

**State Sport and Tourism Administration**

**»TOURIN I« PHARE PROGRAMME**

REGIONAL TOURISM PRODUCT



**THE ŚWIĘTOKRZYSKI AND  
LUBLIN REGIONS  
(UPPER VISTULA)**

**Warsaw 1995**



State Sports and Tourism Administration

Contents

TOURIN I PHARE PROGRAM

Editor's Note	4
---------------	---

Stefan Paszczyk	5
-----------------	---

State Administration in Relation to the Development of Tourism	5
--	---

REGIONAL TOURISM PRODUCT

Zygmunt Szopa	6
---------------	---

Tourism Development in the Kielce Region	6
--	---

Czesław Jerzmanowski	15
----------------------	----

Tourism Promotion Policy	15
--------------------------	----

THE ŚWIĘTOKRZYSKI AND LUBLIN  
REGION OF THE UPPER VISTULA

Discussion	26
------------	----

Conclusions of the Working Groups	36
-----------------------------------	----

Conference in Cedzyna, 29-30 June 1994

Group I: Conditions for the creation of the representative tourism product in the region	36
--	----

Group II: Role of tourism in the economic development of rural areas	37
--	----

Group III: Development of border regions	38
--	----

Group IV: Cooperation of the state and local level administrations in the field of tourism product creation and its promotion	496.5:338.48
---	--------------

Group V: Tourism in the forest areas	41
--------------------------------------	----

Czesław Jerzmanowski	42
----------------------	----

Summary	42
---------	----

Appendix	43
----------	----

Andrzej Jagusiewicz, Henryk Legierski	43
---------------------------------------	----

Świętokrzyski and Lublin Region (Upper Vistula) - conditions for the development of tourism product	43
---	----

Warsaw 1995

PREPARED FOR PRINTING BY  
THE DEPARTMENT OF PUBLICATIONS AND INFORMATION  
OF THE INSTITUTE OF TOURISM



7951

---

INSTITUTE OF TOURISM  
ul. Merliniego 9a  
02-511 Warsaw, tel. /0-4822/ 44 63 47



# Contents

Editor's Note ..... 4

Stefan Paszczyk  
State Administration in Relation to the Perspectives of Tourism Development ..... 5

Zygmunt Szopa  
Tourism Development in the Kielce Region ..... 10

Czesław Jermanowski  
Tourism Promotion Policy ..... 15

H. Leo Theuns  
Touring Holidays - A Chance for the Upper Vistula Region ..... 20

Discussion ..... 26

Conclusions of the Working Groups

Group I: Conditions for the development of local market and creation of  
the representative tourism product in the region ..... 36

Group II: Role of tourism in the economic development of rural areas ..... 37

Group III: Development of border regions ..... 38

Group IV: Cooperation of the state and local level administrations in  
the field of tourism product creation and its promotion ..... 40

Group V: Tourism in the forest areas ..... 41

Czesław Jermanowski  
Summary ..... 42

Appendix:  
Andrzej Jagusiewicz, Henryk Legienis  
Świętokrzyski and Lubelski Region (Upper Vistula) - conditions for  
the development of tourism product ..... 43



## Editor's Note

This publication contains materials of the conference on Tourism Product Development in the Świętokrzyski and Lublin Region of the Upper Vistula, held in Cedzyna on 29-30 June, 1994.

It was already the sixth regional conference (the preceding conferences dealt with the regions of Lower Silesia and Opole Province, Western Małopolska, Mazovia, Baltic and Pomerania, and

Wielkopolska and Lubuska Province) organized on the initiative of the State Sports and Tourism Administration in cooperation with the authorities of voivodships.

The upper Vistula region includes seven voivodships: Biała Podlaska, Chełm, Kielce, Lublin, Piotrków, Tarnobrzeg and Zamość.

The conference was attended by the representatives of the central and local administrations, self-governments, social tourist organizations, colleges and scientific centers from the region and the whole country, tourist information centers, owners of tourist facilities, experts and foreign guests.

The majority of the presented papers dealt with the state policy as regards tourism, regional policy, and steps undertaken in the field of promotion and tourism product development. The discussion, held in five working groups, focussed on the following topics:

- creation of the regional tourism product
- role of tourism in the stimulation of activity in rural areas
- development of border regions
- cooperation of the state and local level administrations in the field of tourism product creation and its promotion
- tourism in the forest areas



**Stefan Paszczyk**

**President of the State Sports and Tourism Administration**

## **State administration in relation to the perspectives of tourism development**

Nowadays tourism in the world is considered to be the most important industry of all. In 1993 the participation of the tourist industry in the world's national income equalled 3.5 billion USD, i.e. 6 percent of the total world's national income. It is estimated that every fifteenth person in the world holds a tourism-related job. The investments in the development of tourism infrastructure reached 422 million USD in 1993, i.e. 7 percent of all world's investments. Availability of tourism product, after accommodation and employment, has become the third most important measure of life standard. 15 percent of the whole family income is spent on leisure travels in such countries as Japan, Germany, the United States, or Great Britain.

Until recently tourism, particularly in Europe, was dominated by sun and beach holidays. Currently, in the management of leisure time, new trends are noticeable: the demand has been born for recreation and active, nature-oriented holidays, sometimes called green or environment-friendly tourism. These trends are like grist to our mill. Poland is perfectly suited to answer such demand, although Europe does not know about it yet.

Now let me tell you a few words about tourism in Poland. In 1993 foreign arrivals, according to the data collected by the GUS (General Statistical Office), attained the figure of 61 million visitors. Inbound tourist traffic, i.e. measured by one night at least spent in paid accommodation, is estimated at 16.9 million persons. According to the data supplied by the Institute of Tourism, in 1993, foreign visitors left in Poland some 4.5 billion USD, which equals 32 percent of our export's value in goods. These data are being quoted ever so often as, until recently, they somehow could not reach the decision makers who are in charge of our economic strategies. Anyhow, such information is hardly visible with the naked eye as it is not easy to estimate the value of the tourism product in the national income. Of the total sum of 4.5 billion USD left in Poland by tourists, the Germans brought 2.2 billion USD, 1.6 billion USD - the nationals of the former Soviet Union, 210 million USD - the Czechs, and 130 million USD - the visitors from the United States. Of the total sum of 2.3 billion USD, the Germans spent some 1.5 billion in the shops, of which 1 billion went to the purchase of foodstuffs. This sum exceeds the total value of our exports of foodstuffs to the whole European Community. For the purchase of foodstuffs in Poland the Germans spent twice as



much money as is the official value of our agricultural and food products exports to Germany.

A few words about domestic tourism which is the second market segment of tourism product. For a certain time an export-oriented policy, or inbound foreign tourist traffic, constituted decidedly the priority for the state administration. That situation imposed on us the improvement of the quality of tourist services; it is easier to force such improvement for the benefit of foreign visitors than for the sake of domestic market. Here are some figures characteristic for the volume of the domestic tourist market in 1993: 174 million domestic nights as regards leisure travels, 66 million nights as regards short tourist departures, and 35 million nights of children and youth as regards various forms of spending leisure time. The Polish spent on travels some 100 billion zlotys, which equals some 5.4 billion UDS. Such turnover of capital brings in considerable profits to the national economy. Out of this sum approximately 20 billion zlotys was spent on transportation, gear, and tourist wear, while some 80 billion zlotys - on accommodation, food, souvenirs, and entertainment in the visited regions.

Until recently, and this must be changed, the cooperation between the tourism and the state budget referred only to the revenue brought in by the first one. In 1992 the state expenditure on tourism and recreation amounted to 197 billion zlotys, which is as much as the sole tourist enterprise "Orbis" paid as an income tax to the state budget. And exactly the same amount of money was attributed to the State Sports and Tourism Administration for the promotion of tourism. In 1993 four thousand registered tour operators and eight thousand accommodation outlets poured money into the state budget. The hitherto state budget expenditure on tourism amounts to less than 2 percent of the total budgetary receipts generated by tourism, that is to say one fiftieth of what goes to the state budget. The attitude of our decision makers has to change. In order to help them we have already started to work out a new project of the budgetary law for the year 1995. Every new job in tourist sector generates a new job in complementary sectors because tourism development brings about general economic growth, boom in trade, and higher state budget revenues.

Now, I'd like to say a few words about the objectives of the state administration. Thus, we should coordinate the social and economic policy pertaining to tourism. We are mostly interested in the initiation of legislative changes as regards tourism, as well as in the regulation of economic and financial mechanisms, which sometimes show autonomous tendencies. Another objective of ours is the establishment of tourist promotion plans for both Poland and the foreign markets, and the creation of favorable conditions for their implementation. We are studying the development of tourism product, and the protection of consumer's interests is another objective of our efforts; they also include the training of staff which may become an opportunity for the Institute of Tourism to show its talents.



Cooperation with the local self-government bodies is connected with very difficult and serious tasks which the state administration has put on the agenda. This conference, the sixth in turn, is the best evidence of our intentions.

We support the development of the special interest tourism. Our tourist departments have entered into cooperation with Polish sports federations as regards those sports which are somehow connected with the activity holidays. Children and youth tourism, tourist activities of the handicapped, and, in cooperation with other sectors, problems of families living in particularly difficult financial conditions, are our great concern. Orders commissioned by the government, which we try to obtain, are the accepted way of solving these problems. Our other major concerns include general coordination, establishment of educational plans, training of tourist staff, and the unification of the scientific research methodology in the field of tourism.

More and more frequently tourism manifests its interdisciplinary character, going far beyond the limits of our sector's activities. Therefore, in certain instances, we are trying to apply interdepartmental solutions. For example, together with the minister of industry, we have appointed an interdepartmental commission, working on the problems of tourist infrastructure, the members of which are various ministers or their delegates. Together with the minister of environmental protection, we embark on the problems of the natural environment protection, looking for partnership solutions, particularly in the field of ecotourism. We also stay in touch with the Ministry of Privatization, trying, at present, to solve the problem of the privatization of the FWP (Workers' Holiday Fund). Our cooperation with the minister of culture should focus on the protection of cultural values and their public accessibility; for example, for the last few months, we have been working on the setting up of the *Paradores* system, the idea of which consists in the organization of a hotel chain in former palaces and castles, as it has already been done in Spain. Agrotourism plays an important role in the stimulation of activity in rural areas; this conference is supposed to explain a number of problems related to this subject. We hope that tourism will create new job opportunities and diminish unemployment. It is our wish to enter into cooperation with the Ministry of Transport and Maritime Economy, to participate in the programme of highways construction. Promotion of Poland's image in the world puts us in close contact with the Ministry of Foreign Affairs. To that end we have set up five national information centers abroad. Such investments seem to be very costly, but they pay off in the long run thanks to the increase of inbound tourist traffic and Poland's promotion on those markets. Distribution systems of tourist services and the development of telecommunications are connected with the cooperation between us and the Ministry of Telecommunications. The minister of labor shows a great interest in the cooperation with our sector, hoping for the creation of more job opportunities. He may also put at our disposal funds for education and training of the jobless who would like to follow reorientation programs. In a few days from now, after consultations with other ministers, we shall submit



the strategic programme of the tourism product development till the year 2005 to the Economic Committee of the Council of Ministers. The programme of the tourism product development for the years 1995-97, has already been completed. Legislative acts connected with the introduction of licenses for tour operators, will have been in force in a few months' time.

We do remember about the necessity of steps which should be undertaken, together with the Council of Ministers and the voivods, in order to work out plans of modernization of the infrastructure in those communities (communes) and localities which are developing tourism product. The PHARE TOURIN I programme, thanks to which we are here today, offers a particular chance to the development of tourist services on local markets. Four months ago, together with the ambassador of the European Community, we have signed an agreement referring to the implementation of the TOURIN II programme. Should the means provided by the TOURIN II programme be used efficiently, there is chance for a subsequent prolongation of the cooperation. The means allocated within the framework of the first programme were predominantly spent on the activities of foreign experts who came to teach us. The tourist branch knew how to make the best of that lesson. The means allocated for the implementation of the TOURIN II programme shall remain in Poland; they shall not be returned to Brussels. As regards the construction of highways, connected with the road traffic safety, many tenders go to the Polish companies, not only to the foreign firms. It is not difficult to imagine that should there ever be a TOURIN III programme, all money will be left in Poland.

Coming to the end of this address, I wish you all fruitful debates, as well as persistence necessary in the developing of tourism in your voivodships. However, no matter how much concentrated we are on the problems of our gmina or voivodship, we have to remember that they are only a part of the regional system. I would like to stress the fact that this regional or macroregional way of thinking is not just an idea of ours. Such approach has already been approved worldwide. Tourists are wandering people by nature. A tourist who gets emotionally attached to a particular country-inn because he loves the cuisine and therefore comes there once a month, bringing with him a bunch his best friends, or returns with his whole family to a particular camping cottage, is not an exception. But we have to deal more and more frequently with wandering tourists, who enjoy their rest, but like visiting as well. Director General Robert Kepinski and I went to Madrid some time ago, where we met some local businessmen dealing with tourist industry, who pulled out a map of Poland with the Bieszczady region marked on it. They stated that they wished to rent ten thousand hectares there in order to set up tourist facilities because - according to the Spanish tourist market analysis - there exists a possibility of selling the region as a tourist destination to Spanish visitors. Why? Because the region abounds in natural attractions, quite exotic for Spaniards. Not the sun, the beach, or the sea - but what we have, and they don't. Pay more attention to



the development of regional tourism - repeated the Spanish minister of tourism and trade. You have to learn to sell everything. We have to make use of anything what offers to the Polish tourism a chance to develop.

**Zygmunt Szopa**

**The voivod of Kielce**

## **Development of tourism in the Kielce region**

It is a great honor for me today to play host to the best tourists of the Świętokrzyski and Lublin Regions, the representatives of seven voivodships who came to take part in the discussion about the tourism product of the region. I am most grateful to you all for the kind acceptance of my invitation. Let me, as a host, use the customary right to present the tourist aspect of my own region.

The Kielce voivodship may be divided into two geographical parts: the northern part of the Świętokrzyskie Mountains and the southern part of the Nida River country. The Świętokrzyskie Mountains, one of the most ancient ranges in Europe, add much to the variety of the landscape and are definitely one of the greatest natural attractions of central Poland. They are covered with the Jodłowa Forest, but in places there are vast rubble areas, sometimes called "goloborza" (treeless areas). North of the mountains there spread large forest complexes, to the south expanses of the fertile, unpolluted soil; the Vistula River marks the southern boundary of the voivodship. The region has rich natural resources which include not only limestone, marl, and dolomite but also Poland's biggest deposits of gypsum; there are mineral water springs, deposits of sulphur and a variety of aggregates. Here is a real paradise for geologists.

The main international and interprovincial transportation routes run across the Kielce Region, therefore transportation costs of the local industrial and agricultural products are low. The voivodship offers 740 kilometers of railways and 7,920 kilometers of public, hard surface roads. At Sędziszów there is a modern railway station with facilities which allow for the replacement of regular running-gears for the broad-gauge running-gears.



The population of the Kielce region amounts to 1,350,000 inhabitants and ranks eighth in the country with its 3.5 % of Poland's total population. The biggest town is that of Kielce with 215,000 inhabitants, which is 19 % of the voivodship's total. Other big towns of the region include Ostrowiec Świętokrzyski, Starachowice, Skarżysko Kamienna, Końskie, Jędrzejów and Busko Zdrój. The total surface area of the voivodship exceeds 9,000 square kilometers. With its 122 persons per one square kilometer, the Kielce voivodship ranks seventeenth in the country.

