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**CULTURAL VALUES AS A DETERMINANT OF THE DEVELOPMENT
OF TOURISM IN RURAL AREAS AND THEIR POPULARITY AMONG POLES
BASED ON THE EXAMPLE OF FOLK CULTURE MUSEUMS**

*WARTOŚCI KULTUROWE JAKO DETERMINANTA ROZWOJU FUNKCJI TURYSTYCZNEJ
OBSZARÓW WIEJSKICH ORAZ ICH POPULARNOŚĆ WŚRÓD POLAKÓW NA PRZYKŁADZIE
MUZEÓW KULTURY LUDOWEJ*

Key words: folk culture, rural areas, tourism product, rural tourism

Słowa kluczowe: kultura ludowa, obszary wiejskie, produkt turystyczny, turystyka wiejska

JEL codes: L83, Z32, O18

Abstract. The aim of this article is to present the role and significance of cultural values in the development of rural tourism and their knowledge and popularity among Poles on the example of selected museums of folk culture in Mazovia and Podlasie. The survey was conducted among 459 people. The selection of respondents was quota-random. The research sample reflects the structure of Polish residents in terms of gender and major age groups. It allows us to conclude that many museums presenting folk culture enjoy great interest (eg. the National Ethnographic Museum in Warsaw, the Radom Village Museum or the Agriculture Museum in Ciechanowiec). Unfortunately, there are also some that are relatively rarely visited (eg. the Ethnographic Centre in Lelisa or the Museum of Small Homeland in Studziwody).

Introduction

The factor shaping how attractive certain areas are for tourists is to a large extent the ability to use their existing assets and to create an interesting tourist product. Many researchers stress that tourism products are a very capacious and complex concept. In short, they are everything that a tourist acquires and takes care of at his or her place of residence. Often it is an offer ready for sale, which consists of a set of tangible goods and numerous services.

Many regions owe their touristic attractiveness to the natural environment. The sea, mountains or lakes are the main destination and reason for tourist excursions. In rural tourism, in addition to natural values, there are also great attractions based on the cultural heritage of the countryside. Its folklore, customs and traditions are an aspect that is often unknown to city dwellers, but attractive, interesting and worth discovering. One of the places where one can get acquainted with the cultural heritage of Polish countryside is museums and open-air museums whose main motif is folk culture. For many tourists, they are the beginning of an adventure with rural tourism, thus constituting a very important determinant of its development. For this reason, the authors considered it reasonable to present the role and significance of cultural values in the touristic development of rural areas and their knowledge and popularity among Poles on the example of selected museums of folk culture in Mazovia and Podlasie.

The importance of tourism for the development of rural areas in view of their cultural heritage

The numerous studies and expert opinions (Wojciechowska [2009], Sikora [2012], Zawadka [2012], Jęczmyk [2015], Sieczko [2013], Balińska [2016], Przezbórska-Skobiej [2016], Bogusz, Tomaszewski [2017], Sznajder, Wojcieszak [2017], Wiatrak [2017], Wojcieszak [2017]) indicate, that touristic activity in rural areas is increasing, and the Polish countryside is spatially diversified in terms of the level of economic and social development. To a large extent, this translates into the preservation of numerous landscape, natural and cultural values, which are the basis for the development of rural tourism, including ecotourism and agrotourism. The development of rural tourism makes it possible to support various tourist destinations, contribute to the protection of the areas visited and preserve their nature and cultural values. This is very important because it is in line with the modern paradigm of the development theory of sustainable development [Roszkowska-Mądra 2010]. In line with the Europe 2020 strategy, state policy towards rural areas must take into account both agricultural and non-agricultural development of rural areas leading to their transformation into an attractive, competitive place to live and engage in economic activity. Competitiveness of these areas is perceived as a set of conditions related mainly to the infrastructure and system of well-functioning services providing a real alternative to agriculture as a lifestyle and source of income. Rural entrepreneurship is considered to be the main factor of economic revival of rural areas, especially services, manufacturing, trade, tourism and cultural activities. The multifunctional use of resources and capital located in rural areas allows for the introduction of new functions in rural areas, i. e. non-agricultural functions such as production and services including commercial ones. Among them rural tourism is intensively supported and promoted by numerous institutions and organisations, including the Ministry of Agriculture and Rural Development, the Ministry of Sport and Tourism, the Polish Tourist Organisation and the Polish Federation of Rural Tourism "Guest Farming".

