

Wine Tourism on Rural Areas – Polish Conditions after the Transformation

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ABSTRACT

The socio-economic transformations after 1989 have brought huge changes in the administration of personal properties and made it possible to manage the private property. Centrally planned economy has been replaced by the market economy, in which single farm households became the subjects of the market. It opened a new way to realize modern ideas and plans, especially on rural areas. As a result, rural households from being solely the attribute of the national agriculture sector, have now become prominent players in the services sector, particularly in the hospitality - tourism industry. One of the means to diversify profile of rural households is to transform an agriculture household into an agro-tourism household. Nowadays, rural communities face new, market-oriented requirements, which make them respond by joining the tradition and modernity. Rural areas are not only obliged to produce and supply food for the cities. Their image is now created by a tourism product, which includes: natural environment, natural and cultural landscape and local culture. Over the last years wine tourism has become more and more popular, even in those countries, which were not traditionally considered wine countries. In Poland wine tourism is a new and dynamic phenomenon copying successfully the resolution from the West. Setting up particularly oriented agro-tourism farms (e.g. wine agro-tourism farms) can be a means to transform and modernize the rural households and, equally, a great opportunity for the owners to improve their financial situation and status of life.

1. INTRODUCTION

Grapevine cultivation and wine production culture in Poland has a long-standing tradition. In spite of the fact that local wine was not a popular drink (due to the fact that mead and beer were valued higher), the first remarks about monastery vineyards date back to the 13th century. Grapes collected there were used by monks for liturgical purposes. At that time, vineyards existed in the vicinity of Kraków, Toruń, Poznań and Płock. Subsequent centuries were a period of prosperity for Polish winemaking and a time when also lay people would establish vineyards. This is testified by names of numerous places, such as, e.g. Winiary, Winnica and Winna Góra deriving from vineyards which used to exist there in the past. However, low quality and high acidity of Polish wines led to increasing import of

beverages from southern Europe, which were sweeter and therefore similar to mead-type drinks, so popular among Polish nobility. Tokay-type wines brought from Hungary were particularly trendy. Poland became the greatest importer of Hungarian wines in the 17th century during climate cooling (16th – 18th century), when cultivation of grapevine in the Polish land ceased to be satisfactory. Another factor that led to the collapse of this great tradition was the Swedish “deluge” in the middle of the 17th century; it was as many as 200 years later (in 1826) that the largest (at that time) winery in Poland was opened in Zielona Góra. The city of Zielona Góra became the capital of Polish wine-making and still deserves this name. At that time, majority of vineyards functioned in the Zielona Góra region and in Lower Silesia; however, after WWII, they gradually started to dilapidate.



Fig. 1. Areas of grapevine cultivation in Europe at the end of the 19th century (source: *Wienkarte von Europa*, University of Maribor).



Fig. 2. Areas of grapevine cultivation in Europe at the end of the 19th century (areas in western and southern Poland were circled with a violet line) (source: *Wienkarte von Europa*, University of Maribor).

Another 30 years had to pass for the renaissance of wine-making traditions in Poland to take place; this was the period of 1980's.

At that time Roman Myśliwiec, for whom wine-making was a hobby, established his own vineyard in Jasło (Podkarpackie Province) and started production of wine for his own needs.

His extensive activity and propagation of grapevine cultivation and production of wine in Poland were conducive to return to this type of agricultural activity and setting up of new vineyards by wine lovers.

This situation was mainly possible thanks to new varieties of grapevine, more resistant to the cooler climate of countries in Northern Europe and Central and Eastern Europe, including Poland. What is more, another very important element was the relevant knowledge of Polish winemakers which is constantly being extended. This knowledge refers to the cultivation of grapevine and focuses not only on enabling it to survive in the Polish climatic conditions, but also to bear fruit of good quality, from which it is possible to obtain good quality grape wine.