The Kielce voivodship has a number of attractions for tourists and vacationers. The most picturesque are the Świętokrzyskie Mountains with its main Łysogóry range of 60 kilometers, and such smaller ranges like Klonowskie, Cisowskie, Daleszyckie, as well as the western ranges of the Chęciny district. All these ranges make up the most valuable fragment of the voivodship from the landscape viewpoint. Other districts, for example that of Pińczów with the nature reserve in the Nida River Basin, or the district of Miechów, Raclawice, and Tunel on the Miechów Plateau are quite suitable for the practice of all sorts of tourism.

The voivodship boasts precious mineral water springs, particularly in the Nida River Basin and in the district of Busko Zdrój and Solec Zdrój, where the health resort facilities of great importance have been developed. The region of Kielce offers fairly good opportunities also to the winter sports enthusiasts: the snow stays here up to 60 days per year, especially in the Świętokrzyskie Mountains.

Poland's oldest industrial traditions are connected with the Kielce region. The museum at Krzemionki near Ostrowiec features a Neolithic period mine of striped flintstone. The ancient procedures of iron production in this part of Europe may be studied here. Our ancestors were apt to produce iron a long time before the Germans and traded it to the Romans. In order to commemorate this tradition, every year in September, a folk event of Dymarki Świętokrzyskie is organized. Foreign visitors also come to see it. Industry developed in the region under the guidance of Stanisław Staszic and Ksawery Drucki-Lubecki. Numerous monuments of built heritage from that period may still be encountered in the valleys of the Kamienna and Bobrza Rivers.

The vestiges of the one thousand year old history of Poland are frequently found in the Kielce region. For example, on the top of Mt. Święty Krzyż (Saint Cross) there was a shrine which, in the remote past, attracted throngs of pilgrims who wanted to pay homage to the Saint Cross's relics. In the region battled Tadeusz Kościuszko at Raclawice, Langiewicz, Jozef Piłsudski's legions, and Jan Piwnik "Ponury". Old regional folk traditions have been carefully preserved; they include manufacturing of folk dresses at Bieliny and Bodzentyn and baking pottery. At Tokarnia near Chęciny there is a Museum of the Kielce Village which protects artifacts manufactured by old craftsmen.



Forests occupy 20 % of the voivodship's total surface area. There are 50 nature reserves, 319 nature monuments including the legendary oak Bartek, and 156 rural parklands, including 120 historic sites in different state of preservation. The greatest natural attraction of the region is the Świętokrzyski National Park with its own museum located on Mt. Święty Krzyż. The rest of the region's territory comprises two big clusters of landscape parks: the Świętokrzyskie Mountains parks occupy the total surface area of 122,000 hectares and the Nida River country parks cover the area of over 82,000 hectares. The region natural resources play an important role in the recreational programs of such big, ecologically unfriendly agglomerations as Katowice, Łódź, and Warsaw; the Kielce region offers wonderful opportunities for the organization of special interest tours, particularly for youth.

Tourists visiting the Kielce region will find many attractive monuments, one of them is a unique, Gothic urban complex in Szydłowiec. There are approximately six hundred historic monuments in the region, two of them of the highest value: the Cracow bishops' palace in Kielce and an abbey of the Cistercian order at Wąchock. In the Kielce region the National Culture Fund is planning to set up a loop of the international Cistercian Trail, a section of the European cultural trail. The planned Wąchock hospitality center will provide various services to the visitors following the trail, but a number of new accommodations will have to be constructed along the loop and they should be located as close as possible to other Cistercian buildings.

Wiślica has a number of precious monuments dating back to the beginnings of the Polish state and christianity, including an 11th century baptismal font. Very characteristic for the period of industrial development in Poland are the testimonials of the Old Polish Industrial District in the valleys of the Kamienna and Bobrza Rivers.

The Kielce region lies on the crossroads of two main transportation routes running from Warsaw to Cracow and from Łódź via Sandomierz to the Bieszczady Mountains, therefore it channels some of the transit traffic going through Poland. It is estimated that yearly one million tourists pass through the region and depend on the local catering, accommodation, shopping facilities, and car service and fuel stations. Traditionally, individual and group tourism concentrates in the northern part of the voivodship, in the Świętokrzyskie Mountains, because of attractive nature, numerous historical monuments, and better tourist infrastructure. This part possesses half of the region's accommodation facilities (3,500 beds), and can cater daily for approximately 7,000 persons. The Świętokrzyskie Mountains region disposes of a good network of tourist centers which offer various services to visitors and are located in bigger towns such as Kielce, Skarżysko Kamienna, Ostrowiec Świętokrzyski, Starachowice and Końskie. Other regions, such as the Nida River country, Miechów Land with the site of the Raclawice battle, and the surroundings of Włoszczowa are less frequently visited. On this territory the tourist traffic is either of therapeutic character (Busko Zdrój, Solec Zdrój), or



concentrates around Pińczów with its Arian monuments, Wiślica, and Jędrzejów with the Przypkowski Museum.

It has been noticed in the recent years that the demand for recreation in the nearest neighborhood has been steadily growing. One form of activity in the Kielce region, particularly that practiced by youth, is the special interest tourism which includes all sorts of rallies. In the region there are 90 accommodation outlets, 44 of them stay open round the year.

There are 6,800 beds available, of which 3,700 - round the year.

The number of seasonal vacation centers is diminishing - they have 680 beds less than they had before, i.e. less 23 %. Sielcia (Końskie gmina) has the greatest number of accommodation outlets, but the majority of them are campsites. There are 24 of them. They can accommodate 1,400 visitors. The capacity of all hotels in the region amounts to 6,500 beds. Approximately 30,000 foreign tourists visit the region each year. The occupancy rate in our hotels reaches 45 % (average national rate is 39 %). The most luxurious are the Exbud Business Center in Kielce, the Świętokrzyski Hotel at Cedzyna, and the Łysica Hotel at Ostrowiec Świętokrzyski. The latter two received a Golden Key Award a few times already. The Świętokrzyski Hotel - in the category of outlets with less than 200 beds, and the Łysica Hotel - in the category of outlets with more than 200 beds.

The Kielce region, well-known for its hiking values, organizes a number of all-Poland tourist events such as the National Świętokrzyski Rally for Boy Scouts and Girl Guides, the May Świętokrzyski Rally organized by the PTTK (Polish Touring Association) at Starachowice, the National Rally of Metal-Workers, and the National Rally of the Special School Educational Centers.

Tourism could become a model sector of the free-market economy because it gets restructured quite fast. The role of tourist industry is best illustrated by the increase of profits generated by incoming tourism. Development of tourist industry plays a decisive role in the curbing of structural unemployment on the one hand and generating new job opportunities on the other. A new job in tourism requires only 40 % of the average investment capital which is needed for the creation of a new job in the processing industry. A number of initiatives, putting forward solutions favoring the development of tourist economy in the region, have been taken in order to make the activity of various economic subjects possible and effective. Very important for the future development of tourist industry are all steps undertaken in promoting Poland as an interesting destination for foreign visitors. In order to meet European standards in tourist services, a number of various organizational, educational, and editorial actions have been put into practice in order to raise the qualifications of tourist staff. Building up of the



local tourist market is very important for the development of tourism and the economic development of many localities, communities and regions. Initiatives of the self-governmental authorities in promotion and development of tourism have an impact on the structure of local budgets because they multiply the sources of both income and development of the communities.

There exists an outline of tourist development of the Kielce region which is based on similar elaborations referring to the voivodships of Lublin, Zamość, Chełm and Biała Podlaska. The local self-government has appointed a Tourist Association of the Świętokrzyskie Communities which associates communities interested in the development of tourism. Kielce is the seat of the Świętokrzyski Tourist Chamber. A Consortium of the Świętokrzyskie Tourist Agents has already been operating for some time. A Świętokrzyskie Center of Youth Tourism is under construction. Tourism in the Kielce region goes through the period of structural changes.

I do hope that the attractions of our region, its hard-working, open-minded and friendly inhabitants will encourage you in promoting this region in Poland and abroad. As a host of the Kielce region I express my sincere hope that the present conference will strengthen our cooperation, let us exchange ideas and get acquainted with the experiences and achievements of other voivodships.

- establishment of a legal act which would give to the state organs and the local self-governmental bodies a possibility to undertake organizational and coordinating actions in the branch of tourism.

And now let me give you some information about two institutions which are our closest cooperators. The first of them is the National Tourism Promotion Agency which developed from the former Polish Tourist Information Center. The main target of our cooperation is the development of promotion and information, with strong focus on promotion. Although the territorial self-governments are responsible for tourist information, the development of tourism, which is our common objective, justifies our engagement - through the National Tourism Promotion Agency - in the collection of tourist information on the regional level.

As far as promotion is concerned, our cooperation with the National Tourism Promotion Agency consists in the elaboration of promotion materials and their distribution abroad, organization of tourist fairs, study tours, and the like.

The next topic refers to the *Assumptions of the State Policy in Relation to the Development of Tourist Economy*. We acknowledge the importance of this document because it postulates the integration of tourism with other branches of economy. This document confirms the







Czesław Jermanowski

Vice President of the State Sports and Tourism Administration

## Tourism promotion policy

I would like to begin my address with the information about a draft project of a law on tourist services, which is being elaborated by the State Sports and Tourism Administration. The law should define conditions of rendering such services within the territory of the Polish Commonwealth, regulating three main problems concerning services suppliers. The first problem is related to licensing of tourist offices, dividing them into two groups: tour operators and tourist agents; the second problem is that of hotels classification, and the third one - licensing of both tour and tourist guides.

While working on the draft project, we have taken into consideration the following targets:

- protection of consumer's interests,
- setting up of certain standards for rendered services,
- establishment of a legal act which would give to the state organs and the local self-governmental bodies a possibility to undertake organizational and coordinating actions in the branch of tourism.

And now let me give you some information about two institutions which are our closest cooperators. The first of them is the National Tourism Promotion Agency which developed from the former Polish Tourist Information Center. The main target of our cooperation is the development of promotion and information, with strong focus on promotion. Although the territorial self-governments are responsible for tourist information, the development of tourism, which is our common objective, justifies our engagement - through the National Tourism Promotion Agency - in the collection of tourist information on the regional level.

As far as promotion is concerned, our cooperation with the National Tourism Promotion Agency consists in the elaboration of promotion materials and their distribution abroad, organization of tourist fairs, study tours, and the like.

The next topic refers to *the Assumptions of the State Policy in Relation to the Development of Tourist Economy*. We acknowledge the importance of this document because it postulates the integration of tourism with other branches of economy. This document confirms the



intentions of other sectors opting for the integration of all branches of economy through tourism development. The document contains two leading assumptions: firstly, that the tourism development promotes the development of the country's economy and, consequently, the economic growth, and secondly, that the tourism generates jobs.

Let me refer again to the two figures which have been mentioned before, i.e. 4.5 billion USD brought in by incoming tourism and 5.5 billion USD spent on home tourism; these 10 billion USD are poured into the country's economy and shared by fuel suppliers, entertainment industry, catering, culture, and many others branches. Tourism as a branch of economy receives relatively little slice of the cake - only 20 %, but it has to organize promotion, marketing, and design programs of future development. We have to change this way of thinking. The development of tourism, which is an important driving-gear of the country's economy, should be a concern of us all. Banks should also be interested. All money that enters economy flows through banks. These are predominantly banks, in the world, that pump money into marketing and many other economic undertakings of joint venture type. Next come the transportation firms: road transporters, railways, and airlines, and then fuel and building industries, contractors building hotels, motels, landing-places, etc. Tourism seldom takes part in big deals, it is treated instrumentally by the big deals negotiators.

Why is the intersector cooperation so important? Let us take two examples. The first one is that of environmental protection problems and the ministry which is in charge of them. While we are interested in the development of the most attractive parts of Poland, as well as in the development of their infrastructure, their promotion and marketing, the main care of the ministry of environmental protection is the biological health of the nation, which point of view we share without restrictions. However, we would appreciate much if the funds, designated for environmental protection, were also used in such areas which may become future tourist destinations. It is my belief that our sector's policy is a great support for the programs promoted by the minister of environmental protection. The second example is that of the cooperation with the Ministry of Culture. Cultural development is also our interest because tourist industry sells culture and makes money on it. The exportation of cultural values is also an interest of the minister of culture because he is both the owner of cultural sites and the organizer of cultural events. But, if until July of the current year the programme of an important cultural event scheduled for the next year is unknown, it will stay unknown next year and will not draw any foreign visitors to Poland, because the biggest tour operators will not be able to promote such event in their tour programs and catalogues which are usually go to print well in advance. The culture sells well to tourists in the whole world. It is also important to organize the major cultural events off-season, e.g. not in July at Sopot or Gdynia when all hotels are fully booked, but in May - in order to attract many culture lovers and provide to them satisfactory services.



There are two tactical elements of our policy which are really important at present. Firstly, the cooperation with other sectors and branches of economy. Secondly, the regional approach to tourism policy, which means the setting up of regions that would sign agreements and work out joint concepts of tourism product development, training of staff, marketing, etc.

Last year a very important institution came into being - the National Tourism Development Agency. It is a go-between body which will put in touch those who have money, i.e. foreign and domestic businessmen, with those who have ideas, land, buildings and want to market them, but are yet not able to do that by themselves.

The Institute of Tourism is our specialized institution in charge of market analyses, identification of trends, and monitoring of tourism worldwide.

The PHARE programme will have covered three topics by the end of this year: promotion, basic and additional training, and the strategy of tourism product development. As far as the promotion is concerned, there are funds to prepare, together with the experts, programs and marketing plans for Poland and carry out a promotion campaign of both the winter season 94/95 and that of the summer season 95, from February till April. The basic and additional training will include teachers' training, elaboration of handbooks, translation of western handbooks, grants for scientists, additional training courses in various places and for different professionals, courses and seminars. There are many such actions to be carried out and we are open for closer cooperation with regions in this matter. The strategy of tourist market development is being elaborated together with the Arthur D. Little Company, a firm of worldwide renown. We use their methodology in order to select products that would further on become focal points of development, investment and marketing programs. There are western companies which are ready to invest much money in intensive promotion programs and there are world's biggest financial institutions that are willing to invest in Poland.

The TOURIN II programme consists of three modules. The first one deals with central reservation systems. Its objective is to introduce into them the whole Polish tourism product, or what the agents call the offer - in order to be able to market it abroad. This is a task of utmost importance. The second module includes agro- and special interest tourism, while the third one deals with safety on the roads. In order to achieve our goals we have to realize that, today, it is not production that guarantees success. The success of today is to get with it through to the customers, tour operators, transporters, and sell it. Statistics say that, daily, one million three hundred thousand people cross their countries' borders. Many countries of the world try very hard to put their hands on this enormous amount of money. One of the biggest world's tourist markets, Germany, exists just across the Polish border.

The contemporary tourism development trends are favorable for Poland. In the 1970s tourists



were looking for the sea, the sun and the beach, therefore 52 % of the European tourist traffic poured into Spain, Italy, France, Greece, etc. We could catch no more than 5.5 % of it. Twenty years later the figures were quite different: the bucket and spade beach destinations attracted only 32 % of European international visitors, while Poland hosted 18 % of them. Activity holidays are becoming increasingly popular. Travelling purposes are changing: the cognitive purpose with a certain stress on culture is coming first now, the ecological purpose ranks second because tourists are seeking natural environment. The health is coming third: keeping fit has become a target in itself for businessmen for example - they just want to show that they are in shape like an attractive and reliable business partner should be. These people are ready to spend a lot of money to keep fit, but they are not able to stay 21 days in a sanatorium. As they may afford only a few days for such purpose, sanatoriums hastily tailor new, five-day programs for them.

When keeping fit has now become a life style, a new, enormous industry is coming into being, combining sailing boats, yachts, tennis courts, sports wear, etc.

