

10. Supporting an initiative and aiding initiatives for the population of the administrative districts concerning tourism.
11. Searching for leaders and directing work with them towards advisory services for tourism,
12. Organising and participating in fairs and tourist markets in the country and abroad and attracting potential investors, tourist operators and individual tourists.
13. Promoting the administrative district and households engaged in agrotourism with all the resources available to the local government, including the Internet.
14. Making the land of administrative districts available for special activities such as rallies, training courses, conferences and organisational aid.
15. Organising cultural, touristic, recreational and sports events on a regional and national scale aimed at attracting tourists and sponsors, while also creating interest among administrative districts.
16. Running a wide ranging cooperation programme with all institutions in Poland that are involved in the field of the developing tourism on the land of administrative districts and in the Jurassic region.
17. Reating a full information package about tourist services in the local area and the establishment of a tourist information office.
18. Printing and supplying folders, maps, postcards, handouts, catalogues and guides on a daily basis what contain information about the local administrative districts.
19. Enabling the establishment of district and regional associations that are active for the development of tourism in the region.
20. Supporting the preservation of the legacy of the cultural and traditional crafts of the region.
21. Protecting the area, nature and traditional landscape of the region.
22. Taking care of the development of tourist facilities at the local government, including the maintenance of access roads and car parks.
23. Searching for the possibilities of financial aid from EU funds and working out plans concerning the development of tourism.

In the Jurassic local governments the reason for developing agrotourism was first and foremost the development of tourism, which in the majority of countries has become an important branch of the economy and in some cases the main source of revenue. Additionally, in the Jurassic administrative districts there are not too many large factories which contributes to a big unemployment problem, thus the only way for the inhabitants is to start their own businesses.

Literature

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2. Pod red. Wiesław Musiał *"Agroturystyka i usługi towarzyszące"*, Małopolskie Stowarzyszenie Doradztwa Rolniczego zs. w Akademii Rolniczej w Krakowie, Kraków, 2005 rok
3. The Jurassic Association of Local Communities – promotion materials; leaflets, maps

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THE PRODUCT OF AGROTOURIST FARMS WITHIN THE MUNICIPALITY OF JANÓW

Summary. The municipality of Janów, including its agrotourist farms, has the product that together with modern marketing may contribute to the development of not only the tourism, but the municipality itself as well.

- 1) agrotouristic farm – homestead that introduced agrotourism as a new section. Agrotouristic farms produce not only vegetable and animal products but also offer agrotouristic products and services (Sznajder M. Przezborka L., Agrotourism the Polish Economic Publishing House, Warsaw 2006, s. 109)
- 2) Marketing – is an activity directed to satisfy the needs and preferences with the help of exchange (Kotler E.). Marketing, analysis, planning, inculation and supervising, (Gebethner and S-ka, Warsaw 1996)
- 3) Product – in terms of the theory of product's marketing the product is everything that creates the object of market's exchange (Aikorm J., Marketing in tourism. Publishing house: PWN, Warsaw, Poznan 2002, s. 67)

Introduction

Agrotourism and rural tourism is becoming more and more important nowadays, especially in relation to small and medium farms, which have their rich tradition, history, culture, natural resources and picturesque landscapes, i.e. all that constitutes a very important aspect on the developing and transforming market of tourism. Agrotourism has an opportunity of becoming a profitable business that depends on the way of life in the country¹.

The product in terms of marketing is anything that can be on the market, that can attract attention, be purchased, used or consumed satisfying one's need or demand. Therefore, the product may be e.g. an idea, service, material interest or a combination of these three. It is a collection of advantages for a consumer².

The product in terms of agrotourism is a material result of a productive or modificatory process. In the farm, the products are e.g. milk, livestock and grain. The service has a non — material character and it can be e.g. mowing the neighbour's meadow or accommodation for the night with a meal. Agrotourism is also associated with imponderables, i.e. incommensurable values, especially referring to the agrotourist spaces, as e.g. the beauty of the landscape, fresh air or rural architecture.

Apart from the terms product, service and imponderables there is also a term "attraction" used within agrotourism. Tourist attractions may be products, services and imponderables or their composition. Attraction means something specific that attracts a tourist to visit a specific place³.

A tourist product specifies tourist attractions and the whole set of goods and services enabling a tourist coming to the place with tourist attractions. The product is an offer aimed at the market, whose verification is accomplished through tourist purchases.

