TOURISM IN SUSTAINABLE DEVELOPMENT OF RURAL AREAS

Key words: agro-tourism, development of rural areas, local development, rural tourism, sustainable development

Summary

Identification of rural development exclusively with agriculture and field cultivation becomes obsolete nowadays. Rural tourism, including agro-tourism, gradually becomes a chance for generating new labour and thus for improving the incomes of rural inhabitants. Therefore, rural tourism is an important element of diversification of rural economy. In Poland it should be treated as an important branch of economy in the local and international scale. Rural landscape and cultural heritage are of great importance for the development of rural tourism – they are a new economic value tourists are willing to pay for. For these reasons farmers will play increasingly important role in the management of rural areas, in maintaining biodiversity, and in environmental protection. Donations of the EU should favour the development of rural tourism.