Poland has appropriate conditions to meet the demands of tourists travelling with the three, above-mentioned purposes in mind. Our lakes, forests, and nineteen national parks represent a tremendous potential. Our history is interesting for foreign visitors. The city of Gdansk will celebrate its millennium in 1997. The most important and resourceful markets for us are those of Germany, Scandinavian countries, the United States, Benelux, France, Italy, Austria and Great Britain. The markets of the former Soviet Union are also becoming more and more interesting for us, taking into consideration their huge incoming tourist potential. There are between seven and eight million of visitors coming from these countries to Poland every year, but their average expenditure is higher than that of the German nationals. A German tourist leaves in Poland 19 USD per day, while a visitor from the former Soviet Union - 33 USD per day. A year or two ago the former Soviet Union nationals exported from Poland a billion USD each year, while now they bring in approximately 1.5 billion USD. Before they used to come in order to sell their goods and take hard currency out of Poland, while now they bring in dollars to buy our quality goods. Commercial purpose of visit has been included in the international definition of tourism, but one day commercial reasons of travelling may cease to exist. Therefore a question arises how this market can be retained by the promotion of new purposes of visit to the tourists from across the eastern border.

Promotion on foreign markets is conducted by our specialized institutions. There are our National Tourist Information Centers on the main markets. They first of all provide information to those who write to them, call or come in person. Their second function is to promote tourism to Poland with foreign tour operators, cooperate with transporters and mass media. Where possible and important for us, they take part in tourist fairs. Their third role is to monitor the local market and trends on it in order to improve our actions. And this is also one of the targets of the seminars and workshops organized in Poland for the directors



of our National Tourist Information Centers. The major tour operators, organizing trips to Poland, are taking part in them, too. At present there are thirty five of them. The regional delegates may also be invited to these meetings in order to set forth information about their new publications, interesting events, new facilities, transport services, etc.

Poland participates in the world's major tourist fairs and each region can count on us for help in case it might want to take part in such fair in order to promote the attractions of its tourism product. Speaking about publications, I would like to point out that there are centrally promoted materials and regional publications; the latter initiatives can always count on our aid. So far we have been also supporting the efforts of communities and voivodships, but recently the demand has increased so much that we have to fix the limits of our help to the regional level. However, we are still ready to help in the distribution of promotion materials. It is a generally known fact that, nowadays, the distribution of promotion materials costs as much as their production.

We receive journalists coming from the world's major tourist markets and organize study tours for them. We send them there, where - according to our knowledge - exist attractive tourism product which is worth promotion and marketing. We try to promote such product which, objectively, has the best chances of being successfully marketed, but we can also send them to the regions, which are ready to offer inexpensive stays to journalists, so that they could present their local tourism product to them as well. There are a lot of such opportunities.



## **Touring Holidays - A Chance for the Upper Vistula region**

The aim of this paper is to provide answers to the following interrelated questions:

- What are the tourism characteristics of the Upper Vistula region?
- What type of international tourism offers the best chances for development?
- Where is the market demand for this development to be found?
- How do existing plans relate to the outlined chances for development and what change of approach or emphasis is needed?

### **What are the tourism characteristics of the Upper Vistula region?**

The combined area of the seven voivodships of Białą Podlaska, Chełm, Kielce, Lublin, Piotrków Trybunalski, Tarnobrzeg and Zamość in East Poland constituting the Upper Vistula region covers 14.2% of Poland's territory and comprises 11.7% of its population. The area is predominantly rural. Except for the voivodships of Lublin and Kielce it is relatively thinly populated and has no big towns.

Tourism in this part of Poland, measured by nights in paid accommodation in 1992, is consistently lower than the national average for the 49 voivodships of Poland. In terms of foreign nights in paid accommodation in 1992 the voivodships of Lublin and Kielce rank 10-11 and 16 respectively. This rank is partly due to the importance of their capital cities as focal points for foreign business travellers, and in the case of Lublin also leisure tourists.

In terms of domestic nights in paid accommodation in 1992 the relative importance diminishes and the rank order slightly changes: the voivodship of Piotrków ranks 22, the voivodships of Lublin and Kielce come in 23-25 place (Table 1).

The lower rank in domestic tourism should not lead to the conclusion that domestic tourism is of little importance. Domestic tourism is the backbone of tourism in the region. However, the following analysis will focus on possibilities to expand international demand for holidays in the Upper Vistula region, not domestic demand.



**Table 1**

**Ranking of the Upper Vistula region voivodships in terms of nights in paid accommodation 1992**

Foreign			Domestic		
Voivodship	Nights%	Rank	Voivodship	Nights%	Rank
Lublin	3.4	10-11	Piotrków	1.3	22
Kielce	1.5	16	Lublin	1.2	23-25
Piotrków	0.8	32-33	Kielce	1.2	23-25
Zamość	0.8	32-33	Chełm	0.8	31-32
Chełm	0.7	34-36	Zamość	0.6	33-36
Tarnobrzeg	0.6	37-39	Tarnobrzeg	0.4	41-45
Biała Podlaska	0.3	44-47	Biała Podlaska	0.3	46-48

*Source: Based on GUS, 1993*

Except for Lublin's contribution to foreign tourism, measured in terms of nights spent in paid accommodation, the Upper Vistula region does at present not make a significant contribution to tourism in Poland.

None of the voivodships constituting the Upper Vistula region scores within the top 50% range of arrivals or nights in paid accommodation. Consequently the conclusion must be that the seven voivodships constituting the Upper Vistula region do not figure among Poland's voivodships with a high degree of exploited tourism potential. The question then arises whether there is significant underexploited potential on which efforts to develop tourism can be based.

#### **What type of international tourism offers the best chances for development?**

Although part of the Upper Vistula region has a pleasant rolling landscape there are no spectacular mountains or other sizeable concentrations of highly valued natural attraction. However, the region features some outstanding dispersed cultural attractions in the form of built heritage, the best known of which is probably the magnificent old town of Zamość. Other sites of primary interest which are already part of foreign tour operator itineraries are Lublin and Kazimierz Dolny.



The existence of such dispersed attractions appeals to the explorer type of tourism known as touring tourism. Since this type of tourism consists predominantly of a number of successive city trips packaged into one holiday there exist an implied potential for developing city breaks, although on a more limited scale. Within the Upper Vistula region the city of Lublin could possibly qualify for this at some time in the future. In Poland city tourism offered as a package by tour operators is confined at present to five cities: Gdańsk, Kraków, Szczecin, Warsaw and Wrocław (van der Borg, 1994), and is only on sale in a few countries, of which Germany, not surprisingly, is the most important. The importance of the German market equally applies to touring holidays, as will be shown.

In Western European (EC and EFTA) outbound leisure travel, touring holidays rank second with 19% after sun and beach holidays which take 35%. In 1990 West Europeans took more than 27 million touring holidays. There is thus a considerable market to draw on.

A high percentage, 44%, of the 1990 EC and EFTA touring holidays were of the inclusive type, and an additional 26% were partly pre-booked. This means that the travel trade is involved in 70% of all EC and EFTA touring holidays, a fact to be kept in mind when trying to develop this type of tourism.

The preferred means of transportation were the private car (39%) and coach (33%). Compared to other holiday types coach transportation ranks highest among touring holidays. Coach trips provide for maximum flexibility in arranging itineraries with consequent ease of trip organisation, and are well suited to packaging. This makes the coach the ideal means of transportation for tour operators who aim at tapping the touring holiday segment of demand.

### **Where are Poland's target markets for touring holidays to be found?**

The demand for coach transportation is subject to the constraints of geographical distance. Distance influences both travel time and travel costs.

Although in terms of distance measured in kms the larger part of Poland is located within the inner zone of European tourism which extends over a distance of about 1200 kms from its core demand area, in terms of distance measured in travel time destinations such as Warsaw, Kraków or Lublin are, due to inferior road conditions within Poland, in fact part of the outer zone of European tourism. Road conditions in Poland cause a reduction in maximum attainable speeds for cars and coaches by over 40% upon entering the country. This implies that for the Upper Vistula region the distance measured in travel time considerably exceeds that measured in kms. Although this does not rule out a further development of touring holidays it clearly complicates such efforts considerably by affecting the region's competitive position compared to other destinations. Due to the longer travel times the region has to reckon with more intervening opportunities. Intervening opportunities consist of similar product offers at a lesser or similar distance. This implies that in selecting geographical target markets a realistic approach should be taken in which the potential for generating touring



holidays should be weighted with the distance to be covered, both measured in kms and in travel time. Promoting the region as a destination for touring holidays in distant markets with a relatively low overall potential for generating touring holidays makes little sense and is a waste of money.

Taking into account both distance and relative size of its overall potential for generating touring holidays, Germany should be the region's foremost geographic target market, followed at a distance by Italy, Britain and the Netherlands (Table 2).

**Table 2**

**EC and EFTA geographic target markets for touring holidays in the Upper Vistula region**

Country	Catchment area	Long holidays abroad 1990 (000)	Touring holidays %	Touring holidays (000)	Rank
Germany	Whole country	39,859	15	5,979	1
Netherlands	Whole country	10,144	18	1,825	4
Britain	London, Southeast, Midlands	10,063	19	1,912	3
Belgium/Lux.	Whole country	9,399	9	846	6
Italy	North West, North East	4,963	43	2,134	2
France	Greater Paris, North	4,690	22	1,032	5
Switzerland	Whole country	4,549	18	819	7
Austria	Whole country	3,043	14	426	10
Denmark	Whole country	3,006	19	571	8
Sweden	South, Greater Stockholm	2,772	20	554	9

*Source: Based on ETDC, 1991*

Since the size of the markets in Italy and Britain compensates for the larger distance, the Upper Vistula region should in promoting touring holidays primarily focus on the four markets mentioned.

### **How do existing plans relate to the chances for development of touring holidays?**

The further development of touring holidays in the Upper Vistula region requires, apart from rightly focussed marketing efforts, that adequate attention is paid to the development of supply. For improvements in tourism supply (attractions, infrastructure, facilities, and ancillary services) to be successful and cost-effective they should be demand-led.

Recently two plans for the development of tourism in parts of the Upper Vistula region have been drawn up.



The Lublin Region Tourism Management Team, in conjunction with Lancashire Enterprises plc, published in January 1993 *"A Tourism Strategy for the Lublin Region"*, covering the area of the voivodships of Lublin, Chełm, Biała Podlaska and Zamość. The Department of Regional Policy of the Kielce Province Office completed in April 1993 *"The Strategy of Tourism Development in the Świętokrzyski Region"*, which covers mainly the area of the Kielce Province.

The two reports bear a striking resemblance. They are completely identical in their structure, approach and recommended actions. About the only differences are to be found in the regional references. The reports share each others strengths and weaknesses.

The main strengths are that:

- They do not establish a once and for all plan, but are designed to be part of a continuing process of research and action;
- They advocate a comprehensive approach to the development of tourism in their respective regions, encompassing research and action with regard to such items as marketing, the development of information services, tourism infrastructure, accommodation facilities, and skills provision and business support;
- They advocate cooperation between and a joint effort by all interested parties, public and private;
- They pay adequate attention to institutional arrangements and funding needed to ensure follow-up research and action;
- They rightly note that in view of financial constraints there is a need to focus on a limited number of agreed regional priorities.

The main weaknesses are that:

- A provisional marketing strategy is outlined without a sound basis in market intelligence concerning the size and characteristics of both origin markets and actual visitor flows. Germany, Italy, France and Scandinavia are identified as key future short haul markets. A market intelligence basis for selecting these markets is, however, lacking;
- Due to the lack of market research the potential for developing touring holidays goes unnoticed;
- The potential success of other regional initiatives in attracting domestic and foreign visitors is considered a threat. This means that a too narrow regional view is taken. The reports rightly note that package tours linked to other more well-known parts of Poland should be developed, but fail to see that for the effective development of touring holidays inter-regional cooperation is needed;



- As Polish tour operators market only their own offers the marketing efforts of the regions should not depend on Polish operators. The regions must be promoted to foreign tour operators and the public at large by the National Tourism Information Centres of Poland abroad.

Since the reports are part of a continuing process of research and action there is ample opportunity to address these weaknesses and to incorporate an effective marketing strategy for touring holidays in the four markets identified to provide the best chances: Germany, Italy, Britain and the Netherlands.

The basic ingredients for the development of such holidays are available. What is now needed is a sustained effective marketing effort and a demand-led improvement of regional tourism supply.

## References

Central Statistical Office (CSO)

**1992** *Concise Statistical Yearbook of Poland 1991*. Warszawa: CSO

European Travel Data Center SA (ETDC)

**1991** *European Travel Monitor 1990*. Luxemburg: ETDC.

Główny Urząd Statystyczny (GUS)

**1993** *Turystyka i Wypoczynek w 1992 r.* Warszawa: GUS.

Kielce Province Office

**1993** *The Strategy of Tourism Development in the Świętokrzyski Region*. Kielce: The Kielce Province Office, Department of Regional Policy.

Lublin Region Tourism Management Team

**1993** *A Tourism Strategy for the Lublin Region*. Lublin: Lublin Region Tourism Management Team & Lancashire Enterprises plc.

Van der Borg, Jan

**1994** *Demand for City Tourism in Europe: Tour Operators' Catalogues*. Tourism Management 15(1) 66-69



## Discussion

**Krzysztof Łopacinski**

**Institute of Tourism**

I would like to share with you a few reflections on our cooperation with the local administration or the voivods. I shall begin with the experiences connected with the implementation of the monitoring system of tourist phenomena.

There are works under way now which aim at the elaboration of a computer system for the monitoring of tourist information and phenomena. The system should be completed about the month of November. Such computer systems are rather costly. Voivodship authorities have their own particular demands, especially connected with the scope of data collection. The installation of such a system costs approximately 50 million zlotys, considering the necessity of the system's expansion for the individual needs of a voivodship. This sum covers only the direct costs connected with the installation of the computer, training of personnel, and arrangement of several meetings with the local authorities to discuss their expectations.

Why do I speak about this system which seems to me to be a good solution? Firstly, it is interesting to know the data about our own voivodship to be able to compare them with the data referring the voivodships having similar characteristics, and to know one's own position in the country's classifications. Secondly, on all occasions, especially when foreign investors appear, the first questions refer to objective measures which might warrant tourist potential of the local market. They can see a forest and other attractive sites, but they wish to know selling prices of land, building sites, construction materials, etc. Such basic data, which are important to any investor trying to design a business plan, have to be first collected. Our system allows for their continuous updating.

A lot of people turn to us for various information containing figures, classifications, and evaluations in order to find out whether a business plan designed by this or that company is feasible or not. They want to confirm the data about the number of visitors coming to a place and about the prospects of their increase in the years to come. Therefore, we felt obliged to start collecting such data. We presume that such information may be of value for the Voivodship Offices. The majority of information included in the system refer not only to voivodships, but also to communities; therefore, a number of data about communities is available as well. There is also a possibility to print a map.



There are more and more potential investors who tour the country and usually land in the offices of administration authorities. Getting access to the general information about tourism in Poland, a given locality or a region is often a great problem. Information about materials which we prepare for the State Sports and Tourism Administration will be soon send to all voivods; those of them who deal with foreign visitors may find them useful. These materials contain information about the social status and the country of origin of the visitors. They are sold at moderate prices because they are collected for a greater number of contractors, and in the process of elaboration we use data gathered by the Polish tourist information centers abroad.

