than-affluent tourists and family holidays spent in a rather passive way, but this is now changing. Agritourism has been increasingly associated with active leisure and a larger number of attractions. Tourists expect to have a wider and more comprehensive range of available services.

Research methodology: survey analysis and results

The study was conducted among 82 individuals, including 62 females and 20 males in 2016. Respondents were students of the University of Life Sciences in Lublin pursuing bachelor's and master's degree programmes in Economics, Spatial Planning, Tourism and Recreation, and Landscape Architecture. Most respondents were female because more females study the programmes covered by the survey. The results did not fundamentally differ between male and female respondents, however. The background of respondents was similar, with more than 60% respondents were from rural areas or small towns. The survey included 16 questions related to 3 themes: product innovation, organisation, and marketing. The questionnaire used quantitative methods.

There are two primary research questions. Do students acknowledge the important role of innovation in the development of agritourism in Poland, or do they favour traditionalism? What is the meaning of innovations to students, and in which areas do they see the need for new solutions in agritourism? Besides the main objective of the study, it was also important to gather information about the opinions of young people on the advantages of Polish agritourism and the factors driving its growth.

A general research hypothesis was formed: Young people value innovation in agritourism with regard to organisation and marketing, but with regard to the product, they display a more traditional approach.

Respondents understand the concept of “innovation” as new solutions. This was the meaning of innovation according to 56 people (of which 15 male). As Table 1 demonstrates, 11 people associated innovation with modernity, 8 people with modernization, 6 with improvement, and one with unconventionality.

Table 1. Understanding the term of "Innovation"

Innovation	Females %	Males %	Overall %
New solutions	66.13%	75.00%	68.29%
Modernity	16.13%	5.00%	13.41%
Modernisation	6.45%	20.00%	9.76%
Improvement	9.68%	0.00%	7.32%
Unconventionality	1.61%	0.00%	1.22%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

Young people were in favour of innovative solutions on an agritourism farm. For example, 15 females and 8 males pointed out that the use of the Internet for business operation was important. Two females and 8 males said that comfortable conditions were most important. Infrastructure for the disabled was most important for 5 females. According to 17 females and 4 males, it was infrastructure for active leisure, such as a swimming pool or tennis court. Only one female was in favour of fast food. This question was a multiple-choice question with ranked responses. The results show that the young people see a need to innovate mainly in the fields of organisational and promotional activity (see Table 2).

Table 2. Innovative solutions on an agritourism farm

Innovative solutions	Females %	Males %	Overall %
Internet	40.32%	40.00%	40.24%
Comfort	3.23%	40.00%	12.20%
Infrastructure for the disabled	8.06%	0.00%	6.10%
Infrastructure for active leisure	41.94%	20.00%	36.59%
Fast food	1.61%	0.00%	1.22%
Traditional cuisine	4.84%	0.00%	3.66%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

However, respondents were also in favour of traditional solutions in agritourism that apply to the product. 36 females and 8 males were in favour of in-house food products such as charcuterie, cheese, and fruit). Only 2 respondents, including 1 male and 1 female, picked carriage rides. Sleigh rides were important just for 2 people (1 female and 1 male). Only 1 female picked angling a pond on an agritourism farm. 6 females and 2 males thought that contact with animals was important when spending time close to nature. 4 females and 4 males were in favour of traditional cuisine, while 3 females and 4 males were in favour of participation in farm work. Cake baking was most important for 3 females. For 5 females, it was most important that the hosts should arrange a bonfire. 2 females were most interested in a pottery workshop where visitors could learn to make pots (see Table 3).

Table 3. Traditional solutions in agritourism

Traditional product	Females %	Males %	Overall %
Food, cheese, charcuterie, fruit	58.06%	40.00%	53.66%
Carriage rides	1.61%	5.00%	2.44%
Sleigh rides	1.61%	5.00%	2.44%
On-site pond, angling	1.61%	0.00%	1.22%
Farm Animals	9.68%	10.00%	9.76%
Traditional cuisine	6.45%	20.00%	9.76%
Participation in farm work	4.84%	20.00%	8.54%

Traditional product	Females %	Males %	Overall %
Cake baking	4.84%	0.00%	3.66%
Bonfire	8.06%	0.00%	6.10%
Pottery	3.23%	0.00%	2.44%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

The results are based on a multiple-choice question with ranked responses and confirm the hypothesis that it is the traditional rather than innovative product that tourists expect. This is in line with the observation made in the theory section that the return to nature and tradition is itself an innovation. This product is mainly in-house food. The situation looks different in the field of promotion. According to 61 respondents (50 females and 11 males), the most effective promotional instrument today is the internet. Advertising brochures are most essential for 6 females and 4 males. 3 respondents, including 2 females and 1 male, pointed out press advertisements as most effective. For 4 females and 2 males, tourist information plays the biggest role. Social media and videos play an important role according to 1 male (see Table 4).

