Key words: Podkarpackie Province, rural areas, sustainable tourism development, tourism product

Summary

The aim of this study was to present the selected good practices carried out in accordance with the principles of sustainable development of rural areas used by agro tourism farmers and other institutions operating in the Subcarpathian region in order to increase the attractiveness of tourism. Some examples of sustainable tourism are described: directly related to the farm (educational farm), active sightseeing and cultural resources based on ethnographic resources (open-air museums, country homes or peasant cottages) coupled with the natural heritage (Eco museums); culinary products based on local raw materials, often forgotten as whey or less common as beef and a unique product associated with astro-tourism. The analysis of tourism products showed that increasing competition is followed by gradually increasing number of innovative offers of sustainable tourism programme compatible with the expectations of a conscious customer (e.g. educational farms, eco museums, astro-tourism, cultural events promoting traditional food). The creation of sustainable tourism product involves many of subcarpathian villagers associated in various organizations (e.g. Housewives Associations, Local Action Groups) or individuals (e.g. the owners of agro-tourism farms).