**Jan Paweł Piotrowski**

**National Tourism Promotion Agency**

The National Tourism Promotion Agency (PAPT) stems from the reshaped Polish Tourist Information Center, which was established in 1962. Here are the basic fields of our activity: promotion, organization of fairs, contacts with mass media, editorial productions, but, above all, the PAPT is a big workshop for people who provide tourist information and data necessary in tourist branch for the pricing of tourism product. A tourist offer may be constructed in an amateurish way, but it has been known for a long time that access to genuine information is a key to success. We publicize information through the periodical entitled "Tourist and Sportss News", appearing twice a month. It is not our intention to publish sponsored information in this periodical, but there is always space available for the promotion of authentic accomplishments, initiatives in small towns and communities, which forward the development of tourism in the region. Any information about the promotion of tourism, even on a very basic level, will be welcomed on the pages of the "Tourist and Sportss News". Such materials are also dispatched to our information centers abroad and thus may reach foreign mass media as well.

We control almost forty tourist information centers. Some of them, commercial conditions permitting, are managed directly by the PAPT branches. Others are controlled by the voivodship offices. We treat them all like our own. On our initiative the National Agreement for Tourist Information Development came into being, which rallies the majority of tourist information organizations in Poland. The NATID is based on the principle of total freedom as regards the tourist information organizational forms, but it suggests uniformity in the scope and style of the information transfer. We offer our aid in the establishment of the local systems, centers, and points of tourist information. We are glad to have learnt about the installation of tourist information points in a number of communities. They function on a part-time job basis at the communities' administration seats or in the sports and recreation centers; different forms may be chosen. There is place for all of them in the NATID. Therefore,



please, do not hesitate to contact us for consultations and any kind of help in promotion: it is just one of our statutory duties. Nevertheless, these points are considered as essential for the whole network of the system.

Unfortunately, there are still important regions that have no tourist information outlets at all. Some may try to explain that there are no funds for promotion and local information. However, there are examples of certain regions that have not spent a single penny from their own budgets on promotion and still conduct vigorous promotion campaigns. Obviously, they knew how to raise social funds, find sponsors, attract enthusiasts, and carry out promotional and information actions as a certain kind of joint ventures.

There is no promotion without information. We shall certainly throw money through the window if we just publish glossy promotional brochures without reference addresses. Certain undertakings do not require huge financial means. For example, a maritime gmina invited children and youth to take part in a poster competition: posters made by competitors were supposed to depict the beauty of their closest environment. Exchange of ideas and experiences is always very profitable. A number of small localities got onto the pages of tourist guidebooks thanks to the efforts of individual persons who managed to rally local enthusiasts and make use of their energy. The belief in the possibility of attracting and receiving visitors is a vital condition as regards small communities. The PAPT is ready for talks and cooperation with any small localities and communities in order to review possibilities of all kinds of actions. Even without particular natural attractions, a locality may draw visitors just by putting into operation a nice roadside inn, which would make visitors stop for an hour or so to enjoy the local cuisine and hospitality. After a good meal, a visitor may just decide to explore the neighborhood and spend some money on tourism. Our experiences prove that during three hour stays guests spend on the average more money than they spend during stays of two or three weeks.

You are all cordially invited to take part in the elaboration of our offers and participation in our tourist fair. One thing remains to be done - to wish you all self-confidence. There is a great demand for certain tourism products and you may certainly answer it successfully, but do not dream of miraculous careers because they do not come true every day.

**Stanisław Turski**

**Tourist Information Center in Lublin**

Forty nine organizations of tourist information have joined the National Agreement for Tourist Information Development so far. There are a few problems which require solutions this year, although the work plan for the coming year has not been completed yet. Tourist information,



however, is our leading subject. We have analyzed the state of tourist information in Poland and managed to indicate on the country's map, by voivodships, where tourist information exists, where it is almost non-existent, and where it functions properly. It has been found out that the whole of central Poland, including the Kielce region, is a white spot as regards tourist information. This is very disturbing. Until recently, the Krosno voivodship, a very important tourist destination, has also had a very insufficient network of tourist information. Fortunately, it has already been reestablished.

Good will and understanding is not enough for setting up a system of tourist information. Some key-men in local administrations understand these problems, others - do not. Therefore, we have come to the conclusion that the status of tourist information on the local administration level should be regulated by a legal act. The solutions should not only have legal basis, but they should be of standard nature as well. It is our belief that the tourist information and promotion in Poland on the voivodship administration level should be financed from the budget funds, while the sums necessary for this purpose on the local administration level, in towns and communities, should come from self-governmental budgets.

Liquidation of the white spots from the map of Poland, or development and unification of the tourist information network have been included in the work plan of the National Agreement for Tourist Information Development. We wish to help any group of people in a given region or voivodship which would lobby for the development of tourist information network in their own territory. Two or three information points would be enough to start with, then the development would surely follow in the future.

I would like to suggest some ways for the financial support of tourist information development. Making advantage of the already existent network of tour operators, hotels, catering outlets, and museums is certainly a solution, but there are other possibilities as well. I have put forward an offer to the local tour operators to regularly contribute to the promotion of their own activities through our voivodship center. And that was a success: some eight or ten tour operators make monthly contributions which amount to almost ten million zlotys and allows me to finance two full-time tourist information posts in our center. Following this pattern may be recommended to the representatives of any tourist information centers. If this practice should spread out to other voivodships, it might become a common procedure elsewhere, too. Such cooperation brings profits to all: tour operators, hotels, tourist information centers, and to tourists as well. Of course, if any legal acts concerning financing tourist information in Poland should come into existence in the future, there will have to be a provision about a possibility of securing money from selling tourist information as a product. Such economic activity should be somehow connected with tourism, i.e. production of tourist publications or/and reselling of certain tourist services.



A few more words about training. A tourist information clerk should be someone representing a high degree of education. It should be person with much experience, possessing comprehensive knowledge of his own region, his own country, and may be even knowing a lot about foreign countries, too. Therefore such persons will have to learn a lot. Customs regulations continuously change, new border crossings open, some bathing places are being closed down and some - reopened. An information clerk should be aware of all those changes and also speak foreign languages. So far training courses for tourist information staff, who became clerks of the first, second, or third category, have been very popular. We shall continue the courses, but their programme will have to be reviewed. They have been revised by the NATID and new programs have been worked out, based on new principles: very fast, very efficient, and very competent.

We have elaborated a report on the improvement and development of tourist information in Poland. In the report we point out that certain efforts in this field should be actively supported by the state administration. We hope that our viewpoint, which coincides with the opinion of the whole tourist branch, will be shared by the upper levels of administration for the benefit of tourist information. Tourist information is of fundamental importance for me. Bad foundation does not consolidate the structure, therefore, if we do not lay properly the foundations of our tourist industry, its structure will always quaver.

**Leszek Strzembicki**

**Academy of Economics in Cracow**

According to the data quoted by the World Tourist Organization (WTO), the European rural tourism ranks fourth among the ten major segments of the branch.

The sun and beach holidays rank first. Touring holidays come second. They include touring various countries usually on the full package basis, either a few of them in turn or just some parts of them. The share of these two products in the general tourist traffic diminishes. Visitors are fed up with stays on the crowded beaches of Greece or Spain, where thousands of tourist are packed and concrete surfaces have already eliminated vegetation. Touring holidays impose certain discipline: fixed hours of meals, departures, etc. In order to avoid such inconveniences, the programs of touring holidays are being modified: tourists arrive to a vacation center for a stay of three-four days and are given quite a lot of free time; then they are transferred to the next center, etc.

Touring of cities, a very fashionable now and relatively cheap product, occupies the third position. The world goes through the economic recession and people spend less on tourism. Many Poles willingly buy trips to Paris, Vienna, or Rome, with cheap accommodation and



often with their own food, in order to admire the local tourist attractions.

Rural tourism, ranking fourth with its 10 % of the total world's tourist traffic, is a very strong, dynamically developing segment.

Do you know in which country the rural tourism has best developed? Which country's rural areas accommodate the greatest number of visitors? - It's Austria, a little country which receives 17-18 % of all European tourists who have decided to spend their holidays in rural environment. Big France, with its 16 %, ranks second. Therefore, we want to develop rural tourism in Poland, especially agrotourism, which means a vacation on a farm.

Among the so-called post-communist countries, Poland has the best chances to develop agrotourism because it is the only one of them which managed to preserve individual farming as a predominant type of rural economy. That's why we still have, as neglected as they are, a great number of regular, old-fashioned farms with their customs, folklore, traditional ways of social life and a different pace of everyday activities. All that might be interesting for European tourists as well as inhabitants of Polish cities who know so little about rural life. City-bred children sometimes do not even know from where eggs come, as they always buy them at shops.

There is a worldwide trend towards healthy life and that's why activity holidays are more popular now than a typical old-style two weeks' immobile rest; tourists seek active recreation and they enjoy doing farm jobs very much.

West European agrotourism has promoted artificial farms, where old-fashioned farm life is kept going to show tourists how to use a scythe to mow grass or an axe to chuck wood; how a treadmill or another farm tool looks like. In Poland, such tools, and this is our advantage, are still in everyday use on farms. In this way, old-fashioned tools and ways of life which hinder modern, efficient farm production may be turned to our advantage, constituting a great tourist attraction for visitors.

This European trend of going back to nature, a desire of resting in new surroundings, discovering strange, new places, including East European countries, is a chance for Poland.

Activation of Polish rural communities is really necessary, especially in the areas where farmer's income is too small to cover his family's expenditures. Dual employment of rural population has come to the end: all bigger cities, which offered employment to population of rural origin, first dismissed those workers who had a theoretical possibility of making a living on a farm.





Agrotourism is one of many chances of making supplementary income. I repeat, it is just one of the many - it does not mean that we can abandon trade, infrastructure of rural areas, processing of agricultural products, because now we have agrotourism which will make us rich. That would be a wrong way of thinking. Agrotourism will not develop in rural areas without appropriate infrastructure including shops, post-office, bank, beauty parlor, barber's, car-repair station, and other basic facilities such as a telephone that would connect visitors with their firms and families.

Almost all rural areas with abundant natural attractions have poor infrastructure because rich infrastructure used to accompany industry and agriculture was never considered a significant element of economic development. We do hope that with the introduction of market economy something has changed in Poland, as we need much support for the development of tourism in rural areas.

For the time being, approaches to agrotourism are different. On the one hand all vote for, but on the other hand those farmers who commence economic activities have to pay higher taxes, higher insurance, write reports and keep the books. It goes without saying that in the initial stage of agrotourism development certain steps have to be taken in order to put this type of activity in motion. If, following the example of Austria and Ireland, farmers and the whole rural communities will not receive encouragement in the form of cheap or non-repayable credits, rural tourism will never become a profitable business.

My experience proves that local self-governments show little interest in the development of this type of tourism. When we organize courses for farmers in the framework of agricultural consultation centers, local self-governments would never come up with any initiatives connected with agrotourism like organizing cleaning actions, preparing sewage projects, etc. Individual efforts are not sufficient. Individual farmers will always lose in competition with big tourist firms that would impose their own conditions on them; besides, they would never have enough money for promotion campaigns, for improving standard of their habitations and creating a varied package of tourist services.

Agrotourism today does not mean any more just renting a room on a farm; today, it means a real activity holiday in which accommodation and food play only a marginal role. People do not go in the country just to find a bed and food. They go for health, recreation, company, culture, and customs. If agrotourism should gain popularity, it has to offer various forms of rest and recreation. An individual farmer can not do much about it, but the whole rural community -with the support of the local self-government - can. Thus, the activation would be shared by all inhabitants, not just by those who rent rooms to visitors.



**Elżbieta Frejowska**

**President of Nagłowice community**

Our community's experiences indicate three barriers which hinder the development of agrotourism. Firstly, there are taxes. So far the farmers' activities have had rather a wild character - they would not register their economic activity as they do not want to pay for it and report to tax authorities. That would mean costs just at the outset, then taxes would follow.

I am a member of the Tourist Association of the Świętokrzyskie Communities. We have prepared an application concerning tax exemption which might cover not ten beds but only four to begin with and spread over a period of some two or three years. That is just to encourage farmers by letting them see whether this type of activity is profitable or not. Initial costs and taxes constitute a barrier for such activities: a few farmers have already given up. Anyhow, this activity - as no tax authorities demand any taxes - remains unregistered. If tax exemption was granted, more farmers would feel encouraged to get engaged in agrotourism and those who rent rooms unofficially would make appropriate declarations.

Infrastructure is the second barrier. Our villages have no basic elements of it, such as roads, telephones, water, sewage, etc. Moreover, people do not realize that visitors might need a library for example, that they would like to secure some activities for their children, not to have them bored to death.

Therefore, villages should organize some excursions, some sort of activities for kids, with the use of the library space, for example. Unfortunately, rural communities are still very poor.

My community for example, has invested money in the telecommunication network. We have had a very modern system installed, based on fiber-optic technology, which provides connections with the whole world. From our gmina's office any point on the Earth may be contacted and audibility is perfect.

The third barrier is the marketing of the offer that exists in our communities and to sell we have to bring to light those farmers who contribute to the offer. In this respect, our Association has some, little as they are, experiences. We try to come out with our offer, but the problem of taxation still remains the major obstacle.



**Wiesława Rabiega**

**Voivodship Office of Spatial Planning in Zamość**

Our institution deals with town-planning. The region of Roztocze is located in the Zamość voivodship. It is a very fragile ecosystem, therefore invasion of visitors, usually from big, polluted cities, has to be controlled. We are conducting certain analyses which, together with physiographical evaluation, will provide information about those areas within the ecosystem which may be penetrated without serious harm to the natural environment.

Social and technical infrastructure of the Roztocze region is far from being sufficient. In order to protect its delicate ecosystem, small, specially designed, biological purification plants should be built; in any rate, construction of other type plants is impossible because the local population cannot afford it. There are locations in the Roztocze region, where the local farmer's income is inferior to the average income of those farmers who cultivate other lands of the Zamość voivodship, often fertile loess soils and wheat and beet fields. The Roztocze sandy soils make the life of the local population different, but the nature here is so interesting, that from big cities would certainly love it.

We have hired a sociologist who is polling the local population. The inhabitants of randomly selected villages are interviewed and asked about their attitude towards tourists' intrusion. Surprisingly enough, they all just wait for the development of tourist traffic, mostly because of annoying unemployment.

Production of healthy food on this ecologically clean land is another problem worth discussion. How to explain to the local farmers that such production may be very profitable? They have not been using chemical fertilizers for years now, for the mere lack of funds. But who should produce attestations of this food's quality? Where and who will buy it? How much quality food will the farmer sell if tourists come just in season, sometimes in summer, sometimes in winter? Where and how will he stock it without any modern storing facilities in his farmstead?

Broadly understood regionalism is another important problem. Regional features gradually disappear. Although, when we travel through villages, almost every single farmstead or village fence bears traces of regional culture. I believe that Roztocze is an interesting place for artists, architects and builders; they should somehow grasp this region's particularities and make them known, give them some artistic form. The culture of the local people should be better exploited; they should serve as guides to visitors. And they can do it, with a bit of instruction from outside. City-bred visitors would certainly love to listen to the local stories told by the local people. Then comes the local folklore with its song and dance ensembles. There is a country orchestra, harbored in Zamość, which performs with great success, also abroad.



Tourists appreciate regional cuisine very much. Food experts should make a tour of the local villages and pick up whatever original there is, just like those famous 'ruskie pierogi' (Russian dumplings) for example.

The last, but not the least, is the problem of transportation.

Any improvements in this field would be welcomed, especially linking the region with the future country's southern highway, because now it requires eight hours to reach any other Poland's region, be it to the west or to the east. Such long travel times discourage potential visitors.