Table 4. Most effective promotional instrument

Promotion	Females %	Males %	Overall %
Internet	80.65%	55.00%	74.39%
Brochures	9.68%	20.00%	12.20%
Press advertisements	3.23%	5.00%	3.66%
Tourist information	6.45%	10.00%	7.32%
Social media	0.00%	5.00%	1.22%
Promotional videos	0.00%	5.00%	1.22%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

Students have a positive view of the growth opportunities for agritourism in Poland. 17 respondents, including 4 males, found the growth opportunities to be very good. According to 37 females and 10 males stated that they were good, while 12 females and 6 males stated that they were average. As can be seen, the vast majority of respondents think that Poland offers good opportunities for agritourism development (Table 5).

Table 5. Growth opportunities for agritourism in Poland

Perception of agritourism growth opportunities	Females %	Males %	Overall %
Very good	20.97%	20.00%	20.73%
Good	59.68%	50.00%	57.32%
Average	19.35%	30.00%	21.95%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

In the opinion of most respondents, agritourism growth opportunities are determined by the attractiveness of a region's location. The largest number of respondents (31 females and 12 males) found mountain areas to offer the best opportunities for agriculture development. Surprisingly, only 3 females and 2 males pointed out the northern part of the country and the seaside. This might have been because many young people from south-eastern Poland (especially with a rural background, as is the case with the students of the University of Life Sciences in Lublin) have never been to those regions and do not know them. 17 females and 2 males pointed out Lubelszczyzna, and 11 females and 4 males printed out Masuria as regions offering development opportunities for the growth of agritourism (Table 6).

Table 6. Location of the region vs. perspectives

Location of the region vs. perspectives	Females %	Males %	Overall %
Mountain areas	50.00%	60.00%	52.44%
North of the country, seaside	4.84%	10.00%	6.10%
Lubelszczyzna	27.42%	10.00%	23.17%
Masuria	17.74%	20.00%	18.29%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

Students were divided on whether the agritourism product should be modified. 31 females and 11 males thought that it should be modified, whereas 31 females and 9 females stated otherwise (Table 7).

Table 7. Agritourism product modification

Agritourism product modification	Females %	Males %	Overall %
Yes	50.00%	55.00%	51.22%
No	50.00%	45.00%	48.78%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

The responses confirm the hypothesis proposed at the beginning that production innovation is not as obvious as innovation in the field of agritourism business itself.

Most respondents, 49 females and 14 males, believed that changes implemented in agritourism should be motivated by the opinion of tourists. Growing competition was most important for 12 females and 4 males, while declining income was pointed out by 2 males and 1 female (Table 8).

Table 8. Reasons to modify product

Reasons to modify product	Females %	Males %	Overall %
Opinion of tourists	79.03%	70.00%	76.83%
Competition	19.35%	20.00%	19.51%
Declining income	1.61%	10.00%	3.66%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

Improved products spark increased tourist interest according to 54 females and 15 males. Only 5 males and 8 females believed that product improvement was irrelevant (Table 9).

Table 9. Product improvement affects performance

Product improvement affects performance	Females %	Males %	Overall %
Yes	87.10%	75.00%	84.15%
Irrelevant	12.90%	25.00%	15.85%
Total:	100.00%	100.00%	100.00%

Source: own work based on survey

Students have a good knowledge about the situation in the Polish agritourism market. 36 females and 13 males said that the Polish agritourism market was highly competitive, while 2 females responded that there was no competition, and 23 females and 7 males found competition to be moderate. These responses show that the young people are aware of the competition level in the industry. Consequently, it can be assumed that they realise the need to take actions aiming to increase competitiveness (Table 10).