The importance of tourism in the social and economic development of rural areas has been taken up by numerous authors, among others the following: Andrzej P. Wiatrak [1996], Maria Dębniwska and Maria Tkaczuk [1997], Elżbieta Kmita [1997], Jan Sikora [2002], Janusz Majewski [2004], Izabella Sikorska-Wolak [2010], Agata Balińska [2012, 2016], Jan Zawadka [2012, 2014], Kmita-Dziasek, Małgorzata Bogusz [2014], Monika Wojcieszak [2017] and many others. The authors analyse in detail the importance of the function of tourism of rural areas from the point of view of those providing touristic services, as well as from the point of view of the general public not necessarily directly involved in providing services to visitors. The conclusions clearly show that the development of tourism in rural areas causes greater economic diversification of these areas and contributes to the reduction of unemployment.

Creating additional jobs and looking for alternative, new sources of income in occupations related to the agricultural environment and important for dynamic tourism in rural areas (eg. blacksmith, potter and many other professions in the field of folk handicraft) is also a great opportunity to revitalise rural folk culture. Its development, combined with the development of tourism, makes it possible to mitigate the effects of the crisis on rural areas and has many economic and social benefits [Zawadka 2014]. Culture in rural areas, which is the basis for the development of tourism in many regions without significant natural values, has many important functions, and its developmental opportunities (as in the case of rural tourism) depend on numerous factors, i.e. involvement of the local population, education of society, financial support from the state and local governments and appropriate promotion. The development of tourism implemented on the basis of cultural values of rural areas brings with it many desirable phenomena – it may, among other things, decrease the migration from rural areas to cities and, what is important, contribute to the appreciation by the inhabitants of these areas of their own identity and willingness to protect the cultural heritage for future generations.

It is also worth noting that among the basic principles of regional policy indicated in the Europe 2020 Strategy, an important issue is the approach related to geographical and thematic concentration and partnership in emphasizing the importance of culture in rural areas. This can be very important for those involved in the development of tourism in rural areas by popularising and promoting the cultural heritage of these areas by making the city inhabitants aware of their value and attractiveness and contributing to their greater interest in spending their leisure time in the rural environment.

Rural cultural values and their role in the development of tourism

Over the centuries, folk culture in Poland has undergone many transformations connected with natural civilization processes. At first it was a manifestation of authentic customs and traditions of rural communities and an expression of their artistic behaviour. At present, in many places it has taken the form of an extreme commercialisation, serving mainly to satisfy the needs of tourists. Each society has its own culture, which distinguishes it from others, and its specific characteristics determine the sense of identity of the members of a given group. Transfer of cultural heritage is a prerequisite for preserving one's own cultural distinctiveness of the community. The process of succession is based on tradition, which is the legacy of each nation or ethnic group.

In many places or regions, it is possible to maintain or restore local culture by, among other things, developing the touristic function of these areas. In the countries of the European Union, also in Poland, the cultural values of rural areas are an important element in reviving the rural economy. By using them in the development of tourism products of rural areas, they offer employment opportunities to rural inhabitants in catering and hotel services, in trade, in the organization of festivals or in the creation of broadly understood touristic infrastructure. The cultural values of the countryside are a carrier of its cultural authenticity and provide an opportunity to learn about local traditions and customs. In the case of tourism, the area's culinary culture is also very important, allowing visitors to taste local dishes or drinks. However, even the finest resources will not make the region a fashionable leisure destination if it is not well prepared to welcome tourists. It is important not only to have a suitable accommodation and catering base, but also to take care of numerous additional attractions, which will give tourists the possibility of diversified and interferential management of their leisure time during their stay in a given place. One such example is museums located in rural areas, whose main idea is to present the cultural tradition of a given area and to emphasize the role and importance of culture for its community.