## **Conclusions of the working groups**

### **Group I. "Conditions for the development of local market and creation of the representative tourism product in the region"**

**President: dr Andrzej Bartczak**

1. The complexity of tourism product entails the necessity of cooperation of a few sectors on the central, regional, and local levels.
2. Creation and marketing of a tourism product are conditioned by forging and implementation of a uniform system as regards the tourist awareness formation of the inhabitants of a region or individual voivodships. This tourist awareness formation refers as much to the areas of tourist offer as to the areas of tourist demand.
3. It seems to be necessary to continuously monitor the volume and structure of tourist traffic, as well as that of tourist facilities. This should become a sort of monitoring survey of tourism.
4. Integration of tourist outlets, in relation to both activists and businessmen, is needed and can be achieved through periodical meetings with regional authorities and self-governmental bodies.
5. Education of tourist staff should be supported through financial aid designated for training courses. Such courses could be organized by the voivodship centers for the qualified tourism staff education, summer schools, etc.
6. Legislative works on the tourist law and its executory provisions should be accelerated.
7. Cooperation is needed between the State Sports and Tourism Administration and the Ministry of Transport and Maritime Economy, as regards the adjustment of transport services to the needs of tourism. This adjustment should include, among other things, the protection of old regional railway lines.
8. Financial problems of the tourist branch require final solutions, which include tax reductions, credits for investments and modernization, tax exemptions and preferential treatment.
9. There is a need for the elaboration of tourism development programs on the voivodship level, which might be used as information material for the future spatial development of voivodships.
10. Legalization or organization of tourist information centers in towns and regions should become compulsory for their authorities.
11. The working group demands that a national, government-sponsored development programme of tourism promotion should be elaborated, which would constitute a sort of national strategy for tourism development.



## **Group II. "Role of tourism in the economic development of rural areas"**

**President: dr Leszek Strzembicki**

The members of the Working Group II, considering tourism as an important, alternative source of income for the rural population and of the economic activation of rural areas, puts forth the following suggestions:

1. Introduction of such changes into the present legislation and taxation system that would increase farmers' engagement in the field of agrotourism.  
*In this respect, the Ministry of Agriculture and Food Economy, as the main institution responsible for the present and future welfare of agriculture, should take under consideration the present legislation and taxation system regarding farmers marketing tourist services. Such scrutiny should bring about a package of new bills or amendments to the bills in force, accompanied by projects of executory provisions.*
2. Using the PHARE programme funds in order to organize a working seminar with the participation of Polish and foreign experts, which would try to put forward alternative amendments to the present legislation and taxation system.
3. Designing an educational system of courses on agrotourism for farmers and members of territorial self-governments, including training in Poland and abroad.
4. Designing a system of preferential credits and governmental subsidies for those farmers who get involved in agrotourism and for those rural communities which develop social and technical infrastructure.
5. Designing of a marketing study programme and a professional system of promotion and distribution of the tourism product developed by Polish rural communities.
6. Integration of activities in the fields of agrotourism and natural environment protection. Territorial self-governments and voivodship authorities have a particularly important role to play in this respect.
7. Undertaking of steps on the central, voivodship and community levels in order to improve environmental conditions in rural areas. Agrotourism would not have a chance to develop without orderly and clean environment.



### **Group III. "Development of border regions"**

**President: dr Krzysztof Łopacinski**

The development of tourism and the increase of income generated by tourist industry are favored by the following basic factors:

- numerous attractive nature expanses located along the border line (their attractiveness grows when they get officially converted into national parks, nature reserves, etc.)
- cultural attractiveness of the border region
- profitability of the trans-border exchange for the neighbors
- transit location (infrastructure of roads and border crossings)

The improvement of public safety conditions is one of the basic factors favoring tourist traffic.

Lack of qualified staff as one of the basic factors restraining tourist traffic was pointed out by the members of the working group.

One of the basic restricting factors, as regards the increase of investments in tourism, is the insufficiency of financial and organizational infrastructure aiding investing companies interested in the development of tourist industry (finances, telecommunication, natural environment protection, spatial planning, Poland's image promotion).

**Development of infrastructure in border regions** was considered to be one of the main objectives for the state and self-governmental administrations.

The regional tourist policy should be based on the assumption of systematic liquidation of limitations and difficulties in trans-border traffic.

A system of well-operating border crossings and better conditions for the development of tourist service facilities will play a vital role in the development of tourist traffic in border regions. Development of tourist service infrastructure near the border crossings would certainly encourage visitors to cross the border (bistros, pensions, fuel stations, cafes, restaurants, etc.).

The working group members put forth two main objectives which need immediate implementation:

1. While designing border crossings, the future development of their infrastructure should be taken into consideration in order to secure tourist services and to retain a portion of the trans-border tourist traffic on the spot. Particularly important are the reservation of



space needed for the construction of future service facilities and due development of communal infrastructure.

2. Trans-border exchange should be further encouraged by the construction of little, local border crossings. Such crossings, designed for the local traffic, do not need developed infrastructure necessary for transit routes. The working group members concluded that the waiting time on the border for customs clearance and passport control is the main problem to be solved. Significant reducing of the waiting time would allow for the retaining of commercial traffic near the border and for the increasing of the local trade revenues. More short-time trippers would also be attracted. Now they are just discouraged by the long waiting time on the border.

The second group of recommendations refers to the **cooperation on the level of sectors and voivodships**.

Insufficient coordination of activities on the central level is one of the main difficulties noticeable on the regional level. Here is the list of the most important elements requiring better coordination:

3. Designing and development of infrastructure along the main transportation routes and in the protected trans-border areas.
4. Joint international action in the field of natural environment protection and creation of the protected nature districts.
5. Road safety, especially technical control of vehicles (environmental standards test) and control of transportation insurance certificates held by foreign travellers. Authority of the police and instruction training for policemen as regards post-accident procedures applicable to foreign drivers.

Additionally, it was confirmed that the trans-border tourist traffic for the small scale commercial purposes is profitable for the local population and therefore should not be perceived as illegal or reprehensible, says the Ministry of Industry and Trade.



## **Group IV. "Cooperation of the state and local level administrations in the field of tourism product creation and its promotion"**

**President: dr Jerzy Raciborski**

The attention of the Working Group IV was focussed on those objectives which may be resolved by the state and local level administrations. We have also taken for granted the declaration of the central authority that it was not going to let down the regions if they or other regional bodies would turn to it for cooperation and aid. After having taken that declaration into consideration, we have prepared the following recommendations:

1. The representatives of voivodships should establish a Council of the Świętokrzyski and Lublin Region. The Council will function as a consultative body and pronounce its opinion as regards undertakings which are to be financed from regional funds on the one hand, and on the other hand it will put forward targets which would be financially covered by the same source.

*In our opinion the voivodship budgets are very inactive, therefore, raising funds for even well-justified actions is sometimes very slow. That is why there should a body which would do planning of future developments, even based on submitted application and suggestions, and forward these plans to particular administrations for their budgetary calculations.*

2. A regional center controlling the tourist information network is necessary. Such center would make the flow of information easier and it could better built up the region's image.
3. It is suggested that promotion of communities should be of standard character and have a form of a catalogue card financed from gmina's funds and be filed in the information system of the State Sports and Tourism Administration. Standard publications will bear names of sponsors, but those should be, as a rule, directly connected with tourism.
4. Publications promoting attractive programs of school excursions into the Świętokrzyski and Lublin Region should be prepared.
5. The image of the region, for promotion purposes, must have individual character; therefore, in order to fulfil this condition, it should:
  - possess distinguishing marketing elements,
  - have individual promotion during domestic and foreign fairs,
  - try to get preferential treatment in the promotion activities of the central administration.
6. Self-governmental bodies (communities' gatherings and individual communities) should receive current information about the tourist sector's policy and the newly appointed gmina councils should have the development through tourism policy presented to them.



7. Communities, when engaged in tourism development actions, should enjoy tax reductions and also retain their subsidies.
8. Communities' budgets should have their share in the revenues generated by VAT taxation system.
9. Functioning of tourist information system should be restored and have a standard form.

## **Group V. "Tourism in the forest areas"**

**President: dr Janusz Sewerniak**

The Working Group has elaborated ten proposals which have been sent to four ministries:

1. The functioning of tourist information system, as regards tourism product in the forest areas, needs improvement.
2. Definitions of tourist exploitation, infrastructure and types of tourism products marketed in the forest areas, require standardization.
3. Ecological forms of the tourist exploitation of forest areas should be developed.
4. Special forms of the tourist exploitation of forest areas by children and youth have to be promoted.
5. In order to better exploit the forest areas for the needs of tourism, there is a necessity of closer cooperation between the State Sports and Tourism Administration and the Ministry of Environmental Protection, Natural Resources and Forestry.
6. Elaboration of programs for the tourist exploitation of forest areas located within the state forest administration regions is absolutely necessary.
7. Particular attention should be paid to the development of various forms of agrotourism in the areas bordering on forest complexes.
8. A necessity of the expansion of forest areas available for tourism in Poland has been pointed out in the materials which are going to be submitted to the Social and Economic Committee of the Council of Ministers by the State Sports and Tourist Administration.
9. The wholesome values of forests are well-known; therefore, tourist infrastructure for forest exploitation should be kept available to all social classes.



**Czesław Jermanowski**

**Vice President of the State Sports and Tourism Administration**

## **SUMMARY**

This summary is going to be short and refer to the most important problems discussed during the conference. I would like to thank you all for the active participation, and also thank you in advance for promoting the results of the conference, be it among members of self-governmental bodies, or of different economic associations.

The variety of tourist attractions of the Świętokrzyski and Lublin Region of the Upper Vistula gives the local tourist offer a big chance to participate in the economic development of the whole region. Economic growth and generation of new job opportunities were the main assumptions considered during the construction of the regional tourism product.

1. While planning steps aiming at the development of the region, its voivodships, communities, or towns, tourism - because of its interdisciplinary character - should be treated as a sector closely connected with environment protection, transportation, culture, agriculture, and other complementary branches.
2. On the communities' level, the joint promotion of tourism and its importance should be carried out through organization of conferences for the presidents of regional councils, planning tourism as a subject for their sessions, and mailing information materials to the newly elected regional councils' members by directors of voivodship departments.
3. The participants to the conference gladly accept the signing of the agreement concerning cooperation in the development of tourism product by the seven voivodes.
4. On the regional level, the development should be programmed (selected trends and problems), tourist traffic and exploitation of facilities - monitored, promotion of certain products on selected markets and staff training - organized. The aid is expected from the State Sports and Tourism Administration in the implementation of these objectives.
5. By 15 August 1994, the Regional Coordination Board, an issue of the agreement signed by the voivodes, will have decided about its structure and statute, then it will devise its agenda.
6. The recommendations elaborated by the working groups will become an enclosure to this summary.

I would like to present my thanks and gratitude to the participants and organizers of the conference, and also express my hope that other meetings will follow, may be other conferences, which will be again devoted to carefully selected problems.



**Andrzej Jagusiewicz, Henryk Legienis**

**Institute of Tourism**

## **Świętokrzyski and Lublin region (Upper Vistula). Conditions for the development of tourism product**

### **I. General data**

The region, called here the Świętokrzyski and Lublin Region, comprises seven voivodships: Biała Podlaska, Chełm, Kielce, Lublin, Piotrków, Tarnobrzeg and Zamość. These voivodships embrace 385 communities and 78 cities, and their whole surface area amounts to 44.7 thousand square kilometers, of which 66 percent is occupied by agricultural soils and 24 percent - by forests.

The region is inhabited by almost 4.5 million people; 46 percent of them live in cities. Lublin is the biggest city with its 350,000 inhabitants. The Lublin voivodship is the most densely populated, while the eastern part of the region belongs to the least densely populated areas. The unemployment rate is higher than the country's average in the Kielce and Piotrkow voivodships; for the rest of the region the rate fluctuates between 10 and 12 percent.

The voivodships have developed different kinds of economy. Farming predominates in the eastern part of the region, which has rich loess soils. Big industrial plants are grouped in the districts of Bełchatów, Kielce, Lublin and Tarnobrzeg, and in a number of towns including Chełm, Kraśnik, Piotrków Trybunalski, Puławy and Tomaszów Mazowiecki. Mining industry is developed mainly near Bełchatów and Lublin (coal) and Tarnobrzeg (sulphur). The least polluted environment is that of the eastern, weakly industrialized part of the region; the Biała Podlaska and Zamość voivodships are those which produce the least amount of pollutants and industrial wastes in Poland. The most threatening for the natural environment are the Piotrków and Tarnobrzeg voivodships. Particularly perilous situation is that of the so-called ecologically endangered areas, located in the voivodships of Bełchatów, Kielce, Lublin, Puławy, Tarnobrzeg and Tomaszów Mazowiecki. Altogether, over 30 cities, including Zamość, Sandomierz, Włodawa, Radzyń Podlaski, Jędrzejów and Busko Zdrój, heavily threaten the environment, emitting into the air inadmissible quantities of dust and gas pollutants.



All rivers of the region are contaminated. The Vistula, Bug, San, Kamienna and Wieprz carry only non-classified waters, a bit cleaner are the Pilica and Nida, which carry class III waters in places. 18 percent of the region's forests are contaminated by gas and dust pollutants. The most threatened are forests of the western part of the region, especially those located in the Kielce voivodship.

The eastern part of the region is rather handicapped as regards the transportation services. On the average, for each 100 square kilometers there are 6 kilometers of railways and 74 kilometers of roads. There are over 33,000 public hard surface roads and on half of that distance regular bus services are operated. The main roads are used by the international traffic and include the following routes: Warsaw-Biała Podlaska-Mińsk (E30), Łódź-Piotrków Trybunalski-Vienna (E75), Warsaw-Piotrków Trybunalski-Praha (E67) and Warsaw-Kielce-Budapest (E77), as well as the domestic routes: Białystok-Lublin-Poznań (No 19), Warsaw-Lublin-Zamość (No 17) and Warsaw-Lublin Rzeszów (No 9).

Other important domestic roads join Piotrków Trybunalski with Lublin (No 74) and Kielce with Tarnów (No 73). The bigger border crossings leading to Byelorussia and Ukraine are located in Terespol, Hrebenne, Dorohusk and Kukuryki.

The total length of railway lines amounts to 2,600 kilometers.

Fast and express, domestic and international passenger trains run across the region on the following routes:

Warsaw-Biała Podlaska-Mińsk, Warsaw-Kielce-Cracow,

Warsaw-Piotrków Trybunalski-Częstochowa and Warsaw-Lublin.

Lublin, Kielce and Piotrków Trybunalski are the main railway junctions. The railway border crossings are situated in Terespol, Dorohusk and Hrubieszów.

## **II. Natural resources**

The larger area of the region is occupied by the Małopolskie Uplands, divided into two parts by the Vistula: the middle part includes the Nida Basin and the Kielecko-Sandomierska and Przedborska Plateaus, while the eastern part occupies the area of the Lubelska Plateau and the Roztocze Region. On the north they border on the Southern Mazovian Elevations and the Southern Podlasie Lowlands, while on the south they overlook the Sandomierska Valley. The Podlaskie Polesie and the Wołyńskie Polesie stretch along the eastern boundary of the region.

The whole region is dominated by the Świętokrzyskie Mountains, which include the Łysogóry (Mt. Łysica, 612 m), Jeleniowski, and Masłowski Ranges, as well as a number of the others. Very characteristic are the vast rubble areas, the so-called "gołoborza (treeless spots),



spreading over the high mountain ridges. The eastern part of the region is marked by the elevations of the Western and Middle Roztocze. There is a number of other interesting landscapes including the Chełmskie Hills, Grabowieckie Divides and the Wodzisławski Hummock. Picturesque valleys add much to the charming landscape of Kazimierz Dolny, Nałęczów and Sandomierz.