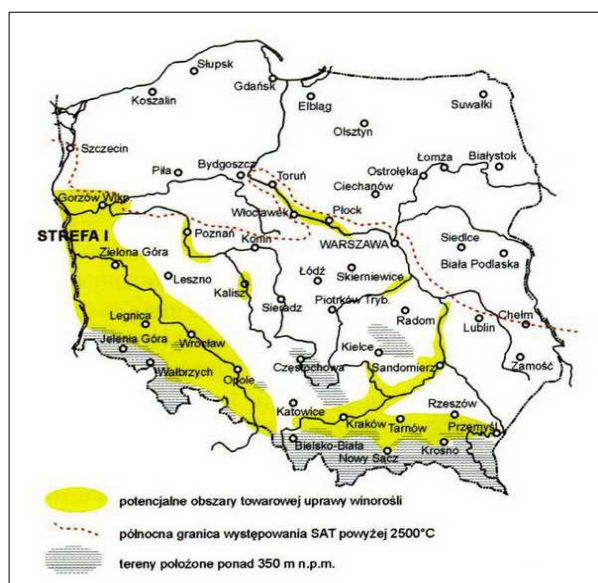


Fig. 3. Areas of grapevine cultivation in Poland [13].

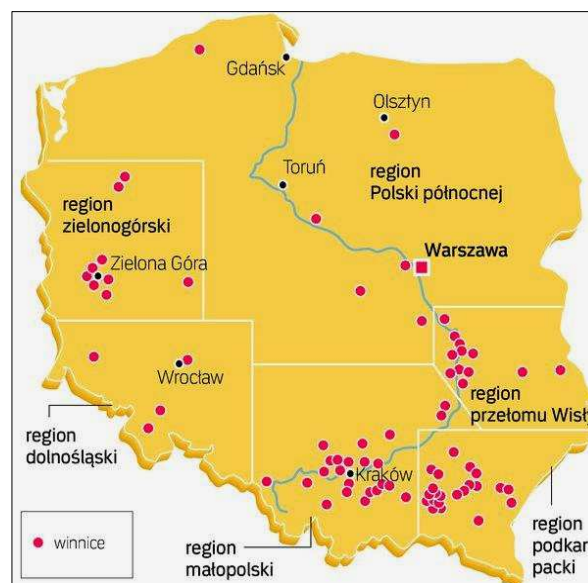


Fig. 4. Wine-making regions in Poland [14].

In Poland, there are areas with proper insolation and southern exposure that are best suited for establishment of vineyards. On the map of Poland below (fig. 3), areas of potential cultivation of grapevine as commodity crop were marked in yellow colour. The red line demarcates the northern border of occurrence of the sum of active temperatures (SAT) above 2500°C. Whilst comparing it with fig. 1 and fig. 2 (map of Europe on which wine-making regions at the end of the 19th century were marked), it can be noticed that in a period of over 100 years, the area of vine cultivation in Poland has significantly increased. This is definitely also a result of climate warming. Nowadays, six wine-making regions can be distinguished in Poland (fig. 4); the largest and best known vineyards are located in:

- area of Zielona Góra (Lubuskie Province);
- Lower Silesia;
- vicinity of Kraków;
- area of Jasło and Krosno in the Podkarpackie Province;
- along the Vistula gorge (from Sandomierz to Puławy).

Currently, there are approx. 400 vineyards in Poland, ranging from small ones (up to 10 acres) to large ones (4 hectares and more). All of them occupy a total

area of approx. 350 hectares. Due to very good orographic and climatic conditions and a large number of vineyards that are being established, the new “capital” of Polish wine-making is Jasło, located at the foot of the Carpathian Mountains in the Podkarpackie Province.

The tendency of increasing the area of cultivation is a result of growing interest in cultivation and production of wine, as well as popularity of regional products. Poland's accession to the European Union's structures in 2004 allowed for rebirth of local food products, which – on account of being unique – are successful at the Polish market and the object of interest of Western outlet markets.

Polish law is gradually becoming friendlier towards initiatives of local manufacturers; the Sejm of the Republic of Poland adopted an amendment of the so-called “Wine-Making Act” in 2008, which completely abolishes and in some cases limits production restrictions (this depends on the size of production of grape wine).

Local vineyards and wines can, in the future, be an important factor for promotion and development of regions; previous experiences show that Polish wines have a good taste and aroma, comparable with wines produced in Austria, Slovakia, Czech Republic and

Slovenia. This is testified by awards granted to Polish wines at international wine-making competitions (table 1).

Table 1. Selected awards granted to Polish wines during international wine-making competitions.