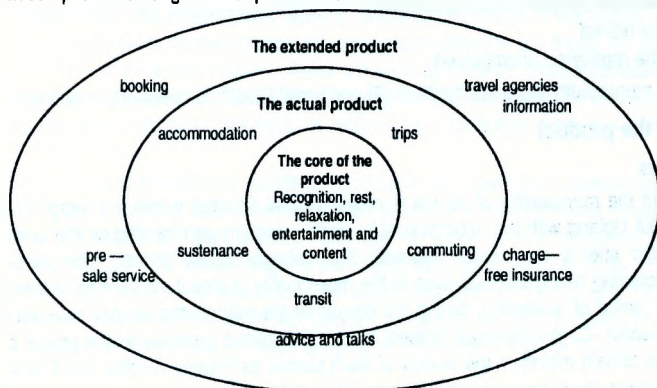


Diagram 1 The structure of the tourist product

Source: Wiatrak P., "The market and the produkt in the country tourism" [In] Marketing and brand products within the country tourism. The Centre of Education and Counseling within agriculture in Poznań, SGGW Conference, Warsaw.

A three-layer structure of the tourist product is composed of 4:

- the core of the product, which is strictly connected with the core of the advantages that a tourist wishes to achieve when coming to the countryside. The core of advantages is usually composed of natural environment attraction that provides opportunities of resting among numerous landscape values, including spending time in the fresh air and open space, improving the health condition or doing sightseeing tours.;
- the actual product, which is composed of various tourist services, i.e. accommodation basis, feeding, services adjusted to the consumers' needs and also a basis of services provided, conditions of safety, staff and the quality of the homestead and the region;
- the extended product, comprising services surpassing the level of tourist's basic expectations which most often contribute to its distinguishing on the market.

The municipality of Janów should and may earn money in tourism. It is predisposed thanks to its tourist attractions and products being made within its agrotourist farms.

This present document is an attempt of systematizing the issues connected with the product of agrotourist farms within the municipality of Janów.

The profile of the municipality of Janów

The municipality of Janów is located within the region of Krakowsko -Częstochowska Upland of the mezzo - region of Częstochowska Upland 25 km from Częstochowa, 60 km from Katowice and 90 km from Kraków. It is situated within the south -east part of the Częstochowa powiat. It comprises the region of 147 square km (9,68% of the powiat area), out of which 52% is composed of mixed forests, mainly beech and pine and 45% of farm grounds, out of which 39,5% constitute arable lands and 5,2% meadows and grazing lands. Within the municipality, there are 1066 individual homesteads and an average size of them is 4,2 ha, including 505 homesteads of 1-3 ha and 24 ones of more than 10 ha. Within the municipality of Janów the dominating class of soil is V and VI, i.e. 68% and 4% of class III.

There are approximately 6 thousand people living within 22 villages, including:

- 23,2% of children and youth of not more than 18 years old
- 46,5% of working people (including farmers)
- 17,6% of the retired
- 14,9% of the registered unemployed

Within the municipality there are medium (9) and small (255)⁶ companies that dominate here.

The core of the product

Tourist values

The area of the municipality of Janów is nearly in total situated within the region of Krakowsko - Częstochowska Upland with the exception of its north - eastern part located on the Lelów Threshold, where Jurassic sheets are hidden beneath the younger chalk sheets. The oldest geological settlements covering nearly the total area of the municipality is limestone stemming from the Jurassic period. In the period of quaternary, during the krakowski glaciations, the ice cap covered nearly whole area of Krakowsko -Częstochowska Upland. Post - glaciations products in the shape of loamy and building sands remain mainly in the vicinity of such places as Piasek, Siedlec and Potok Złoty; in the region of Luslawice there are kern hills which are the effect of the ice cap.

The area of the municipality of Janów thanks to its picturesque limestone rocks, deep ravines and green forest landscape is exceptionally preferred by tourists. Furthermore, the diversified karst region, large valleys, flat hills and numerous caves make this place a wonderful region for tourism.

One of the symptoms of the karst processes taking place in the municipality of Janów and being its tourist attraction are caves. The best known ones are Ostrężnicka Cave on the Ostrężnik Cave with a chain of canals of 90 metres, Wierna Cave of 1020 metres, situated around 100 metres from Parkowy Sanctuary in the vicinity of Żarki — Janów road, Wiercica Cave on the Ostrężnik with corridors of 210 metres, Grota Niedźwiedzia Cave situated on the hill opposite Kołaczów forester's lodge, very little known "Na Dupce" Cave in Siedlec and finally Niedźwiedzia Cavern in Złoty Potok.

Usually, there are dripstone forms connected with the underground karst. However, there are very few of them at present, mainly in Wierna and Wiercica Caves. There are also other rock forms which deserve attention, i.e. the Rock with the Cross, a 19 metres high witness - mount with iron cross on the top in Złoty Potok and "Devilish Bridges" in the same place.

As for the hydrography of the municipality of Janów, there is a river Wiercica that flows through this region and its springs are constantly working karst watercourses "Zygmunt" and "Elżbieta" in Złoty Potok. These springs have crystal clear Jurassic water and are included among the most beautiful karst watercourses in Poland. At the bottom of Ostrężnicki Castle, there are periodic springs that give birth to the periodic river, i.e. Ostrężnicki Potok flowing from under the rocks and next going beneath the Janów — Żarki road and disappearing underground *creating ponor*. As for the artificial hydrographic forms, at the same time very interesting ones, there are "Guców", "Amerykanin" (*American*), "Sen nocy letniej" (*Midsummer Night's Dream*) and "Irydion" ponds, all in Złoty Potok.

