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SUMMARY

The issues presented in the dissertation focus on the management of enterprises in the agritourism industry and the preferences of consumers. A special development opportunity for small farms that deal only with the sale of surplus agricultural production is agritourism, the advantages of which are close contact with nature and the low price of services.

The issue of consumer behavior is becoming increasingly important. Purchasing behavior, which results not only from expectations but also from needs, consists in making a choice between the options that are achievable in the conditions of managing scarce resources. Factors that influence consumers' purchasing decisions form the basis of strategic decisions.

This study attempts to identify determinants influencing the management of agritourism enterprises and relate them to the preferences of tourists using agritourism services.

Considerations in the scope of the set goals allowed for the adoption of the main hypothesis: Consumer preferences are a determinant of the supply of agritourism services in the Śląskie Voivodeship.

The implementation of the adopted goals and the main hypothesis of the work determined the structure of the dissertation, in which the introduction, five chapters and a summary of the work were defined.

Measurement of the quality of services offered in agritourism farms, which in this case was carried out using a modified Servqual method, facilitates the detection and correction of possible gaps in a given service, recognizing tourists' requirements and adjusting the level of services to their expectations.

The Servqual method is about measuring the difference between the quality perceived by the customer and the quality that that customer requires of the service. However, in order to be able to determine the difference, it is necessary to verify both the clients' expectations regarding the quality of the service and their performance for a given organization. It is worth noting that the Servqual method will work when the company needs to analyze the reasons for the low quality of the services offered. The method used in this dissertation was the basis for taking actions aimed at improving the functioning of enterprises. The Servqual method is universal and can be used with all services.