Year	Wine	Award	Competition	Place of origin
2010	Jutrzenka 2010	I	Vinoforum in Ostrawa	<i>Vineyard Golesz</i> near Jasło
2010	Regent 2009	III	Vinoforum in Ostrawa	<i>Vineyard Nad Dworskim Potokiem</i> from Jagiellonian University In Łazy near Bochnia
2009	Jutrzenka 2009	I	Wine competition in Maribor	<i>Vineyard Nad Dworskim Potokiem</i> from Jagiellonian University In Łazy near Bochnia
2009	Cuvée Golesz 2007	II	Vinoforum in Trencin	<i>Vineyard Golesz</i> near Jasło
2009	Feniks 2008, Pinot Gris 2008, Pinot Noir Rose 2008	III	Vinoforum in Trencin	<i>Vineyard Jaworki</i> in Miękinia

The following vine varieties give very good cultivation results in Poland: white wines: Jutrzenka, Hibernal, Aurora, Bianka; red wines: Regent, Rodno, Cabernet Cortis, Tryumf Alzacji and dessert wines: Arkadia, Agat Doński, Kristaly and Kodrianka.

2. FARMSTEADS: YESTERDAY AND TODAY

In geographical and tourist terminology, there are various names denoting forms of tourism in which rural landscapes constitute the main scenery. Rural tourism, tourism in rural areas and agro-tourism are terms which differ by their spatial range and form of area management. Broad interpretation of the term "tourism in rural areas" encompasses all forms of tourism which are practiced in non-urban areas. They mainly include rural areas and areas with precious natural values (in the seaside zone, mountains and protected areas) [6]. The term "rural tourism" has a narrower meaning; it includes all forms of tourism practiced in rural areas, where agricultural productive activity is still present. This term is used to determine holiday stays in collective accommodation facilities in villages, as well as summer stays in individual recreational facilities, encompassing primarily summer houses [6].

In Poland, the phenomenon of summer houses becomes more and more noticeable in the landscape of rural tourist localities. Their owners are mainly city inhabitants who like to go back to their old family homes or city inhabitants who perceive recreation in rural areas as an opportunity to get away from city turmoil. The last term, which is also embedded in rural landscape, is agro-tourism; it is to be understood as a form of recreation in rural areas. This term also encompasses all types of recreational activities related to admiration of nature, health tourism, sightseeing, cultural tourism, culinary tourism or ethnic tourism. The core of agro-touristic

recreation is time spent at a farm together with its inhabitants, where multi-directional plant and animal production is conducted on an ongoing basis [2].

A farm has been a basic source of sustenance for rural people throughout the ages. Cultivation of land has always been a part of the tradition and culture of village inhabitants. Former farms had a clearly productive nature: the purpose of their functioning was cultivation of land with the aim of obtaining crop and breeding of animals.

Social and economic changes which took place in Poland after 1989 brought about huge changes in disposal of private property in rural areas and offered an opportunity for making independent decisions about the intended use of one's property. Centrally planned economy was replaced by market economy, where individual farms are economic entities.

This opened a new way for professional fulfilment of numerous milieus, including the rural population. These new behavioural models are achieved by implementation of new scenarios, in which a farm is not only an entity in the agricultural sector of the national economy, but also becomes an entity in the service sector. One of such scenarios is creation of a touristic profile of farms.

This new trend, which has been present in Poland since the 1990's, became very popular among farms for which agricultural production was not sufficient to ensure income and to maintain a desired material status.

The emerging new profile of a farm – the tourist profile – creates a possibility of working out a new specialization of a farm, which up to now has solely dealt with land cultivation. The productive function of farms is being shifted to the background at the cost of emerging service functions. The main feature of agro-tourism farms is dominance of service functions over production functions.

However, it is worth noting that farms which call themselves agro-tourism farms do not lose their production functions fully; own farm produce, grown in natural conditions and by natural methods and with the use of traditional farming methods, frequently constitutes an attraction of a farm.

Farm produce originating from the farm is used for preparation of meals and at the same time becomes a specialty of the farm, its identifying mark by which it determines its competitiveness at the tourist market.