Within the region of the municipality of Janów 39 wells have been catalogued. Furthermore, there are wells in the private lands, in some cases these are true masterpieces of folk art architecture, e.g. in Zegrz, Siedlec and Janów.

The municipality of Janów is a place for tourists searching for a close and direct contact with nature, best preserved in this region of the country. As for the specific attractions here, there is a Landscape Park of "Orlich Gniazd" and such nature sanctuaries as "Ostrężnik", "Parkowe", "Kaliszak" and "Bukowa Kępa." In the whole region of the municipality of Janów there are pine woods prevailing with characteristic beeches. The places of flora situated in the sanctuaries also deserve careful attention of tourists. Over 110 species of plants have been reported in the region, including five under strict protection, i.e. snowdrop, non-green orchid, daphne, belladonna, common ivy, common polypody and bear's garlic. The differentiated world of plants is a condition of the variety of the world of animals. As for the typical for Janów species, the ones worth attention are these, for whom natural mating places are rock shelves and hollows. There are such species as cinderella, kestrel, jackdaw and swift and black woodpecker and collared flycatcher as for the forest birds. A tree frog and other species of frogs and toads represent the world of reptiles and amphibians; there are a lot of bats in caves.

Wiercica river, ponds and streams are wonderful habitats for fish, there are speckled lamprey, pike, tench and bream, but it is the trout that deserves special attention. Krasieński Palace, Krasieński Manor House and the land of palace and park in Złoty Potok are the epitomes of a residential architecture. The supplements of the park are the buildings of the former farm service of the family of Raczyński. There are other buildings worth tourist attention in the vicinity including the 19th century "Kołczew" mill, "Rybakówka" trout-house in Złoty Potok, the 19th century building of the old fire station in Złoty Potok, the building of organist in Złoty Potok, a forge building in Piasek and the Cynkowski's mill in Złoty Potok.

Numerous churches, chapels and roadside shrines are the epitomes of sacral architecture. The oldest and at the same time the most valuable structures of this architecture are parish churches including the church under the invocation of the Immaculate Conception of the Saint Virgin Mary in

Janów, raised in 1709 and the church under the invocation of Saint John the Baptist built in the 15th century⁵.

The country landscape is also considerably influenced by accommodation buildings, among which the street and hamlet houses prevail. There are farms here with many buildings, where the main house, barn and farm buildings organized in a shape of a horseshoe does not constitute a separated entirety⁵.

The municipality of Janów has a sufficient quantity of natural values to be able to develop the tourism, especially agrotourism.

The actual product

The municipality of Janów is situated 25 km from Częstochowa; there are roads here including the voivodeship road nr 76 connecting Częstochowa with Kielce and powiate roads. The main means of transport is a coach.

The tourists coming to Janów have the opportunity of using various types of accommodation characteristic of the countryside tourism including guesthouses, private holiday homes and guestrooms. There are 35 agrotourist farms within the municipality of Janów, which constitutes 3.2 % of the whole amount of individual farms located in 8 villages. Agrotourist farms offer 187 accommodation places, out of which the largest amount is located in Złoty Potok and Janów. The majority of the rooms in the agrotourist farms have toilets, bathrooms and a kitchen annexe. However, only a few of them offer the sustenance coming from the farms. As for the additional accommodation, there are places like "Kmicic" hotel, Methodical and Training Centre "Harcówka", "Rybakówka", "Pstrąg", leisure centres, youth hostels and a camping. Additionally, within the area of the municipality, there are numerous families letting rooms to families and friends. The lack in the sustenance offer in the majority of the farms forces tourists to use the commonly available restaurants and bars. Within the municipality of Janów, there are such gastronomic places like "Kmicic", "Nad Potokiem" and "Źródłana" restaurants and a canteen in the Methodical Centre.

In the agrotourist farms, apart from the possibilities of barbecuing, there are also others like hiring bicycles and horse-riding. The hosts are also willing to show beauty spots, alluring places and tourist attractions. Most of the agro-hotel services may be regarded as cheap, i.e. from 20 to 30 PLN per night.

An important element of the tourist service in the municipality of Janów is the fact that there are four tourist routes and such attractions as "Horse caravan", "Jurassic sleigh ride" and the didactic course "The arrangement of the planets", all known far beyond the region.

Another important aspect apart from the accommodation and sustenance basis within the municipality is the basis of services creating possibilities and conditions of recreation and relaxation such as bicycle hire, stables with horse hire, swimming pools and baths, water equipment hire pitches and tennis courts and playgrounds for children.

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