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УДК 338.48: 379.845:338.1

## PROMOTION AND DISTRIBUTION OF AGROTOURISM SERVICES IN PODLASKIE PROVINCE

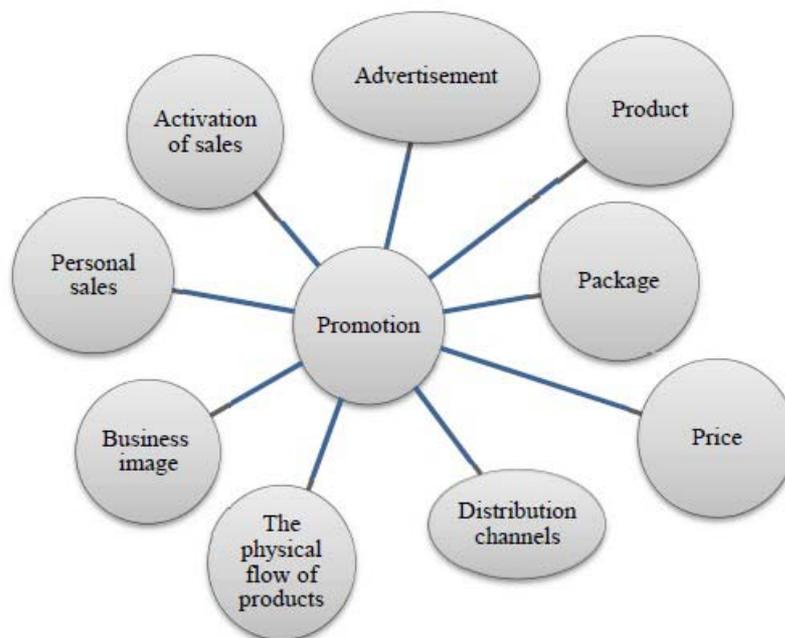
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*Warsaw 2011*

*The article presents the results of the promotion and distribution of agro-tourist services in rural communities studied example of Podlaskie province. In the studies attended the accommodation and tourists visiting farmhouses. It should be noted that the owners of the objects most commonly used agritourism promotion of their own accommodation websites. It was an own website agriturismo facility, the municipal web site, or county agricultural advisory center, agritourism, and free association about the possibilities of the holiday in Poland. The study shows that the most effective and common form of advertising was a rural-tourism accommodation information web portals.*

*В статті представлено висновки досліджень реклами агротуристичних послуг на прикладі аналізованих районів Підляського воєводства. В дослідженні взяли участь особи, що надають житло для туристів та туристи, які відвідують господарства зеленого туризму. Слід зазначити, що господарі садию найчастіше стосували у своїй діяльності інтернет портали. Зазвичай - власні вебсайти, сайти району чи області, сайти асоціації сільськогосподарських виробників, а також безкоштовні туристичні сайти. Дане дослідження показало, що найуспішнішим і напоширенішим видом реклами помешкать зеленого туризму є саме реклама на інтернет порталах.*

**Introduction.** An important element of the marketing mix is promotion and its distribution. The aim of promotion is to achieve an immediate impact on sales of the product. Sales promotion includes a number of tactical marketing techniques developed in the context of strategic marketing competencies to enhance the value of a product or service on the way to achieve a specific sales volume and achieve marketing tasks. This is not a definition, which easily makes it possible to understand the concept, which is promotion. The very definition does not help that, because buyers believe that it is a form of competitive struggle for the customer.

The promotion is part of marketing instruments on market impact, which is what is referred to as the marketing mix, and is closely related to each element of the system. The task is not to replace the promotion in any way the marketing mix, just the opposite – it is a reinforcement action of each of the marketing mix elements, which are presented in Picture 1.



PICTURE 1. Promotion of the marketing mix composition

Source: T. Sztucki: *Marketing sposób myślenia system działania*. Agencja Wydawnicza „Placet”, Warszawa 1994, s. 117.

According to T. Sztucki promotion should be connected with the whole system of marketing instruments to reflect the promotional value of the product, its packaging, price, appearance, allowing the presentation of distinctive products in the wholesale and retail distribution channels. It is an important part of the complex marketing activities in rural tourism.

