Abstract
This paper presents the nature, scale and types of agritourism as experienced in Poland where both in terms of occupation and social phenomenon it has been accepted as a new economic activity by the rural population. First, the author explains the origins of agritourism in Poland, which are different to the countries of Western Europe, revealing particularities in terminology. Next, the major achievements and issues regarding the development of agritourism in Poland are presented, both in practice and theory. The author states that overall on balance the experience is positive and that two development processes can be differentiated: exogenous and endogenous. The endogenous one poses a challenge for Polish agritourism in search of a new identity.

Keywords
rural tourism, agritourism, types of agritourism, evolution of agritourism, rural development, Eastern Europe; Poland