Rural areas in Poland have favourable conditions for development of tourism. The primary benefit of rural areas is clean environment and well-preserved dominant role of private ownership. Accommodation facilities at farms offer a potential for providing broadly-understood tourist services [2].

The tradition of summer holidays and a current trend for rural vacations are conducive to development of these forms of tourism. It is worth adding that accommodation facilities at tourist farms, whose owners correctly recognised possibilities of improving their own material status in tourism, create good possibilities for satisfying all tourist needs.

The core of agro-tourism is hiring accommodation facilities to tourists; additional services provided at such farms constitute preparation and sale of meals, retail sale of farm produce and animal products, provision of transportation services and provision of attractions and entertainment by leasing sports equipment. Tourism and its various forms cause numerous multiplier factors in space [5].

Among them are: demand for goods and services, increase in entrepreneurship among village inhabitants, diversification of farm income, acquisition of new skills, in particular independent thinking and an ability to make decisions in crisis situations, improvement of life quality for rural inhabitants.

These measurable benefits seem to yield interest not only with respect to the situation of individual farms, but entire communes or *poviats*. Improvement of conditions and quality of life of inhabitants has long-lasting effects and leads to a better use of touristic values of localities, i.e. further development of tourism. In rural areas, there are multiple examples of multiplier effects which are a consequence of touristic development.

Special attention has to be drawn to agricultural producers and owners of farms, whose income derives from rental of rooms or provision of additional services offered to tourists.

In the rural space, there is also a place for tourism organisers, who should prepare ready-made tourist offers related to culinary and wine-making tourism, supplemented by greatest attractions of a given region and addressed, in particular, to foreign tourists [7].

3. AGRO-TOURISM FARM: A CHANCE TO PROMOTE LOCAL PRODUCTS

In recent years, studies regarding rural tourism have placed special emphasis on the role of agro-tourism in the area of protecting and promoting cultural heritage of rural areas. Currently, rural communities face new challenges which combine tradition and modernity. Rural areas no longer have the sole task of providing municipal areas with food. Their image is now determined by cultural products whose constituent elements are: natural environment, natural and cultural landscape, harmony of nature, cuisine and regional art and attitude towards tourists [10]. For the purpose of this article, the authors will use the term of agro-tourism as most proper for the form of tourism that promotes local tourist products.

Nowadays, establishment of an agro-tourism farm is not a complex process requiring acquisition of permits. Formalities are limited to a visit at the commune office. Establishment of an agro-tourism farm often entails putting into practice of an idea which is original and aimed at attracting largest possible number of tourists. Farmers who earn their living from cultivation of land or breeding of animals and who treat agro-tourism as an additional source of income are not limited by demanding legal and formal provisions. Therefore, pursuant to the Act on Freedom of Economic Operation of July 2, 2004 [9], farmers do not have to register business activity. Furthermore, Art. 3 of the Act on Freedom of Economic Operation determines that *“provisions of this Act are not applied to production activity in agriculture within the scope of soil cultivation and breeding of animals, gardening, market gardening, forestry and inland fishing, as well as lease of rooms by farmers, sale of home-made meals and provision at farms of other services related to the stay of tourists”* [9].

Therefore, a farm can provide services, including tourist services, on the basis of land, buildings and other farm resources without changing their nature and without violating the basic function of maintaining capacity for agricultural production [1]. In the case of leasing rooms or selling meals, the law allows for these services on the basis of resources other than land and buildings used for agricultural production.

However, there is a condition that such services can solely be provided by a farmer, i.e. a person (actually) conducting agricultural activity, which does not require establishment of a new enterprise for such purposes [1]. Additionally, accommodation cannot exceed five rooms [1] and [9]. Thence a farmer who wishes to provide the above services at his farm is only required to notify this activity in the commune office in the register of agro-tourism farms. At the same time, fees for the social

insurance company and a relevant tax office are mandatory.

The Act on Personal Income Tax of July 26, 1991 [1] and [8] introduces more facilitation for farmers who wish to launch agro-tourism activity. Persons who lease guest rooms to tourists staying at a farm for recreational and leisure purposes and whose residential buildings have to be located outside administrative borders of cities may be exempted from this tax.

A farm has the possibility of providing two out of three complementary tourist services which condition full implementation of recreational function: accommodation and gastronomic services. The first one is provided by making premises available to tourists for the time of their holiday, whereas the second consists in provision of partial or complete board [5].