**Purpose of the article, research problem and methodology of research.**

The aim of this study was to show the promotion and distribution of agrotourism services in rural areas of Podlaskie province. To the goal of research diagnostic survey method was used with the technique according to a standardized questionnaire survey. The study was conducted in 2010 among 256 accommodation providers and 226 tourists vacationing in the analyzed farm tourism in Podlaskie province, in rural communities such as: Białowieża, Giby, Grajewo, Gródek, Janów, Jaświły, Jeleniewo, Mielnik, Narewka, Nowinka, Płaska, Sokoły, Trzciannie, Turośl, Wizna.

Among the largest group of respondents accommodation providers were women (68%). Agrotourism activity is seen as typically female occupation, which stems from the fact that it is the woman is a housewife, and she also take care about tourists staying in it. It must be remembered that in the conduct of agritourism farms is usually involved the whole family (indirectly or directly). Among the managers of farms agritourist only 11% were male as the person

conducting the farm, and therefore responsible for receiving and handling tourists. Than 1 / 5 the surveyed households was conducted by a woman and a man.

Very important case is the age of service providers who participated in our research. Most of the respondents can be classified as people between 35 to 60 years old (over 65% of respondents). Nearly one fifth was in the age group 18-34 years, and only 16% were over 60 years of age. It may be noted that the activities of agrotourism lead people in middle age, although often prescribed is holding the younger people and they take the decision to start operations by adapting your home and other buildings to the needs of tourists.

Higher education had only 17% of respondents. Almost half of respondents, had secondary education and nearly 30% of secondary vocational education. The smallest part of accommodation providers had primary education. It may be noted that farmers are making agritourism activities were educated people, as almost 66.4% had the higher and secondary education.

An important element of socio-demographic characteristics was the duration of the farm. Over 33% of respondents conducted this activity from 6 to 10 years. People running the farm from 3 to 5 years were approximately 31%. Almost ¼ of the respondents started their business for over 11 years ago.

Another population was tourists. The majority of respondents, for over 60% were female. A significant portion of respondents could be classified as those over 35 years of age. Age group from 18 to 34 years accounted for almost ¼ of those surveyed.

Nearly half the visitors were the white-collar workers, blue collar ¼, and the rest are retirees, pensioners and other professional groups (trade entrepreneurs, unemployed).

More than half of the respondents declared itself, that the average amount of monthly income per one family member was about 1000-1500 PLN, and about 1 / 3 - less than 1000 PLN. Monthly income of the rest of the respondents followed by above 1500 PLN. This may indicate that the break in the agro-tourist farms chooses not only prosperous part of the tourists.

Those resting in agritourism sites surveyed came largely from the cities over 50 thousand of residents. The largest group in this population were people of the cities from 50 to 100 thousand. population (nearly 40%). People from cities over 100 thousand of residents had a total of nearly 32% of respondents. From cities to 50 thousand population was over 1 / 5 subjects. The smallest group of tourists were from villages and small towns (more than 6%). This is certainly subject to the condition that this group of population is in contact with the countryside every day.

Nearly all subjects were Polish citizens and the majority were from Podlaskie (35%), Mazowieckie (23%), Warmia-Mazury (7.1%), Lubelskie (6.6%), Wielkopolskie (4%), Lower Silesia (3 , 5%), Lodz (3.1%), Opolskie (2.7%), Pomorskie (2.2%) and other Polish regions.

Only 7.5% were foreigners from countries such as Lithuania, Latvia, Germany, Holland and Belarus. More and more common that people of other nationalities who choose to stay in Poland. The incentive may be an attractive area, rich tourist offer and the prices for services rendered in farm tourism.

**Forms of promotion used by the farmers.** The greatest advertisement for agriturismo is to maximize customer satisfaction. The self-satisfaction can inform more people with their environment, thus increasing the number of people willing to take advantage of leisure on the farm. The key is to get its first guests, and also reach out to those who farm tourism activity has not yet learned, but they want to relax in the countryside.