Table 10. Competition

Competition	Females %	Males %	Overall %
Strong	58.06%	65.00%	59.76%
Moderate	38.71%	35.00%	37.80%
None	3.23%	0.00%	2.44%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

In the context of the study, it was important to learn what determines success in the agritourism industry according to respondents. Students were presented with a multi-choice question and could rank their answers. 13 females and 7 males regarded interesting products and services as the determinants of success. 3 females pointed out that new organisational solutions and new forms of management were most important. Marketing and promotion innovations were most important for 4 females and 1 male. The most important factor, however, turned out to be an interesting location, which was picked by 40 females and 12 males (Table 11).

Table 11. Determinants of success

Determinants of success	Females %	Males %	Overall %
Interesting product	24.19%	35.00%	26.83%
New forms of management	4.84%	0.00%	3.66%
Marketing innovations	6.45%	5.00%	6.10%
Interesting location	64.52%	60.00%	63.41%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

Most respondents believed that higher education in a relevant field was an asset for running an agritourism business (49 females and 12 males). 13 females and 8 males did not answer (Table 12).

Table 12. Education affects chances of success

Education affects chances of success	Females %	Males %	Overall %
Yes	79.03%	60.00%	74.39%
No opinion	20.97%	40.00%	25.61%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

The young people pointed out that the attractiveness of the location of an agritourism enterprise, which is independent of human knowledge and qualifications, played an important role in agritourism development. At the same time, they found in-depth knowledge to be helpful and essential for achieving success in the agritourism industry. For that reason, all respondents realise the need to know the basic principles of business organisation and management. The responses confirm the need to expand and manage knowledge, a problem discussed in the theory section.

Proficiency in foreign languages is also important for running an agritourism business. Only 2 females and 2 males thought that it was unimportant. The remaining 78 respondents found language proficiency to be essential. English was pointed out as the most universal and desirable foreign language by the largest number of respondents. The responses to this question suggest that students see opportunities to develop agritourism in Poland with a focus on foreign tourists as well. Unfortunately, the following responses do not confirm this. (Table 13).

Table 13. Foreign language proficiency and success

Foreign language proficiency and success	Females %	Males %	Overall %
Yes	96.77%	90.00%	95.12%
No	3.23%	10.00%	4.88%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

According to respondents, agritourism farms are mostly visited by city dwellers according to 12 males and 41 females. Visitors were mostly families with young children according to 8 females, and according to 1 female they were mostly tourists from abroad. One female stated that the elderly were the most common visitors, while 6 females and 2 males stated that young people were. 3 females and 4 males believed that less affluent tourists most frequently visited (Table 14).

Table 14. Agritourism farm visitors

Agritourism farm visitors	Females %	Males %	Overall %
City dwellers	69.35%	66.67%	68.75%
Families with young children	12.90%	0.00%	10.00%
Foreign tourists	1.61%	0.00%	1.25%
The elderly	1.61%	0.00%	1.25%
The young people	9.68%	11.11%	10.00%
Less affluent individuals	4.84%	22.22%	8.75%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

The dominant response was city dwellers. The reasons provided by students mainly included the limited contact with nature in a city and the willingness to experience it up close. The advantages of agritourism pointed out by respondents were diverse. The most frequent responses to multiple-choice questions with ranked answers were good communication links according to 7 females and 2 males. Having scenic surroundings was most important for 22 females and 11 males, while 1 female stated that good road quality was most important. Traditional food (3 females and 1 male), exposure to folklore (1 respondent), quiet surroundings (6 females), contact with nature (12 females and 3 males), and the organisation of free time in a novel and interesting way (10 females and 3 males) were also important factors (Table 15).

Table 15. Advantages

Advantages	Females %	Males %	Overall %
Good Communications links	11.29%	10.00%	10.98%
Scenic surroundings	35.48%	55.00%	40.24%
Good road quality	1.61%	0.00%	1.22%
Traditional food	4.84%	5.00%	4.88%
Exposure to folklore	1.61%	0.00%	1.22%
Quiet surroundings	9.68%	0.00%	7.32%

Advantages	Females %	Males %	Overall %
Contact with nature	19.35%	15.00%	18.29%
Organisation of free time	16.13%	15.00%	15.85%
Total	100.00%	100.00%	100.00%