Moreover, a farm can provide numerous quasi-tourist services which are aimed at full servicing of tourists. Services which are provided on a daily basis at an agro-tourism farm or at private accommodation premises include: laundry, ironing, freshening of clothes and repair of clothing. Owners of private accommodation premises, in order to increase their attractiveness, organise various types of entertainment (sports, participation in field works), offer educational classes (horse riding, swimming, skiing, skating, sailing) and rent equipment for various sports disciplines and qualified tourism (bicycles, kayaks, skis).

Accommodation is provided by making own apartments and rooms available for tourists. During high season or all year round, a part of a house is assigned for lease: rooms, bathrooms and usually a fully equipped kitchen. Frequently, separate rooms are built and assigned solely for rental to guests. A garage or a parking space is also made available. The equipment of rooms and the dining room testifies to the standard of premises.

In order to increase attractiveness of an agro-tourism farm, the owners take care of the farmyard and the garden. A playground for children is often organised, along with a place for relaxation, a barbecue place or a place for a bonfire. Gastronomic services consist in organisation of partial or full board. Meals are prepared at home from own products.

Regional dishes, home-made meals and own preserves (wine, compote, preserves, curds, cheeses, meat and sausages) constitute an attraction. In properly adjusted places, boar roasting or sheep roasting can be organised.

Even participation in preparing for such a meal constitutes a great attraction and diversifies the offer. Another element accompanying the running of an agro-tourism farm is sale of own farm produce, which may be treated as provision of local people and tourists with food.

4. VINEYARDS IN POLISH CONDITIONS – EXAMPLES OF JASIEL AND SMYKAŃ VINEYARDS

In Europe, wine-making tourism is perceived as one of the forms of tourism in rural areas [5] and is defined as trips to wine-making regions for the purpose of visiting places of wine production (vineyards, wine-making farms) and participating in wine-making events [5].

In Poland, it is a new phenomenon that relies on copying organisational enterprises which turned out to be successful in Western Europe.

The main purpose of wine-making tourism is promotion of a given region, regional companies and their members (wine producers, owners of wineries, hotels, restaurants, cafés and tourist information points) [3], as well as connoisseurs, due to the fact that their presence and cooperation is the basis for development of tourism and awakes local initiatives.

An excellent example of combining wine-making activity with agro-tourism activity in the Polish conditions is the Jasiel vineyard of Mr. and Mrs. Szpak in Jareniówka near Jasło in the Podkarpackie Province.

This vineyard is located in the valley of the Wisłoka River, on good quality soil, where cultivation of grapevine brings excellent results.

The vineyard, established in 2001, occupies an area of 1.5 hectares; its significant section is a terraced vineyard, the first one in Poland (fig. 5).



Fig. 5. Terraced vineyard in Jareniówka, photo B. Piziak

Good climatic and soil conditions allowed for extension of vine cultivation onto large scale.

Grape cuttings for white wines are cultivated: Aurora, Bianca, Traminer, Jutrzenka, Hiberna; red wines: Rodno, Regent, Cascade; dessert wines: Arkadia, Muskat Letni, Nero, Italia, Ester and decorative varieties: Ontario and Alwood [11]. Knowledge and experience of the owners, acquired during establishment of the vineyard, as well as

numerous training sessions and foreign study trips, allow for development of cultivation and improvement of production. The owners, apart from cultivating grapevine, produce wine on their own. Their initial interest in cultivation of grapevine and production of wine was transformed into a prosperous vineyard, where every-day work is a pleasure. The owners want to share their hobby with tourists; therefore, they started to provide enotouristic services. Tourists have at their disposal an apartment with a kitchen, a bedroom, a bathroom and a tasting room (fig. 6).



Fig. 6. Agro-tourism farm in Jareniówka, photo B. Piziak.

An attraction of the stay in the vineyard is a wine tasting session which lasts for two hours and in the course of which it is possible to try five different types of wines, produced locally in the Jasiel vineyard along with specialties of local cuisine.