Most of accommodation providers are not in a position to promote their services. This requires special qualifications, skills and high costs. Therefore, in all countries of the European Union promotes rural lodging deal with the professional associations of agrotourism, agriculture and tourism organizations, which can count on the cooperation and financial assistance to state and local authorities. They have and receive from the state and EU funds resources for tourism promotion and the rural areas. The promotion is organized various fairs, festivals, fairs and other outdoor events. During such meetings are accessible stalls with familiar food, often due to the region, as well as meetings with the owners of agritourism farms, who can tell and advertise themselves available by the holiday destination. Such events are meant to also show the beauty of the region and opportunities for active recreation. In addition, the association engaged in creating the image of farm tourism in a region by creating catalogs, posters and other advertising brochures<sup>21</sup>.

**An analysis of recent research and publications.** In England, the promotion of recreation in the countryside is, among other things "Holiday at the Farm Bureau." The organization brings together more than 1,000 farms. Conducts detailed market research and reservation of seats. Every year it seems a nationwide directory of listings sold in the country and abroad<sup>22</sup>.

In Germany, each region presents its tourist area, giving local directories. Assist in the chambers of agriculture, banks, post office and the Ministry of Agriculture<sup>23</sup>.

The oldest organization of farm tourism in Europe is the French Federation "Gites de France". It mediates the reservation and accommodation through a network of offices in all the French communes<sup>24</sup>.

In Poland, tourism promotion deals with, agricultural advisory centers. They popularized among farmers, rural tourism and help them in organizing this activity. Employees AAC develop press materials, seem to regional catalogs, offers lodging place on web pages.

Large role in spreading holiday in the countryside regional associations play an agritourism associated with the Polish Federation of Rural Tourism "Hospitable

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<sup>21</sup> K. Herbst i inni: Agroturystyka. Materiały szkoleniowe. Wydaw. Ministerstwo Gospodarki, Departament Turystyki, Warszawa 2002, s. 27.

<sup>22</sup> K. Herbst i inni: op. cit., s. 27.

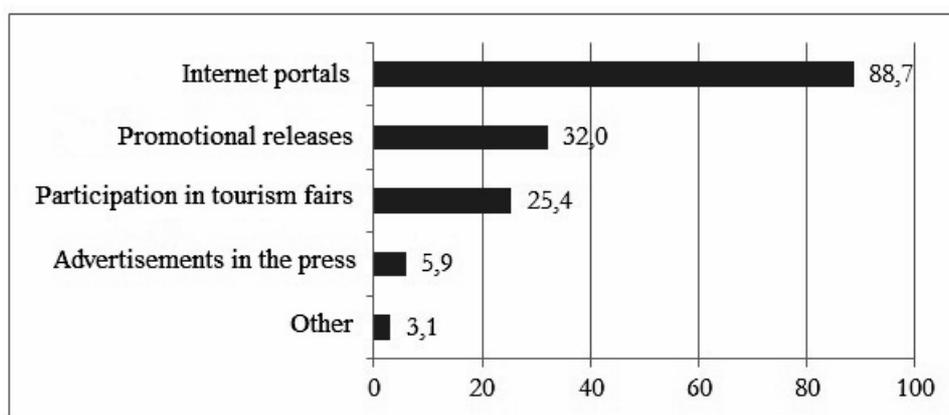
<sup>23</sup> Akademia agroturystyki i rękodzielnictwa. Materiały szkoleniowe. Wydaw. Forum Inicjatyw Rozwojowych, Fundacja Edukacji i Twórczości, Białystok 2006, s. 23.

<sup>24</sup> Tamże, s. 23.

Farms". Federation of the recording and promotion of farm tourism. It publish also a directory with listings from across the Polish<sup>25</sup>.

The study shows that a website agritourism facility had 17.2% of the owners. Most providers (69.1%) wanted to start their own future website.

Respondents most commonly used in the accommodation provider's own facility agritourism promotion websites. It was an own website agrotourism accommodation, internet service municipality or county office, advisory center, agritourism association and free hand on the possibilities holiday in Poland. It is an effective and cheapest form of advertising. Then you can be sure that when you type in the search on "agritourism" potential client can pay attention to the ad. On the Internet you can find thousands of such offers. Unfortunately, much of it is prepared unprofessional. They lack many important details, such as information about the possible use of the kitchen, refrigerator, parking lot or the exact price in force at the farm. Often the information posted on the websites of lodgings are not reliable with the real and actual state of the object. The data on this subject are presented in Graph 1.