Academic publications present several commonly used divisions of attractions in tourism. One of the most common is the division into natural values, i. e. natural landscapes, climate, vegetation, animals, etc. and anthropogenic values, which have been created with the involvement of people and are a material or intangible manifestation of its activity – cultural assets, monuments of architecture, construction, museums, cultural and other events [Lijewski i in. 2008]. Rural areas have a great variety of cultural values, which undoubtedly have a positive impact on tourists' interest in them and contribute to the possibilities of creating reception functions for these areas. Folk culture is one of the most important elements of rural tourism products. Their diversity and complexity is reflected in the fact that they can be the basis for creating numerous attractions, among which are eg.: thematic villages, educational farms, folklore events, workshops and workshops of folk artists, exhibitions and folk art galleries, ethnographic tourist routes, quieting trails and regional inns. They also include museums with ethnographic themes (including museum objects of the open-air museum type), knowledge and popularity of which are discussed later in the article.

Material and methods

The research, using the method of a diagnostic survey, covered 459 adult Poles. The selection of respondents was quota-random. The research sample reflects the structure of Polish residents in terms of gender and major age groups. The questionnaire was supplemented during direct

interviews with the respondents. The interviewers were students of the second year of Tourism and Recreation at the Warsaw University of Life Sciences. They conducted research among their families, friends and neighbors in 2017.

Of the 459 respondents, women accounted for 52.3%. The respondents were dominated by people with secondary education (42.3%). 39.2% of respondents were residents of cities with more than 200,000 inhabitants. The respondents included residents of all voivodeships. However, people from Masovian (33.4%), Podlasie (12.4%) and Lublin (9.8%) accounted for the majority.

Knowledge and popularity of selected museums of folk culture in the light of the research

Despite the issue of rural tourism discussed in the article, among the analysed museums of folk art there are also those located in cities. It should be noted here that the easy access of city dwellers to this type of facilities contributes, to a large extent, to the stimulation of their interest in folk culture. As a result, this may lead to an intensification of the frequency of trips to the countryside in order to get to know the folklore of the village more closely and thus to boost the development of rural tourism.

The National Ethnographic Museum in Warsaw was the most known and most visited by the respondents (tab. 1). This was certainly due to the fact that it is located in the capital and is often one of the many attractions visited during stay in Warsaw. The museum is also a frequent destination for trips undertaken by primary, secondary and higher schools.

The Radom Village Museum was also visited quite often. Just like the museum in Warsaw, it offers museum lessons for children, teenagers and even adults. The Museum of the Mazovian Countryside in Sierpc ranked third in terms of popularity. This facility, apart from museum lessons, attracts visitors with numerous outdoor events, such as the Spring Welcome, Palm Sunday or the Great May Weekend in the Open-air museum. An additional advantage of this museum is the hotel facilities with 26 beds. In the immediate vicinity of the museum, Hotel Skansen Conference & Spa is located. Many trainings, conferences and occasional parties are organized here. Their participants have a great opportunity to familiarize themselves with the museum's attractions. However, not all of the analyzed Mazovian folk art museums enjoyed interest from visitors. Half of them were visited by less than 5% of respondents. The number of museums that the respondents did not hear of was also significant. An example is the Ethnographic Center in Lelis – over 80% of the respondents did not have any awareness of its existence. In general, however, it should be recognized that Masovian folk museums enjoyed quite a lot of popularity.

The most popular among respondents in Podlasie was the Krzysztof Kluk Museum of Agriculture in Ciechanowiec, located on the outskirts of the region (tab. 2). In addition to museum lessons, outdoor events organized there are very popular. This year, many tourists have the opportunity to participate in Palm Sunday, St. Wojciech Fair or St. Antoni Church Fair. The museum also attracts a lot of people through the organization of cultural events, such as the Regional Overview of Caroling Groups or Competition for Playing on Pastoral Instruments of the name of Kazimierz Uszyński.