Apart from it, the owners make the vineyard and the cellar where wine is produced, bottled and matured, available for visiting. They also organise a presentation devoted to cultivation and cutting of vine bushes. The example of this vineyard shows a transformation in the production profile of a farm which currently constitutes a frequent and desired phenomenon leading to changes in the image of rural areas. A farm, which originally was a production farm, is becoming a service farm, providing accommodation to tourists.

This activity, taking free market economy into account, popularises cultivation of vine and production of Polish wine, which, as a *“regional tourist product”*, attracts enotourists who get an opportunity to taste it during the evening tasting sessions.

The Jasiel vineyard participates in the project *“Podkarpacki Szlak Winnic”* which is being created in cooperation with local wine-making leaders and the local government. The project, co-financed by the European Union, encompasses vineyards in the Podkarpace region, and its purpose is promotion of local wine-making products and the entire region.

4.1. The smykań vineyard in Pomorzany near Szczyrzyc

The vineyard which is primarily oriented towards enotourists is the Smykań vineyard in Pomorzany near Szczyrzyc in Małopolska. The Koziarnia agro-tourism farm located next to it has an extensive accommodation offer (double and triple rooms with a kitchenette) (fig. 7) and numerous attractions that make the stay more interesting.



Fig. 7. Dining room in Smykań Vineyard [15].



Fig. 8. Smykań Vineyard in Pogorzany [16].

The vineyard was established in 2004 (fig. 8) thanks to training sessions on vine and wine-making attended by the owners. They managed to extend the vineyard's range and currently its surface area amounts to 0.5 hectare. The vineyard features both white (Sibera, Bianca, Seyval Blanc) and red (Regent, Rondo, Dornfelder) varieties. Constant improvement of knowledge on the subject allows the owners to improve the cultivation and to produce wine. Wine is available for tasting during meetings organised for this purpose. An additional benefit of the farm, diversifying its offer at the market of agro-tourism farms, is the regional cuisine and home-made dishes prepared according to old recipes. Guests can taste maturing cheeses and meat from own production. They constitute a priceless addition during the tasting

of local wine. Furthermore, the farm possesses an ecological certificate. Meals rely on own food products.

5. DEVELOPMENT OF WINE-MAKING IN RURAL AREAS IN POLAND: SWOT ANALYSIS

In Poland, wine-making tourism is only entering its prosperity period. Poland belongs to the group of countries which were not perceived as wine-making countries and where cultivation of vine was not conducted on a great scale. Throughout the ages, wine-making recipes were looked after by subsequent generations and vineyards adjoining houses allowed for making supplies, yet not for sale to potential customers, not to mention export of products. The concept of wine-making trails – modelled upon European or American/ Australian trails [5] - is a novelty in Poland; nevertheless, their popularity is

growing by the year. This is testified by responses of potential customers (tourists from Poland and abroad) who would like to participate in wine-making tourism and visit Polish vineyards.

Establishment of new, small vineyards adjoining farms, even though requiring significant initial financial outlays and work, as well as education in this field, may become an opportunity for changing the production profile of unprofitable farms and may provide the farmers with a chance to improve their financial standing and prestige of farms.

The offer of an agro-tourism farm, along with a private vineyard, may be extended onto tasting and sale of wine, as well as creation of conditions for other tourist activities: seeing the nearby attractions or participating in vintage and the entire wine production process [7].

This is what enotourists expect [4].

Table 2. Development of wine-making in rural areas in Poland, prepared on the basis of: Prospects and Restrictions of the Polish Wine-Making Industry (*Perspektywy i ograniczenia winiarstwa w Polsce*), materials of the Management Board of the Polish Institute of Grapevine and Wine (*Polski Instytut Winorośli i Wina*) [12].