GRAPH 1. Ways to promote agrotourism farm (in %)

\* Respondents could indicate more than one answer.

Source: own research.

Almost 1/3 service providers promoted their own farm through catalogs, brochures, flyers or business cards. Also played a helpful role in the publications issued associations tourism.

Every fourth of agritourism providers take part in accommodation and tourist fairs accompanying events (fairs, picnics, fairs, meetings accommodation providers with travel agencies and other tourism promoters, so called: "Shopping work"). Tourist trips to the event was co-organized with the associations agritourist due to the high cost of participation. They presented the most interesting places on holiday in Poland. They are not the best form of promotion, as a rule, these intermediaries are involved in holidays, such as travel agents.

<sup>25</sup> B. Chwiałkowska: Rola Polskiej Federacji Turystyki Wiejskiej „Gospodarstwa Gościnne” w rozwoju agroturystyki. [w:] Perspektywy rozwoju oraz promocji turystyki wiejskiej i agroturystyki w Polsce. Red. naukowa C. Jastrzębski. Wydaw. Wyższej Szkoły Ekonomii i Prawa w Kielcach, Kielce 2010, s. 137.

Promoting your accommodation agrotourism can use advertisements in the press. Only 6% of respondents chose this form of promotion. But it is costly, depending on the size of the information contained.

The rest of the surveyed service providers to promote its headquarters agrotourism by online travel forums. Discussion of these sites also encouraged to visit the rural households. Way to promote agritourism was also offers information communicated in direct contact. A positive assessment of the specific activity of agrotourism farm and its recommendations in the direct relationships remain an important source and stimulus for a particular interest in agrotourism headquarters and visit her.

Research shows that the most effective and common form of advertising proved to be rural-tourism accommodation information web portals. Large and agrotourism facilities have developed their own websites with extensive description of activities, attractions and an extensive gallery of photos. These smaller benefit from special portals and social networking sites on the subject of tourism. For a small annual fee, or sometimes even free of charge, they can post information about the farm as a description and photos. Internet Advertising is an important part of promoting holiday packages to farm. The prevalence of this source of information and communication is so high that the promotion of websites is one element in the development of agritourism accommodation and one of the major sources of customer acquisition. You can meet with unusual ways of communicating with a potential recipient of services, tourism. One of them may be to popularize its offer by describing in a web log in your own life a farm. This causes the recipient a keen interest and desire to visit the site.

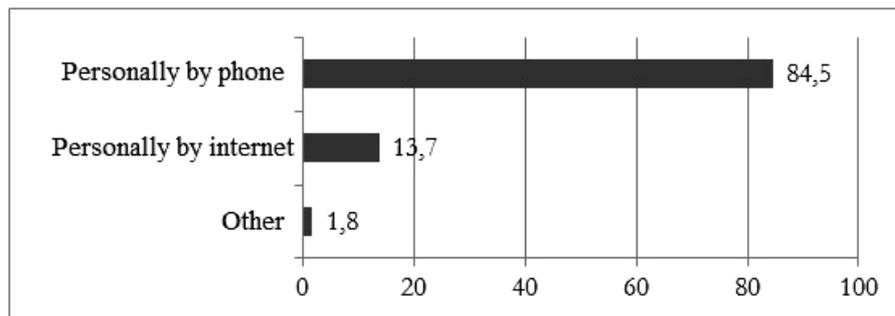
In conclusion it is worth noting that self-promotion of agrotourism farm depends on the financial outlay that the accommodation they are able to devote to it. An interesting example is the joint promotion of several lodgings. It reduces costs and gives the possibility to seek the acquisition of support from European Union funds. It should also raise funds for folders or even leaflets. You can also cooperate with travel agencies or tourist information in the region. It is very important to achieve common objectives and not just in terms of promotion, but also in creating a common database for the region's tourist attractions, or product offerings.

Some creative owners of the farm tourism have found free ways of promoting their own sites. These include participation in competitions organized jointly by the Polish Tourist Organization, Podlaska Regional Tourist Organization and Podlaski Marshal's Office. The winners of these competitions are promoted in numerous catalogs and publications, as well as on the websites of these institutions, such as [www.wrotapodlasia.pl](http://www.wrotapodlasia.pl) or virtual presentation on [www.odkryjpodlaskie.pl](http://www.odkryjpodlaskie.pl).