Big lowland rivers, belonging to the upper and middle Vistula catchment area, wind their way through the scenic countryside. The Vistula's larger tributaries such as the Bug with Krzna, Pilica, San, Wieprz, Nida and Kamienna flow through the region.

Particularly picturesque is the ravined Vistula valley between Zawichost and Puławy. There are numerous water reservoirs on the rivers. The bigger reservoirs, like for example Sulejowski, Sielpia Wielka, Brody Iłżeckie, Cedzyna and Chańcza, are used for recreational purposes.

Natural lakes are found in the Polesie region: there are sixty eight rather small and shallow lakes which make up what is called the Łęczyńsko-Włodawskie lakeland. Fifteen of them have a surface area exceeding 50 hectares, while the largest are the Wytyckie and Uściwierz lakes cover almost 300 hectares each; few of them are clean enough to be used for recreation. Besides, there are large clusters of ponds which are scattered near Zaklików and in the valleys of the Nida and Wieprz.

Forest add much to the beauty of the mountainous landscape of the region. They cover the area of 11,000 square kilometers; 27 percent of them belong to private owners. Larger patches, mostly overgrown with pine, form the vast Pilicka, Świętokrzyska, Iłżecka, Sandomierska and Solska primeval forests; there are also quite big Janowskie, Parczewskie, Włodawskie, Sobiborskie and Chotyłowskie forests in the region. Mature tree stands are, over 40 year old, are predominating. The health resort, landscape and recreation forests constitute 30 percent of all forested areas. Very natural and beautiful are the Jodłowa (fir) Forest in the Świętokrzyskie Mountains and the beech and fir forests in the Roztocze Region.



**Table 1****Tourist Resources of the Świętokrzyski and Lublin Region**

Voivodship	Recreation areas sq.km; cat. I-III <sup>a</sup>	Tourist accommodation <sup>b</sup>	
		beds(000)	occupancy rate (%)
Biała Podlaska	120	5,1	32
Chełm	320	10,0	37
Kielce	3160	9,3	33
Lublin	580	10,6	34
Piotrków	850	9,3	47
Tarnobrzeg	1050	2,6	32
Zamość	1950	6,4	30

a. source *Institute of Tourism*

b. source *GUS (Main Statistical Office)*

Larger enclosures of natural landscape are protected in three national parks (Poleski, Roztoczański, Świętokrzyski) and twenty-two landscape parks. In addition to national parks, the landscape parks of the Świętokrzyskie Mountains and Nida Basin, the Kazimierski Park, and the parks of the Roztocze and Polesie promise a lot tourist attractions. Vary interesting are some of the one hundred and fifty nature reserves, especially the Jaskinia Raj (Cave Paradise), Kadzielnia, Niebieskie Źródła (Blue Springs), Piekło Niekłańskie, Góry Pieprzowe (Pepper Mountains), Nad Tanwią, Skorocice, and the Przęślin reserve with its rare gypsum crystals. Of the rich register of two thousand monuments of nature in Poland, worth mentioning are the Oak Bartek, Oak Kościuszki (near Połaniec) and Oaks Rejowskie at Nagłowice.

The regional forests teem with game. Very common are hare and partridge. There are also over 77,000 red-deer, roe-deer, wildboars and other big mammals. Horese breeding centers are located at Białka, Bogusławice, Kurozwęki, Michałów and Janów Podlaski, the oldest Polish stud.

The potentially attractive recreation areas are located in the Świętokrzyskie Mountains, Roztocze Region, Łęczyńsko-Włodawskie Lakeland, and in the valleys of the Vistula, Pilica and Bug. These areas are shared by 36 communities and cover the surface of 1,700 square



kilometers. The biggest tracts are situated in such communities as Małogoszcz, Daleszyce and Zagnansk (Kielce voivodship), Przedbórz and Tomaszów Mazowiecki (Piotrków voivodship), Zwierzyniec and Krasnobród (Zamość voivodship). Thirty-five percent of the total surface area of the region is suitable for recreation purposes. However, forests and farming lands predominate; being of reduced attractiveness, these lands perfectly qualify for different forms of agrotourism and short holiday breaks. About 20 communities, including Kodeń, Dębowa Kłoda, Sosnowica, Włodawa and Radoszyce, seem to be really made for agrotourism purposes.

Not only countryside but also climate is suitable for winter sports and recreational skiing in the Świętokrzyskie Mountains and, to a lesser extent, in the Roztocze Region.

There are well-known health resorts in the Nida Basin and on the Lublin Plateau. The spa complex of Busko Zdrój and Solec Zdrój specializes in the treatment of rheumatic conditions, skin diseases, gynecological problems, circulatory disorders and traumatic conditions. Nałęczów, the only spa in the Lublin district, is an excellent station for treatment of circulatory disorders.

### **III. Historical monuments and cultural attractions**

The ancient Lublin and Sandomierz regions, parts of the former Małopolska province, abound in touring and cultural attractions which include monuments of architecture and art, historic mementoes and cultural life events. Lublin is particularly rich in such monuments, historic mementoes and contemporary cultural life events, being a great historic, cultural, scientific, trade and tourist center of southeast Poland. Touring attractions are also found in about 80 other localities, of which the most important are the cities of Kielce, Sandomierz, Zamość and Kazimierz Dolny.

Foreign visitors might get interested in 20 localities, including, except the previously mentioned cities, such towns as Chęciny and Jędrzejów, Puławy and Kozłówka, Baranów Sandomierski and Sulejów. Numerous and not less valuable monuments are found in Chełm and Piotrków Trybunalski. Pilgrimage centers are situated in 20 localities. The most venerated are the Orthodox sanctuary of St. Onufry at Jableczna and the Virgin Mary sanctuaries at Kodyn and Leśna Podlaska.

In many localities still stand period buildings raised from the funds of great magnate families, designed by such famous artists as Santi Gucci, Laurence Senes, Jan Falconi, Bernardo Morando, Tylman of Gameren, Jozef and Jakub Fontanas, Franciszek Placidi, Dominik Merlini and Piotr Aigner.



Some of these monuments would certainly play a significant role in the development of the regional tourism product. A few of them are considered to be of particular value:

- the city and fortress of Zamość, the only Poland's entirely Renaissance urban development with a wide piazza, town hall and collegiate church, as well as with a number of other buildings, a monument of the world's cultural heritage,
- the Old Town in Lublin; historical architectural complex of Sandomierz; landscape and urban complex of Kazimierz Dolny,
- the Royal Castle in Lublin with its famous Gothic Chapel of Saint Trinity; the mannerist palace of the Leszczyński family at Baranów Sandomierski; the imposing ruin of the Krzyżtopór castle at Ujazd,
- the big palace and garden family residences belonging to the Bielińskis at Kozłówka, the Potockis at Radzyń Podlaski, the Małachowskis at Białaczów, the Cracow bishops in Kielce, and the Czartoryskis in Puławy, with its Romantic landscaped gardens,
- the Cistercian abbeys built in the Romanesque and Gothic styles at Jędrzejów, Koprzywnica, Sulejów and Wąchock,
- the Gothic cathedral in Sandomierz and the baroque cathedrals in Kielce and Lublin; the collegiate churches at Wiślica, Opatów, Klimontów and Zamość; the Dominican church in Sandomierz and the Piarist church at Chełm,
- the Neolithic period mine of striped flintstone at Krzemionki and the ancient forge furnaces at Nowa Słupia,
- the Staropolskie Industrial Basin with numerous historic and museum buildings in the Świętokrzyskie Mountains.

These monuments, ranking very high on the domestic and international tourist market, are just a selection of all those castles, palaces, churches and other historical buildings which are worth seeing.

Picturesque ruins of Gothic and Renaissance fortresses may be admired at Bodzetyń, Chęciny, Iłża, Janowiec, Kazimierz Dolny, Krupe, Mokrsko Górne, while the main bodies of royal castles are still standing in Sandomierz and Piotrków Trybunalski. Outstanding examples of residential architecture are the palaces at Książ Wielki (Mirów) and Czemierniki, built in the Renaissance style, at Grabki, Lubartów, Lubnie and Wolborz - in the baroque style, at Bejsce, Kock, Kurozwęki and Surhów - in the classicist style, as well as the residences at Gościeradów, Klemensów and Nałęczów.

Splendid, Renaissance and baroque burghers' houses still embellish the old town centers of Lublin, Kazimierz Dolny, Sandomierz and Zamość. Szydłów is proud of its best-preserved and longest medieval urban fortifications. The stronghold of Stradów, considered to be one of Poland's biggest, is still older. Very interesting are the old basements, vaults and cellars of Sandomierz, Chełm and Opatów, open to the public along specially laid out tourist trails.



The national trends in the ecclesiastical architecture are best-represented by a number of churches and chapels housing mausoleums in the Lublin Renaissance style; excellent examples are found at Bejsce, Kazimierz Dolny, Kodeń and Lublin. Very beautiful timber churches, built in different styles, may be visited at Zborówek (Gothic), Tomaszów Lubelski (baroque) and Borowica (classicist). The oldest architectural monuments are the relics of Romanesque churches at Wiślica; the engraved plaque of the Wiślica collegiate church is considered to be one of the most precious works of Polish Romanesque art. The stone church of Inowłódz also dates back to the same epoch. Splendid Ruthenian and Byzantine frescos may be admired in the Sandomierz cathedral, Wiślica collegiate church and the Lublin castle chapel. The Arian period is worth remembering because, in this region, the Polish brothers' religious and cultural activity played an important role during the tumultuous times of the Reformation. Pińczów, Rakow and Lublin were their major centers.

The major traces of the Jewish presence are the synagogues, cemeteries, and small Judaica saved in museums. Beautiful, old synagogues, dating back to the Renaissance and Baroque periods, and now housing museums and other cultural institutions, are found at Leczna, Pińczów, Sandomierz, Szczepieszyn, Włodawa and Zamość. Valuable Jewish sepulchers, including old tombstones, were preserved in a number of cemeteries at such localities as Szczepieszyn, Międzyrzec Podlaski, Chęciny and Piotrków Trybunalski. The largest cemetery, the Old Kirkut in Lublin, contains the sixteenth-century tombstones. The tomb of the famous tzaddik Hurwicz attracts a lot of Hasidic pilgrims.

Near the eastern state borders survived Uniate and Orthodox churches, nowadays almost all used as Roman Catholic temples. Nearly 200 Eastern Christian churches, made of brick or timber, offer services. Some of them have beautiful interior decorations, including icons, iconostases and wall-paintings. The beauty of the old Orthodox architecture can be admired at Chłopiatyn, Hrebenne, Klesztów, Kodeń, Lublin, Włodawa, Zamość and Chełm, where on the Wysoka Gorka stands a splendid post-Uniate cathedral complex with a baroque church. The historic monastery with the Orthodox church at Jabłeczna is one of the two most important sanctuaries of the Orthodox Church in Poland. At Stołpie there is a very interesting site which features a medieval defensive tower of the Vladimir dukes, which could serve as living quarters, too.

Historic moments are commemorated by the former battlefields and sites of important historical events from the time of the Kościuszko Insurrection (Połaniec, Raclawice, Dubienka), the November and January Uprisings (Małogoszcz and Żyrzyn), and from both world wars (Iłża and Kock). In this region lived a number of prominent Poles such as Jan Długosz, Mikołaj Rej, Andrzej Frycz Modrzewski and Jan Zamojski, then come the Enlightenment personages of Hugo Kołłątaj, Julian Niemcewicz, Stanisław Konarski, and Stanisław Staszic, who was one of the founders of the Staropolskie (Old Polish) Industrial



Basin. Many eminent Polish writers were connected in this or that way with the Świętokrzyski and Lublin Region: Bolesław Prus, Józef Ignacy Kraszewski, Henryk Sienkiewicz, Adolf Dygasiński, Jarosław Iwaszkiewicz, Władysław Reymont, and Stefan Żeromski, the son and great admirer of the Świętokrzyski region. The sites of the former Nazi death camps from the last world war, at Bełżec, Sobibor and Majdanek near Lublin, should remain an eternal warning for the whole mankind.

The underground fighters' effort from the same period is commemorated with memorials set up at Polichno and on the Porytowe Wzgórze in the Janowskie Forests.

The former profusion of folklore and folk art has disappeared almost completely. Individual ethnographic features are still encountered in some Świętokrzyskie villages such as Bieliny Kapitulne and Bodzetyn, as well as in the vicinity of Opoczno, Rzeczyca and Biłgoraj. The local population has preserved their traditional costumes, customs and festal days, art of weaving, embroidering and making paper cut-outs; there is still a number folk artists and folk ensembles in this part of the region. Some villages, such as Denkow, Firlej, Łązek Ordynacki, Pawłów and Urzędów are known for their artistic pottery, while others, such as Bodzetyn, Frampol and Krzczonów, for their weaving and other folk art products.

Numerous museums, folk art chambers and small museum centers constitute an important supplement to the regional monuments of architecture and art. The museum collections are on display at seventy museums or museum branches at forty different locations.

Lublin and Kielce possess the greatest number of museums. These cities also host the two biggest museums: the Lublin Museum located in the Lublin Castle and the National Museum in Kielce with the historical exhibition of palatial interior decorations and a memory room devoted to Marshal Józef Piłsudski. Very interesting, sometimes extremely rare collections are in the possession of such museums as the Przypkowski gnomonic museum at Jędrzejów, with the Poland's only and one of the greatest collections of sundials in Europe, the museum and archaeological reserve at Krzemionki, with subterranean shafts open to visitors, and the museum of ancient forging at Nowa Słupia in the Świętokrzyski region, with a collection of ancient furnaces for iron production. Very original is the collection of art from the communist epoch in the museum housed by the palace at Kozłówka.

There is a great number of biographic museum centers devoted to the memory of famous people. Very popular are the collections dealing with the life and works of Henryk Sienkiewicz (mansion at Oblęgorek), Stefan Żeromski (gymnasium in Kielce and the Cottage at Nałęczów), Bolesław Prus (Nałęczów palace), Józef Czechowicz (Lublin), Jarosław Iwaszkiewicz (Sandomierz) and Mikołaj Rej (Nagłowice). Such martyrology sites as the museums at Majdanek and in Zamość (Rotunda) must also be mentioned. Some museums



have ethnographic collections. Interesting exhibitions are found in the Kielce regional museum at Tokarnia and the Lublin regional museum in Lublin. Similar character has the Old Farm of the Świętokrzyski region at Bodzentyn and the museum of folk crafts and a sieve maker's farm at Biłgoraj. Various thematic collections are kept by the Vistula River Museum at Kazimierz Dolny (art of goldsmithery), diocese museum in Sandomierz, and the museum of the Staropolskie Industrial Basin at Sielpia Wielka.

Cultural and artistic life that is very animated in a number of places may be an additional tourist attraction. The city of Lublin is the leading cultural center with its higher educational institutions, philharmonic, and the repertory, musical and puppet theaters. Kielce also has a philharmonic hall a repertory theater and a puppet theater. The avant-garde Theatrical Association of Gardzienice (near Lublin) is known worldwide for its artistic experiments.

Cultural life includes a great number of regular musical, theatrical, film and folklore events, as well as organization of photo and art exhibitions. Over twenty prestigious concerts and music festivals were organized last year, including such popular events as the Chamber Music Days in Piotrków Trybunalski, the Zamość Music Days and the International Meeting of Jazz Vocalists in Zamość, the "Jeunesses Musicales" International Festival in Kielce, the Chełm Choral Meetings, "Triduum Cecylianskie" and the Henryk Wieniawski Days in Lublin, the music festival in Sandomierz, and the organ and chamber music concerts in Kazimierz Dolny. The Lublin Theatrical Spring attracts a lot of theater-goers. Zamość, which also plays host to the annual tourist fair, offers its hospitality to the "Fortalicje" International Inter-Media Art Festival.