The Museum of Podlaskie Region's Folk Culture enjoyed a relatively high popularity among respondents. In addition to museum lessons, this facility implements many events showing the multiculturalism of the region. An example can be The Tatar Culture Festival or the International Folklore Festival "Podlasie Meetings".

In Podlasie, as in Masovia, there are many museums with little popularity. An example may be the Museum of Little Motherland in Studziwody, which was visited by only 1.3% of the respondents. However, the awareness of its existence was presented amongst 83% of the respondents. It should be noted, however, that most of the remaining museums were much better known and visited by the respondents much more frequently.

Table 1. Knowledge and popularity of selected folk museums of the Masovia Province among the respondents

Tabela 1. Znajomość i popularność wybranych muzeów sztuki ludowej w woj. mazowieckim wśród badanych

Folk museums/Muzea sztuki ludowej	Responses/Odpowiedzi [%]			
	I have not heard of it/ <i>nie słyszałem</i>	I've heard something, but I do not know anything about it/ <i>słyszałem, ale nie wiem nic więcej na ten temat</i>	I know this place, but I was not there/ <i>znam to miejsce, ale tam nie byłem</i>	I have visited this place/ <i>odwiedziłem to miejsce</i>
National Ethnographic Museum in Warsaw/ <i>Państwowe Muzeum Etnograficzne w Warszawie</i>	35.1	22.4	26.1	16.3
Radom Village Museum in Radom/ <i>Muzeum Wsi Radomskiej w Radomiu</i>	47.5	22.7	19.0	10.9
Museum of the Mazovian Countryside in Sierpc/ <i>Muzeum Wsi Mazowieckiej w Sierpcu</i>	42.7	24.4	23.1	9.8
Kurpian Farm in Kadzidło/ <i>Zagroda Kurpiowska w Kadzidle</i>	50.3	23.5	17.4	8.7
Historical and Ethnographic Museum in Kamieńczyk/ <i>Muzeum Historyczno-Etnograficzne w Kamieńczyku</i>	60.6	16.6	15.3	7.6
Museum of Kurpie Culture in Ostrołęka/ <i>Muzeum Kultury Kurpiowskiej w Ostrołęce</i>	54.7	24.2	14.4	6.8
Museum of Polish Folk Art in Otrębusy/ <i>Muzeum Polskiej Sztuki Ludowej w Otrębusach</i>	54.7	24.8	13.9	6.5
Museum of Wooden Architecture of Siedlce Region in Nowa Sucha/ <i>Muzeum Architektury Drewnianej Regionu Siedleckiego w Nowej Suchej</i>	65.6	19.0	10.9	4.6
Kurpian Forge in Pniewo/ <i>Kuźnia Kurpiowska w Pniewie</i>	62.1	17.9	15.9	4.1
Open-air Museum of Folk and Landowning Culture in Kuligów on the Bug/ <i>Skansen Kultury Ludowej i Ziemiańskiej w Kuligowie nad Bugiem</i>	70.8	18.1	7.4	3.7
Kurpie Museum in Wach/ <i>Muzeum Kurpiowskie w Wachu</i>	76.5	12.2	8.1	3.3
Museum of Folk Musical Instruments in Szydłowiec/ <i>Muzeum Ludowych Instrumentów Muzycznych w Szydłowcu</i>	76.5	12.2	8.1	3.3
Open-air Museum of Primeval Forest Building in Granica/ <i>Skansen Budownictwa Puszczańskiego w Granicy</i>	74.9	14.6	7.2	3.3
Open-air Museum of the Sokołowski Region/ <i>Muzeum – Skansen Regionu Sokołowskiego</i>	72.8	15.9	8.7	2.6
Ethnographic Center in Lelis/ <i>Ośrodek Etnograficzny w Lelisie</i>	80.2	12.4	5.9	1.5