STRENGTHS	WEAKNESSES
<p>Good conditions for cultivation of grapevine in Poland: southern and western areas of Poland;</p> <p>Regional programmes in the area of the country, supporting cultivation of vine and production of wines;</p> <p>Extensive offer of structural funds which co-finance establishment of vine-yards and can be used to refund purchase of seedlings;</p> <p>The "Wine-making Act"(which regulates production and sale of wine in Poland) is favourable for wine-producers, e.g. exemption of producers making grape wine from own resources (owners of vineyards) up to a specific threshold of production volume from the obligation of having a tax depot and constant excise supervision;</p> <p>Existence of profitable vineyards at farms;</p> <p>Experience of farmers with respect to vineyards and wineries;</p> <p>Growing popularity of Polish wines among consumers.</p>	<p>Necessity of changing the farmer's insurance: transfer from KRUS to ZUS (higher taxes);</p> <p>Existence of a grey zone in production of wine and its sale;</p> <p>High costs of establishing a vine-yard;</p> <p>Strict vine cultivation control, quality of varieties, crops and wine production on the part of three independent institutions (Agency for Restructuring and Modernization of Agriculture, Main Inspectorate of Plant Health and Seed Protection and Agricultural and Food Quality Inspection).</p>
OPPORTUNITIES	THREATS
<p>Release of the capital embedded in a farm (good location with respect to touristically attractive areas, activation of employees);</p> <p>Becoming acquainted with and participation in wine production process as an interesting attraction of an agro-tourism farm;</p> <p>A wine-making farm as a tourist product which determines competitiveness at the market of tourist farms;</p> <p>Creation of a new profile of an agricultural farm, extended onto service function;</p> <p>Interest of local governments and regional leaders in cultivation of vine and production of grape wines;</p> <p>Introduction of favourable tax law and social insurance system for farmers who have small wine-making farms;</p> <p>Activation of local entrepreneurship by inducing multiplier effects of such activity;</p> <p>Growing interest in Polish wines among consumers and mass media;</p> <p>Favourable EU policy with respect to development of the wine-making industry in Poland – no production limits until 2010.</p>	<p>Necessity of paying higher taxes as a result of changes in the production profile of the farm and conditions of its insurance;</p> <p>Policy of the European Union which, after 2010, intends to introduce wine production limits;</p> <p>Interest of foreign investors in production of low-quality wines in Poland;</p> <p>Competition on the part of foreign wine manufacturers;</p> <p>Environmental threat: climate changes, floods, droughts, air pollution, etc.</p>

What is more, interest in this area is constantly growing, which is evidenced by wine-

making events which are becoming more and more popular in Poland, e.g. the Festival of Hungarian

Wines organised in Krosno, the Feast of Mead and Wine in Przemyśl or the International Wine Days which take place in Jasło, the capital of the Polish wine-making [7].

Conditions for cultivation of vine and production of wine are listed in the final section in the SWOT table (Table 2), which presents weaknesses, strengths, opportunities and threats for this investment. Among major opportunities with respect to commencement of such activity by a farm is the change in the profile, which generates new income for a household and multiplier effects on a local and regional scale. The policy of the European Union and its financial support allows for obtaining funds for opening a wine-making farm, whereas modern Polish conditions (after 2008) are conducive to such activity.

As unanimously emphasised by wine-makers who participated in the research, the time devoted to cultivate a vine bush almost equals the time devoted to completion of formalities required by offices and institutions controlling the production. This is the weakness of the Polish wine-making industry, as this very time could be devoted in full to work at the vineyard. Additionally, legalisation of production and sale of wine is related to changes in the economic status of a Polish farmer, who becomes an entrepreneur being subject to separate insurance and tax law. This generates new, high cost of maintaining the vineyard and production of wine, which smaller vineyards cannot afford. However, it is necessary to emphasise that traditional production of wine is the strong side of Polish wine-making industry, resulting in a taste and aroma which are valued around the world.

Nowadays, rural communities face new challenges, which combine tradition and modernity. Development of culinary and wine-making tourism in rural areas constitutes one of the greatest opportunities for creating unique, in the scale of Poland, branded local products which will allow for revival and sustenance of small farms [7].

Tourist farms with a service profile in rural areas allow for creating conditions that improve the level of life of its inhabitants, and, in consequence, the entire rural community. The system transformation which took place in Poland in the 1990's made the owners of farms independent; thanks to this, they received the possibility of deciding about their own property and became the only decision-makers as far the production profile of their farms was concerned.

Rural areas and farms where farming never allowed for obtaining a desired material and social status have a chance to become new entities at the economic market. This new prospect allows for changing the hitherto perception of rural areas as solely

agricultural and not subject to structural transformations.

Summing up, it can be said that expectations with respect to tourist farms characterised by specific tourist products are promising and conducive towards combating the unprofitable image of villages.

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