**Distribution channels.** The distribution is an important component of the marketing mix. It concerns the relationship of the system within the framework of (sales) of the material or intangible product (service). Its mission is to provide the product to the customer in the place and time, which he expects at the lowest

possible cost. Distribution activities are carried out through specific distribution channels.

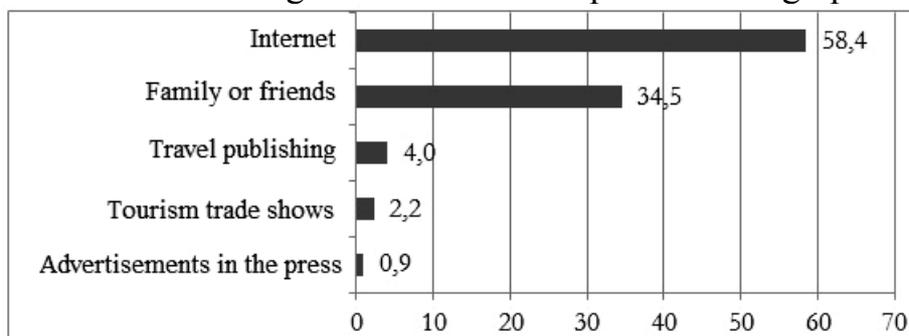
Almost all tourists surveyed (92.9%) choosing staying in rural-tourism accomodation have made reservation before coming to the object. Frequently used phone book or online. Reserved the remainder of his stay by friends, family. The results of research on this topic is presented in graph 2.



GRAPH 2. Ways to book places on a agrotourism farm (in %)

Source: own research.

Some tourists were told about the possibility of staying with the farm's website and other websites (communities, associations, etc.). It is currently the fastest form of checking what attractions offer gite in the offer to potential visitors. On websites, in most places agritourism place detailed information about the number and standard of rooms, prices for accommodation and food, the attractions of the service provider can offer customers. Detailed data on the sources of obtaining information about agrotourism farms is presented in graph 3.



GRAPH 3. Sources of obtaining information about a agrotourism farm (in %)

Source: own research.

Nearly one third of the test person has acquired information about agritourism accomodation, from the loved person, and the rest of the tourists on leisure activities in the facility agrotouristic learned from publications tourist tourism fairs and advertisements in the press.

In summary, the most effective way of acquiring information is the internet. However, an important channel to get information about a farm was "Buzz marketing," recommendations about accommodation from family and friends.

**Research results and development prospects.** Presented issues of promotion and distribution of agrotourism services in rural areas of Podlaskie helped to formulate the following conclusions:

1. Respondents most commonly used in the accommodation provider's own facility agritourism promotion websites. It was an own website agrotourism accommodation, internet service municipality or county office, advisory center, agritourism association and free hand on the possibilities holiday in Poland.

2. Research shows that the most effective and common form of advertising proved to be rural-tourism accommodation information web portals.

3. Almost all respondents choosing the tourists staying in rural-tourism accommodation have made reservation before coming to the object. Frequently used phone book or online.

4. In our opinion in the future the most important part of marketing of agrotourism providers will be e-marketing and buzz marketing.

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УДК: 338.439.722

## **ПІДВИЩЕННЯ ЕКОНОМІЧНОЇ ЕФЕКТИВНОСТІ ВИРОБНИЦТВА МОЛОКА В УМОВАХ РОЗВИТКУ ІНТЕГРАЦІЙНИХ ПРОЦЕСІВ**

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*Викладено теоретичні основи підвищення економічної ефективності виробництва молока від вдосконалення ветеринарного обслуговування тваринництва в аграрному секторі. Виявлено тенденції залежності кількості поголів'я корів та обслуговуючого ветеринарного персоналу.*

*The theoretical basis of economic efficiency and quality of milk of livestock veterinary services in the agricultural sector. Analyzed the number of livestock population and service veterinary personalu.*

**Постановка проблеми.** Найважливішою галуззю продуктивного тваринництва України є скотарство, яке постачає незмінні продукти харчування і цінну сировину для харчової і переробної промисловості. У результаті господарського використання великої рогатої худоби одержують молоко, що