Folk culture is presented during many interesting folklore events. The most important of them include the International Polish Summer with Folklore at Włodawa, the All-Poland Festival of Folk Bands and Singers in Kazimierz Dolny, a review of folk ensembles in Kielce, and the Lublin Folklore Meetings. Folk art products are demonstrated at the meeting of potters at Urzędów, as well as during folklore fairs organized at Biała Podlaska and Opatów. The prime tourist attraction is the Dymarki Świętokrzyskie event, during which the smelting of iron ore is demonstrated, with the use of the technique practiced two thousand years ago; original folk ensembles give performances and folk craftsmen put their products on sale.



#### IV. Infrastructure and tourists

Tourist accommodation is available at 710 outlets of different type, which can receive the total of 53,200 visitors (7 % of the country's reserves). Seasonal accommodations prevail: almost 66 percent of all beds are installed in summer outlets, 33 percent of them are found in individual tourist cottages. Two hundred twenty five summer holiday centers (for kids and youth) can offer accommodation to 19,300 vacationers (36% of the total). The second rank campsites and bivouac fields (for 12,700 tourists), then come hotels and similar establishments (for 10,500 guests) and youth hostels (2,800 beds).

The occupancy rate was a little lower than the country's average (35%). The highest rate was noted in the Piotrków (47%) and Chełm voivodships, while the lowest rate was recorded in the Zamość voivodship.

One hundred and fifteen small-size outlets were privately owned and offered 5,400 beds, with the occupancy rate relatively low (24%). Rather important owners include the FWP (Workers' Holiday Fund), sports and recreation centers, PTSM (Polish Association of Youth Hostels), regional tourist enterprises, PTTK (Polish Touring Association) and sports clubs. The remaining 20,000 beds belong to different industrial establishments and institutions. Part of this accommodation base is periodically rented by various companies and private agents.

Tourist accommodations are available in 140 towns and communities. The leading gmina of Włodawa offers 6,000 beds. More than 3,000 beds offer the city of Lublin and the gmina of Sarnaki. There are 10 administration units that can receive more than 1,000 visitors, as for example the communities of Krasnobród and Susiec, Firlej, Kazimierz Dolny, Sosnowica, Inowłódz and Sulejów, Dębowa Kłoda, Końskie, and such towns as Kielce, Sulejów, Busko Zdrój and Nałęczów. Besides, such localities as Okuninka, Sielpia Wielka, Spała and Teofilów also have a certain reception potential.

Fifty-two hotels of the region can accommodate 6,400 guests. Hotels of little comfort (1 and 2 star outlets) predominate; there are, however, fifteen three-star hotels (1,700 beds), including the "Podklasztorze" hotel located in the adapted wing of an old Cistercian abbey at Sulejów. At Baranów Sandomierski, the castle, which houses a museum and tourist center, also shelters a similar hotel establishment. The best-developed hospitality facilities are situated in the Lublin and Kielce voivodships. The majority of hotel beds (over 70%) are found in six voivodship towns. The best hotel accommodations are in Lublin, which has a few three-star hotels, including the Unia Orbis hotel with 185 beds. Two thousand accommodations are offered by the supplementing hospitality outlets, mainly pensions and tourist hostels. The region's health resorts boast 2,600 sanatorium beds.



Campers have a lot of bivouac fields at their disposition. There are only 15 campsites and all of them of the second category. They can accommodate about 2,000 campers. The best campsites, recommended by the Polish Federation of Camping and Caravaning, are those at Lublin, Okuninice, Borki and Pińczów.

The cheapest accommodations are offered by youth hostels; there are 80 located in school buildings and 11 functioning on round the year basis. The facilities of the first category are situated in Kielce, Kazimierz Dolny, Lublin, Piotrków Trybunalski and Puławy.

There are ten ski-lifts operating in the whole region. Winter sports enthusiasts will find them in Kielce, Ameliówka, Goraj, Krasnobrod and near Puławy.

Catering services are rendered by over five thousand outlets; some of them operate only in season, while the others pertain to hotels and similar establishments. Vacationers and cure-makers take their meals at canteens, cafeterias and fast-food bars, usually associated with their accommodations. Over forty thousand retail trade outlets are located in towns and villages. One shop should serve the average of 110 customers, which is also the approximate rate for the rest of the country. The Kielce and Lublin voivodships boast the best-developed shopping and catering networks.

Out of three hundred tour operators established in the region, the Kielce and Lublin voivodships possess the greatest number. In most cases these are small, privately-owned agencies with little personnel. In the voivodship towns run their branches and agencies such national tour operators as Orbis S.A., PTTK and Gromada. Private tour operators own only ten accommodation outlets (approx. 700 beds). The regional tourist industry provides employment to at least two thousand people.

A network of tourist trails makes touring the region easy enough, be it on foot, on bike or by car. Marked hiking trails of the total length of 3,000 kilometers lead through the uplands and lowlands, and their profile allows for bicycle rides as well as for cross-county skiing in winter time. The most picturesque are mountainous trails running along the highest ranges of the Świętokrzyskie Mountains and spreading along the distance of 300 kilometers altogether. Very popular are hikes through the upland Roztocze Region and the dotted with lakes Paisleys as well as through the Staropolskie Industrial Basin and the Solska Forest. Other trails which are worth mentioning are the following: the main Świętokrzyski trail, the central Roztocze trail, the Wincenty Pol Vistula River trail, the Bolesław Prus trail, sometimes called the trail of rustles, the Bug River trail and the partisans' trail, leading through forests. Two historical trails are of particular cognitive value: the European Cistercian Trail, a part of which runs along the Świętokrzyska loop and goes through such localities as Jędrzejów, Koprzywnica, Sulejów and Wąchock, and the trail which leads around the Staropolskie Industrial Basin, through such localities as Nowa Słupia, Krzemionki, Brody, Nietulisko, Stąporków, Sielpia



Wielka, Samsonow and Malewice; many of them harbor historical monuments and museums.

Some areas of the region are frequently visited by tourists, attracted by beautiful landscapes, valuable historical monuments and good hospitality facilities. The Świętokrzyski and Lublin Region was a target of over 3 million stays (one night at least in paid accommodation) in 1993 of the country's total of all holiday and weekend departures (data supplied by the Institute of Tourism). The Kielce and Lublin voivodships received the greatest number of visitors (each between 0.8-1.0 mil.), including both region residents and people from outside. Equally popular was the Piotrków voivodship. Only a part of visitors took tourist accommodations, the rest arranged for stays elsewhere.

Tourist traffic, as registered in accommodation outlets, included one million domestic and foreign visitors, who spent altogether 3.2 million nights in paid accommodation. The majority arrived for short tours or on business. Only 6 percent came for longer stays and they usually chose holiday centers of the Piotrków and Chełm voivodships; these centers function as recreation areas for the inhabitants of Piotrków and Chełm.

**Table 2**

**Tourist traffic in the Świętokrzyski and Lublin Region**

Voivodship	Domestic departures (000) <sup>a</sup>	Nights in paid accommodation (000) <sup>b</sup>	
		total	foreigners
Bialskopodlaskie	100-200	64,9	13,6
Chełmskie	200-400	71,0	24,1
Kieleckie	800-1000	331,9	82,3
Lubelskie	800-1000	275,1	95,4
Piotrkowskie	400-600	134,5	27,1
Tarnobrzskie	200-400	72,2	23,7
Zamojskie	200-400	93,9	30,1

a. in 1993, acc. to Institute of Tourism

b. GUS data ref. to Oct. 1992 - Nov.1993

Kielce and Lublin received some 160-170 thousand visitors each. Much less, some 20 thousand visitors came to several other towns and communities, including Zamość, Jędrzejów, Kazimierz Dolny, Chełm, Puławy, Sarnaki, Włodawa, Inowłódz, Piotrków Trybunalski and Tomaszów Lubelski.



Many foreigners arrived across the Byelorussian and Ukrainian borders. Last year, foreign visitors crossed the region's borders 3.1 million times. The nationals of Russia, Byelorussia and Ukraine prevailed (80% of all crossings). The heaviest traffic was recorded in Terespol and Dorohusk. It is worth pointing out that the majority of eastern visitors arrive for commercial purposes and almost never use tourist accommodation facilities.

Jewish visitors are mostly interested in martyrology sites, Jewish monuments, old cemeteries, contacts with Poles of Jewish origin and participation in religious rites. There are many pilgrims coming to visit former residences and tombs of famous rabbis and tzaddiks, as well as educational youth tours.

Some 300,000 foreign visitors spent 580,000 nights in paid accommodation. The majority (70%) stayed in voivodship cities such as Lublin, Kielce, Zamość and Chełm. Foreigners were hosted in 80 towns and communities. In addition to the above mentioned towns, larger groups of foreign visitors stayed in Puławy, Piotrków Trybunalski, Biała Podlaska and Sandomierz.

## **V. Regional tourism product**

From tourist viewpoint, the Świętokrzyski and Lublin Region as a whole and also compared with other regions of the country seems to be quite attractive and may develop diversified tourism product. In the promotion campaign of the regional tourism product the following attractions should be considered:

- \* historic and cultural values of such centers as Lublin, Kielce, Zamość, Sandomierz and Kazimierz Dolny,
- \* splendid residences, like castles at Baranów Sandomierski, Lublin and Ujazd and palaces at Kielce, Kozłówka, Puławy and Radzyń Podlaski,
- \* valuable architectural complexes and works of ecclesiastic art from the medieval period, like churches in Sandomierz and Wiślica, Cistercian abbeys at Sulejów and Wąchock, and Byzantine frescos,
- \* historical monuments and museums of the Staropolskie Industrial Basin (industrial ecomuseum in the Kamienna River valley),
- \* rare museum collections (Jędrzejów, Krzmionki, Nowa Słupia),
- \* vast stretches of natural landscape (the Świętokrzyskie Mountains, Leczynsko-Włodawskie Lakeland, Roztocze Region), national parks (Poleski, Roztoczański and Świętokrzyski), and numerous landscape parks,
- \* landscape curios like the Jaskinia Raj (Cave Paradise) and the Niebieskie Źródła (Blue Springs), as well as the subterranean tourist trails (Chełm, Sandomierz),



- \* large areas of harmoniously developed rural landscape with its well-preserved traditional architecture and culture,
- \* recognized spas (Busko Zdrój and Nałęczów),
- \* Jewish cultural heritage (Lublin, Sandomierz, Włodawa, Zamość) and Ukrainian patrimony (Chełm, Kodeń, Jabłeczna),
- \* favorable location of the eastern part of the region (near the border, transit) and relations with the East European countries, especially with Ukraine.

Taking into consideration tourist resources as a basis, it is possible to indicate more important markets on which the regional tourism product can be offered:

- \* regional market, especially its segments such as
  - short stays of one day or more, mostly connected with holiday rest (townspeople from Lublin, Łódź and ) and tours in the country,
  - vacation tourism and rest of school kids and college students,
  - family holidays (small children),
  - holidays and cures for senior citizens,
- \* domestic market, with a special consideration of
  - educational study tours in the country,
  - educational tourism for youth,
  - stays in health resorts,
- \* selected foreign markets, with particular recommendation of
  - Jewish diaspora,
  - Polish communities abroad,
  - Ukraine and other East European countries.

Tourism product can be better developed if its variety and commercial offers skillfully emphasize the identity of the region and its individual characteristics. The following marketing ideas may be pointed out:

- \* natural and protected areas
  - ecotourism in national and landscape parks,
- \* rural areas and country life
  - agrotourism on farms,
- \* historic towns, townlets and their culture
  - touring, business, and cultural trips, as well as school trips and educational excursions,
- \* national culture monuments
  - Cistercian architecture (Cistercian Trail),
  - Renaissance and baroque art,
  - great writers (Rej, Prus, Sienkiewicz, Żeromski),
- \* history and monuments of the Staropolskie Industrial Basin
  - educational excursions,



- \* traditions of underground resistance and fights for national independence
  - tours and rallies along commemoration routes,
- \* culture and martyrology of Polish Jews
  - educational and study tours, pilgrimages,
- \* Ukraine and Orthodox church historical monuments
  - study tours and pilgrimages.

The Świętokrzyski and Lublin Region is so diversified that a number of sub-regions with relatively uniform tourism product can be isolated to be put on the domestic market. The subdivision includes the following subregions: Świętokrzyski, Roztocze, Łęczyńsko-Włodawski, Lublin, Pilica River and Nida River.

The **Świętokrzyski subregion**, which occupies the largest area, stretches almost from the Vistula River to the Pilica River on the territories of the Kielce and Tarnobrzeg voivodships. Nearly the whole subregion is covered by the Świętokrzyskie Mountains with their approaches. It embraces the Świętokrzyska Forest and the Staropolskie Industrial Basin, one national park and a complex of landscape parks, as well as many historic localities with valuable monuments: Chęciny, Krzemionki, Nowa Słupia, Sandomierz, Sulejów, Wąchock, and its main urban center, Kielce. The subregion is capable of preparing a rich tourist offer which would certainly include:

- short weekend stays in summer and winter, in the mountains and by the waterside (flood-lands on rivers), and active recreation (skiing, hiking, cycling, swimming, etc.),
- longer holiday and recreation stays for children, youth and college students (summer camps, tramping, etc.),
- touring and hiking rallies in the mountains,
- recreational downhill and cross-country skiing, especially for youngsters,
- a few days' long educational touring trips along such historic routes as the Cistercian Trail and the trail of the Staropolskie Industrial Basin,
- trips to selected localities with visits to museums, historical monuments and nature curiosities,
- ecological-oriented outings to national and landscape parks,
- meetings with the Świętokrzyski folklore, participation in folk events (Dymarki Świętokrzyskie, Bielinskie Wedding, etc.).

The **Roztocze subregion** is made up of the western and central part of the region and it also comprises the Biłgoraj Plain; the subregion mainly occupies the Zamość and Tarnobrzeg voivodships. Not very popular with tourists yet, this area features such natural and landscape attractions as a diversified ridge of elevations, large forest complexes (Solska, Lipska and Janowska Forests), one national park, a few landscape parks, and, additionally, rich folk culture (around Biłgoraj) and traditions of underground resistance. Zamość is the main center



of culture, administration and services. The subregion's tourist offer includes:

- summer camps for school children and college students,
- ecotourism in national and landscape parks,
- hiking, skiing and cycling along tourist trails,
- educational stays in Zamość, with focus on the architecture and art of the Renaissance period.

**The Łęczyńsko-Włodawski subregion** extends along the southern part of the Polesie Podlaskie, between the Bug and Wieprz Rivers, almost entirely situated on the territory of the Chełm voivodship. It is a picturesque expansion of lakes, forests and marshes, with well-preserved features of natural landscape. This area is very popular with tourists because of its well-developed hospitality infrastructure, Włodawsko-Sobiborskie lakes and forests, a national park, a few landscape parks, and the historical monuments in Włodawa. It also serves as a close recreational base for the population of Lublin. The local tourism product features:

- vacation stays in holiday centers near the lakes,
- weekend breaks with water sports,
- various forms of agrotourism with stays on farms,
- ecotourism in protected areas,
- hiking and cycling along scenic tourist trails.

**The Lublin subregion** occupies the northern part of the Lublin Uplands, between the Wieprz River and the Vistula. It embraces the area surrounding the city of Lublin and the Nałęczów Plateau. The highlights of the subregion include Lublin as a big center of historical monuments, culture, science and trade, the spa of Nałęczów, historical monuments of Kazimierz Dolny, Puławy and Janowiec, as well as the Małopolski Vistula gorge and the Kazimierz Dolny Landscape Park. The tourist offer includes:

- visits to Lublin, for tourist, scientific, cultural, business and ethnic purposes,
- weekend breaks with active recreation,
- preventive and therapeutic cures in Nałęczów, rest in Kazimierz Dolny,
- hiking and cycling tours,
- touring historical monuments and historic sites.