Source: own research

Źródło: badania własne

Table 2. Knowledge and popularity of selected folk museums of the Podlasie Voivodeship among the respondents

Tabela 2. Znajomość i popularność wybranych muzeów sztuki ludowej w woj. podlaskim wśród badanych

Folk museums/Muzea sztuki ludowej	Responses/Odpowiedzi [%]			
	I have not heard of it/ <i>nie słyszałem</i>	I've heard something, but I do not know anything about it/ <i>słyszałem, ale nie wiem nic więcej na ten temat</i>	I know this place, but I was not there/ <i>znam to miejsce, ale tam nie byłem</i>	I visited this place/ <i>odwiedziłem to miejsce</i>
Krzysztof Kluk Museum of Agriculture in Ciechanowiec/ <i>Muzeum Rolnictwa im. ks. Krzysztofa Kluka w Ciechanowcu</i>	57.5	20.5	13.5	8.5
Museum of Podlaskie Region's Folk Culture/ <i>Podlaskie Muzeum Kultury Ludowej</i>	62.1	17.6	12.4	7.8
Kurpie Open-air Museum in Nowogród/ <i>Skansen Kurpiowski w Nowogrodzie</i>	65.4	18.3	10.0	6.3
Podlasie Monuments' Miniatures Park/ <i>Park Miniatur Zabytków Podlasia</i>	62.1	19.0	13.1	5.9
Open-air Museum in Sióło Budy/ <i>Skansen w Sióło Budach</i>	78.9	11.5	5.4	4.1
Open-air Museum of Wooden Architecture of the Ruthenian People of Podlasie in Białowieża/ <i>Skansen Architektury Drewnianej Ludności Ruskiej Podlasia w Białowieży</i>	69.5	18.1	8.9	3.5
Museum of the Sokółka/ <i>Land Muzeum Ziemi Sokólskiej</i>	76.3	13.1	7.2	3.5
Józef Vaina Ethnography Museum in Puńsk/ <i>Muzeum Etnograficzne im. Józefa Vainy w Puńsku</i>	81.5	10.9	5.7	2.0
Museum of the Little Motherland in Studziwody/ <i>Muzeum Małej Ojczyzny w Studziwodach</i>	82.8	10.9	5.0	1.3

Source: own research

Źródło: badania własne

Conclusions

The activities of folk museums can have a significant impact on the development of rural tourism. These objects disseminate knowledge about the cultural heritage of the village and its folklore, and contribute to increasing interest in the cultural values of the village, and thus increase the opportunities for the development of rural tourism. Their activity in the field of cultivating folk culture is also very important and is conducted by way of organizing various types of competitions, shows or folk-themed concerts. This contributes, inter alia, to recreating the activities of folk bands or artistic handicrafts, which are appreciated by tourists from cities. The fairly high popularity of a large part of the analyzed museums is therefore a good predictor for the further development of tourism in rural areas.

From the perspective of the development of rural tourism, it is also optimistic that people visiting folk museums are most often urban residents. This part of the society in the majority choose the village as a place of rest and tourism. Through better knowledge and appreciation of the cultural heritage of the village presented in museums, these people can make the development of tourism in the countryside more dynamic by choosing it for a place of rest and learning more about its cultural values.

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Streszczenie

Celem artykułu jest zaprezentowanie roli i znaczenia walorów kulturowych w rozwoju turystyki wiejskiej oraz ich znajomości i popularności wśród Polaków, na przykładzie wybranych muzeów kultury ludowej Mazowsza i Podlasia. Badania ankietowe przeprowadzono wśród 459 osób. Pozwalają one wnioskować, że wiele muzeów prezentujących kulturę ludową cieszy się dużym zainteresowaniem (np. Państwowe Muzeum Etnograficzne w Warszawie, Muzeum Wsi Radomskiej czy Muzeum Rolnictwa w Ciechanowcu). Są też niestety takie, które odwiedzane są relatywnie rzadko, np. Ośrodek Etnograficzny w Lelisie czy Muzeum Małej Ojczyzny w Studziwodach.

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