Source: own work based on survey

Conclusion

The goal of this study was to point out the role of innovation in the development of agritourism in Poland. The responses to the presented questions confirm the hypothesis put forward in the article. Students expect agritourism services to offer a traditional product, such as featuring certain traditional elements like traditional food or cuisine or in-house food products. The main advantages of agritourism, in their opinion, include scenic landscapes, contact with nature and a peaceful atmosphere. Some of them also expect that a stay in a beautiful place should be arranged in a novel and interesting way. Responses about product modification are split almost equally. However, most respondents think that an agritourism product should be modified, changed, or improved, but only as long as it does not lose its traditional and natural quality. In field area of marketing, the young people are in favour of innovative solutions. 61 people agree that web sites are most effective for running an agritourism business. In the respondents' opinion, there is a need to expand specialist knowledge, including about the principles of business organisation and management, and foreign language proficiency. While few students pointed out foreign tourists among the groups visiting Polish agritourism farms (only 1 person), they do acknowledge that Polish agritourism has a potential to target those visitors. In the field of organisation, they realise the need to innovate. They point out the importance of comfortable leisure, accommodation conditions and the use of infrastructure, such as swimming pools or tennis courts, for active leisure. Respondents would like to be provided with a ready-made offer of free time activities. Innovation, according to the students of the University of Life Sciences in Lublin, mainly involves new solutions. This leads to a conclusion that for a tourist farm to be competitive, which many perceive this industry to be, it must implement new solutions. Generally, the young people see potential for the development of agritourism in Poland, although they think its promotion is inadequate. Most respondents were in favour of the innovations that were defined as eco-innovations in the theory section. The diversity of responses to questions about the choice of attractions and leisure activities indicates that the contemporary holidaymaker using agritourism services requires an individual approach.

Appendix nr. 1: Questionnaire of the survey

Male/Female

1. Innovation is:
 - a) New solutions
 - b) Modernity
 - c) Modernisation
 - d) Improvement
 - e) Unconventionality
2. What are the innovative solutions in the enterprise property that you think are most needed to increase the chances of success of the company? (please number validity scale)
 - a) Internet
 - b) Comfort
 - c) Infrastructure for the disabled
 - d) Infrastructure for active leisure
 - e) Fast food
 - f) Traditional cuisine
3. What traditional solution could increase the competitiveness of business tourism? (please number validity scale)
 - a) Food, cheese, charcuterie, fruit

- b) Carriage rides
 - c) Sleigh rides
 - d) On-site pond, angling
 - e) Farm animals
 - f) Traditional cuisine
 - g) Participation in farm work
 - h) Cake baking
 - i) Bonfire
 - j) Pottery
4. What forms of promotion are most effective?
- a) Internet
 - b) Brochures
 - c) Press advertisements
 - d) Tourist information
 - e) Social media
 - f) Promotional videos
5. How would you rate rural tourism development in Poland?
- a) Very good
 - b) Good
 - c) Average
 - d) Bad
 - e) Very bad
6. Which Polish regions have the greatest opportunities for growth based on rural tourism?
- a) Mountain areas
 - b) North of the country, seaside
 - c) Lubelszczyzna
 - d) Masuria
7. Should be the product modified?
- a) Yes
 - b) No
8. What should affect changes in agritourism?
- a) Opinion of tourists
 - b) Competition
 - c) Declining income
9. Are tourists interested in an improved product?
- a) Yes
 - b) No
 - c) Irrelevant
10. How is the market competitiveness of economy in agritourism?
- a) Strong
 - b) None
 - c) Moderate
11. What determines the success of the business in this industry?
- a) Interesting product
 - b) New forms of management
 - c) Marketing innovations
 - d) Interesting location
12. Is higher education helpful in the conduct of an agritourism enterprise?
- a) Yes
 - b) No

13. Is knowledge of foreign languages helpful in the conduct of an agritourism enterprise?
- a) Yes
 - b) No
14. Who stays at the farm?
- a) City dwellers
 - b) Families with Young children
 - c) Foreign tourists
 - d) The elderly
 - e) The young people
 - f) Less affluent individuals
15. What is most important for a tourist in the farm`s location?
- a) Good communication links
 - b) Scenic surroundings
 - c) Good road quality
 - d) Traditional food
 - e) Exposure to folklore
 - f) Quiet surroundings
 - g) Contact with nature
 - h) Organisation of free time

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