**The Piotrków Trybunalski subregion** lies in the eastern part of the Piotrków plain and voivodship, in the Pilica River valley, between Przedborze and Inowłódz. The main attractions include the Sulejowskie Lake, Pilica River, Spała forests, a landscape park and valuable historical monuments of Sulejów, Inowłódz and Piotrków Trybunalski. The area serves as a recreational destination for the townsfolk of the Łódź city. The tourist offer is composed of the following items:

- weekend breaks with water sports,
- vacation stays in traditional holiday and summer camps facilities,



- canoeing rallies on the Pilica River,
- hiking and cycling tours.

**The Nida River subregion** is situated in the Nida River Basin, on the territory of the Kielce voivodship. The characteristic image of the subregion is made up of the Nida River valley, numerous landscape parks, Busko Zdrój and Solec Zdrój health resorts, historical monuments of Bejsce, Jędrzejów, Pińczów and Wiślica, as well as extremely interesting karstic landscape. All these elements, of course, find their place in the local tourist offer:

- preventive and therapeutic cures in the health resorts,
- ecotourism, hiking and cycling tours in the landscape parks,
- tours of historic localities,
- canoeing rallies on the Nida River,
- rides on board of the narrow-gauge railway trains on the following route: Jędrzejów - Pińczów - Wiślica.





- canoeing and fishing in the Pilica River
- hiking and cycling tours
- visiting the ruins of the castle

The Nida River subregion is situated in the Nida River valley, on the border of the Lublin and Świętokrzyskie voivodeships. The subregion is made up of the Nida River valley, numerous landscape parks, Białe Źródło and Solc Źródło health resorts, historical monuments of Białe, Jędrzejów, Pińczów and Włocławek, as well as extremely interesting landscape. The subregion is characterized by a high level of natural beauty and a rich cultural heritage.

The subregion is characterized by a high level of natural beauty and a rich cultural heritage. It is a place where nature and culture are in perfect harmony. The subregion is a great place for those who love nature and want to enjoy the beauty of the Nida River valley. The subregion is a great place for those who want to enjoy the beauty of the Nida River valley and the surrounding landscape.

- vacation stay in holiday centers near the lakes,
- weekend breaks with water sports,
- visits to the ruins of the castle and the church,
- visits to the health resorts,
- hiking and cycling along scenic tourist trails.



The Lublin subregion occupies the northern part of the Lublin Upland, between the Wieprz River and the Vistula. The area surrounding the city of Lublin and the Nalęczów Plateau. The highlights of the subregion include Lublin as a big center of historical monuments, culture, science and trade, the spa of Nalęczów, historical monuments of Kazimierz Dolny, Puławy and Janów, as well as the Małopolski Vistula gorge and Kazimierz Dolny Landscape Park. The tourist offer includes:

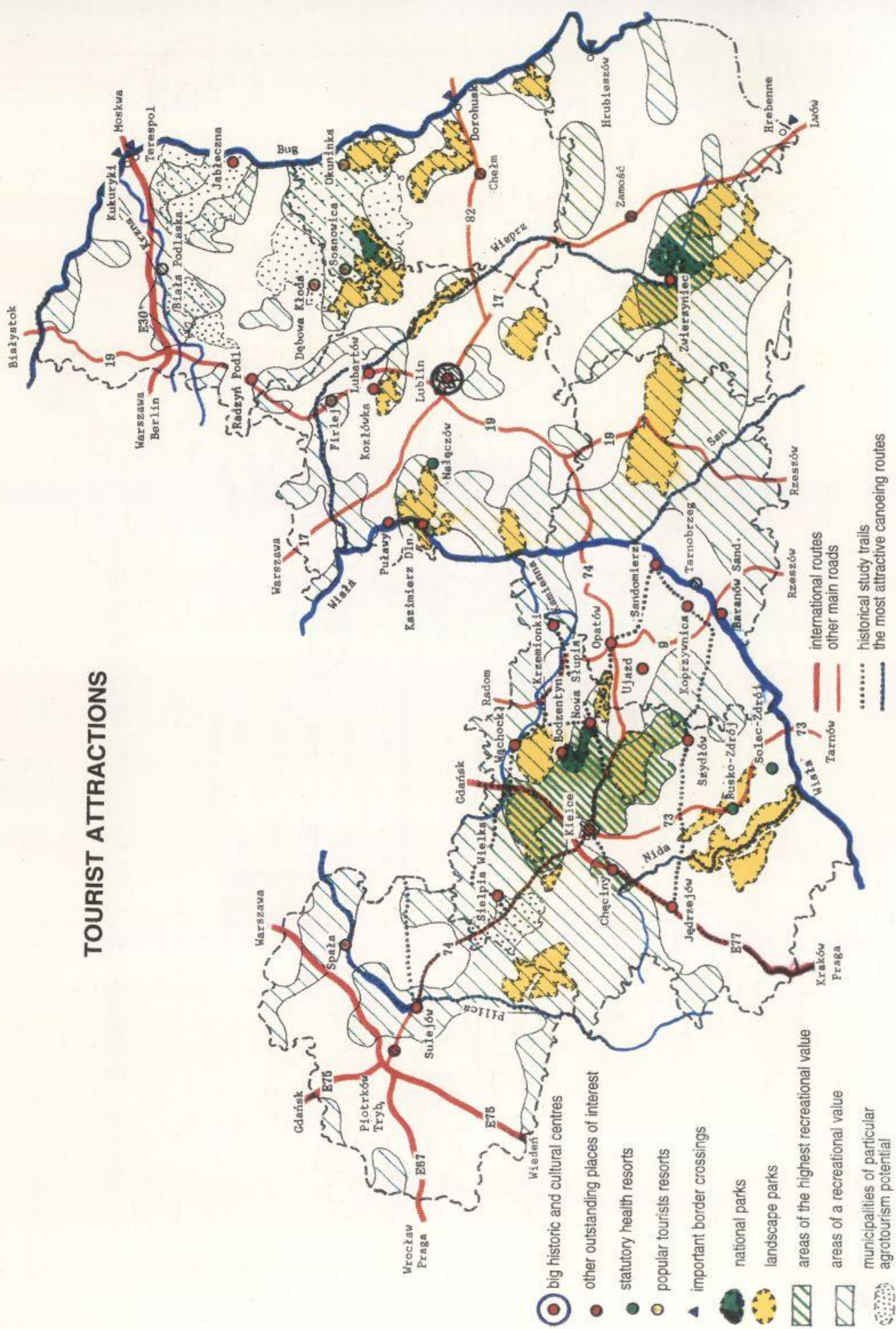
- visits to Lublin, for tourist, scientific, cultural, business and other purposes,
- weekend breaks with active recreation,
- preventive and therapeutic cures in Nalęczów, rest in Kazimierz Dolny,
- hiking and cycling tours,
- visiting historical monuments and historic sites.

The Piłkówek-Trybunalski subregion lies in the eastern part of the Piłkówek plain and voivodeship in the Pilica River valley, between Przedborze and Jarosław. The main attractions include the Sulejowski Lake, Pilica River, Spisza forests, a landscape park and valuable historical monuments of Sulejów, Inowódz and Piłkówek Trybunalski. The area serves as a recreational destination for the townsfolk of the Lublin city. The tourist offer is composed of the following items:

- weekend breaks with water sports,
- vacation stay in traditional holiday and summer camps facilities.



# TOURIST ATTRACTIONS

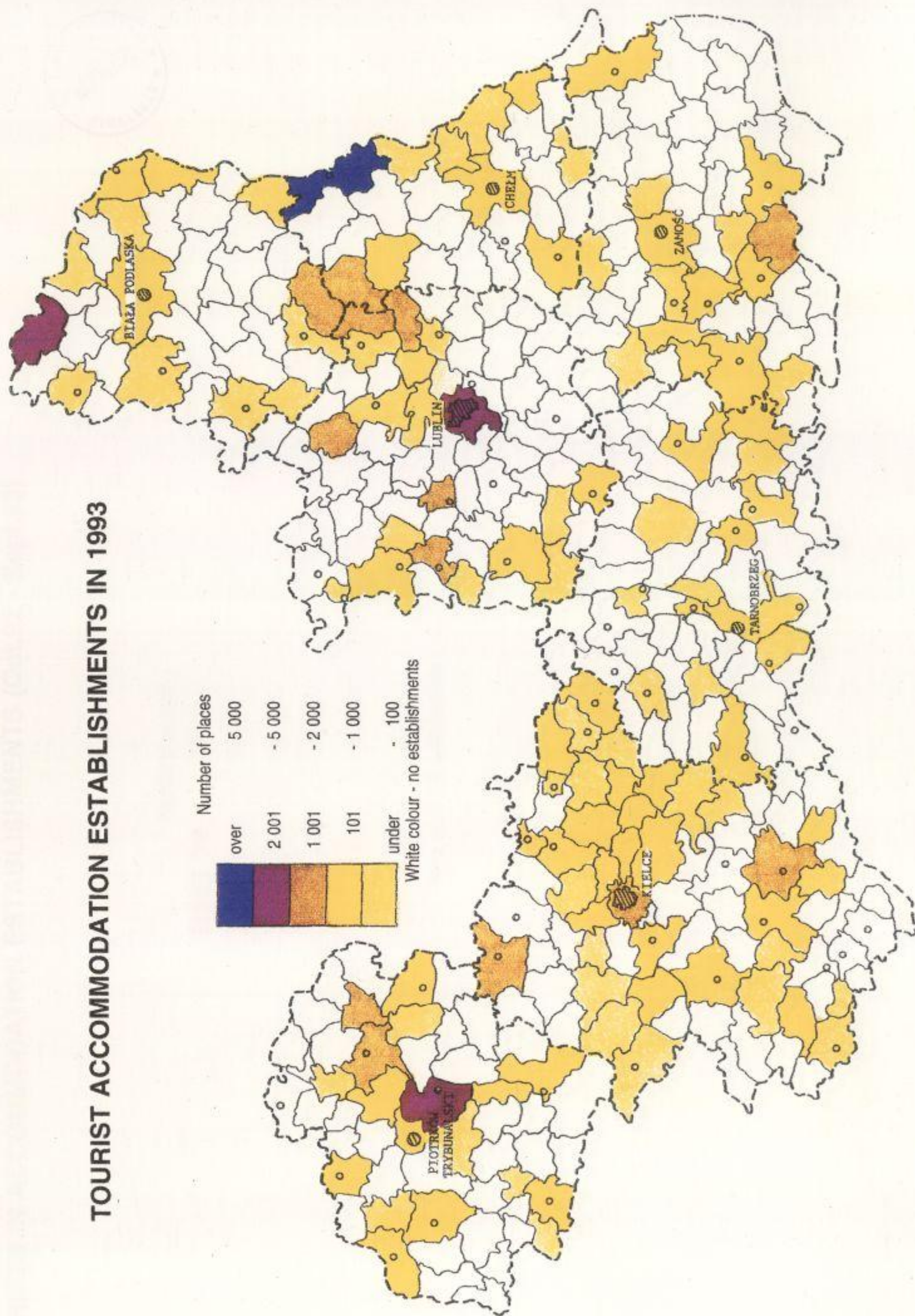








# TOURIST ACCOMMODATION ESTABLISHMENTS IN 1993

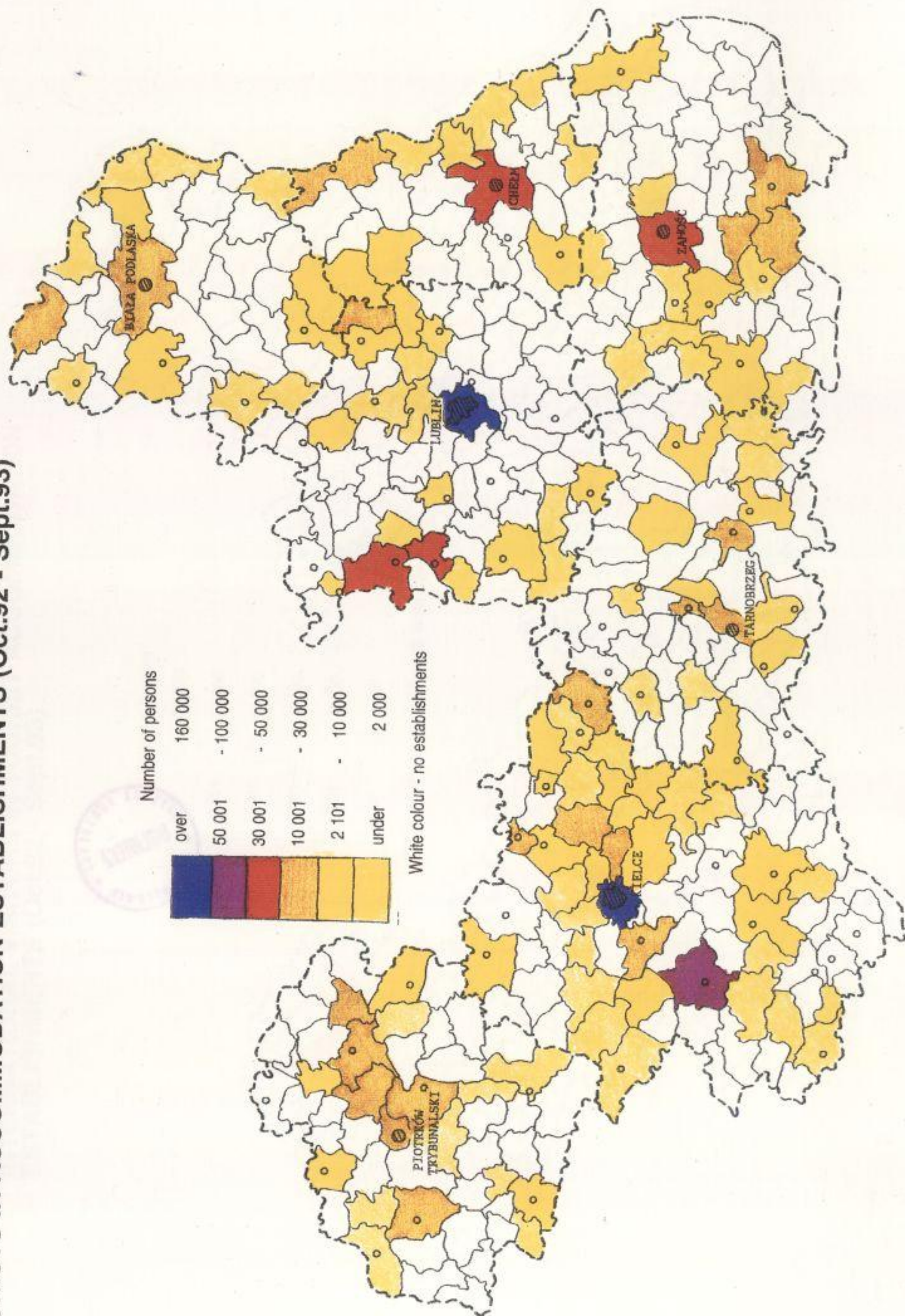








# TOURISTS IN ACCOMMODATION ESTABLISHMENTS (Oct.92 - Sept.93)





(середня - середня) етимологія історичних назв і стигмат





INTERNATIONAL VISITORS IN TOURIST ACCOMMODATION  
ESTABLISHMENTS (Oct.92 - Sept.93)

